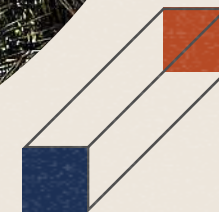
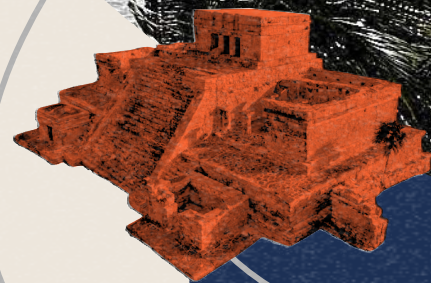




Sustainability Report 2020





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I. MESSAGE FROM MANAGEMENT



Understanding the fragile balance between human occupation with the natural world makes the guarantee of a harmonic coexistence pivotal to the development of any Be Hoteles Group project. Each site, nature and urban, has specific demands to address, whether is wildlife, local waters, or endangered forests. **Regeneration, Conservation and Sustainability** of flora, fauna, and communities in each one of our locations will always be the seminal aspects of our endeavors, so people and the environment can live in peace again.

Nature is sovereign and the only possible progress is a collective one, embracing all sentient beings. Human actions have the power to enable a new way of thinking on the most pressing issues facing our planet, which is the conservation of the lands and waters on which all life depends.

It depends on us.

MIZRAIM CORPUS
EXECUTIVE MANAGING DIRECTOR

Business
Review

II.

be playa

Be Playa

Located in Playa del Carmen, with a vintage atmosphere, combines comfort and avant-garde design.

WHO WE ARE

be tulum

Be Tulum

Home to the luxurious experience of being barefoot.

BUSINESS UNITS

BE HOTELES



nômade[®]

TULUM

The meeting point of those whose journey never ends.



yään
wellness
energy · healing · spa
Tulum

Inspired by the ancestral wisdom of the Mayans, this has been called by visitors from around the world, "the most beautiful spa in the creation".

1.

VISION



As temporary habitats, we want to be a space where awareness is cultivated, and that creates experiences for guests and collaborators. We value the natural, architectural, and cultural beauty of the environments where we are present.



2.



To generate innovative and unforgettable experiences for guests and collaborators through the creation of spaces centered on the Self, seeking global expansion.

MISSION

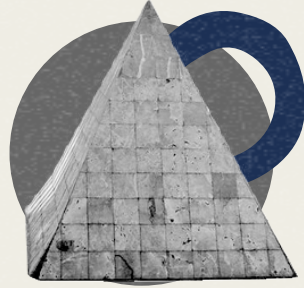


3.

VALUES



INNOVATION



BEAUTY



WELLNESS
PROMOTION



RESPECT FOR
ANCIENT WISDOM



TRANSFORMATION
AND EVOLUTION



Sustainability
Goals

III.

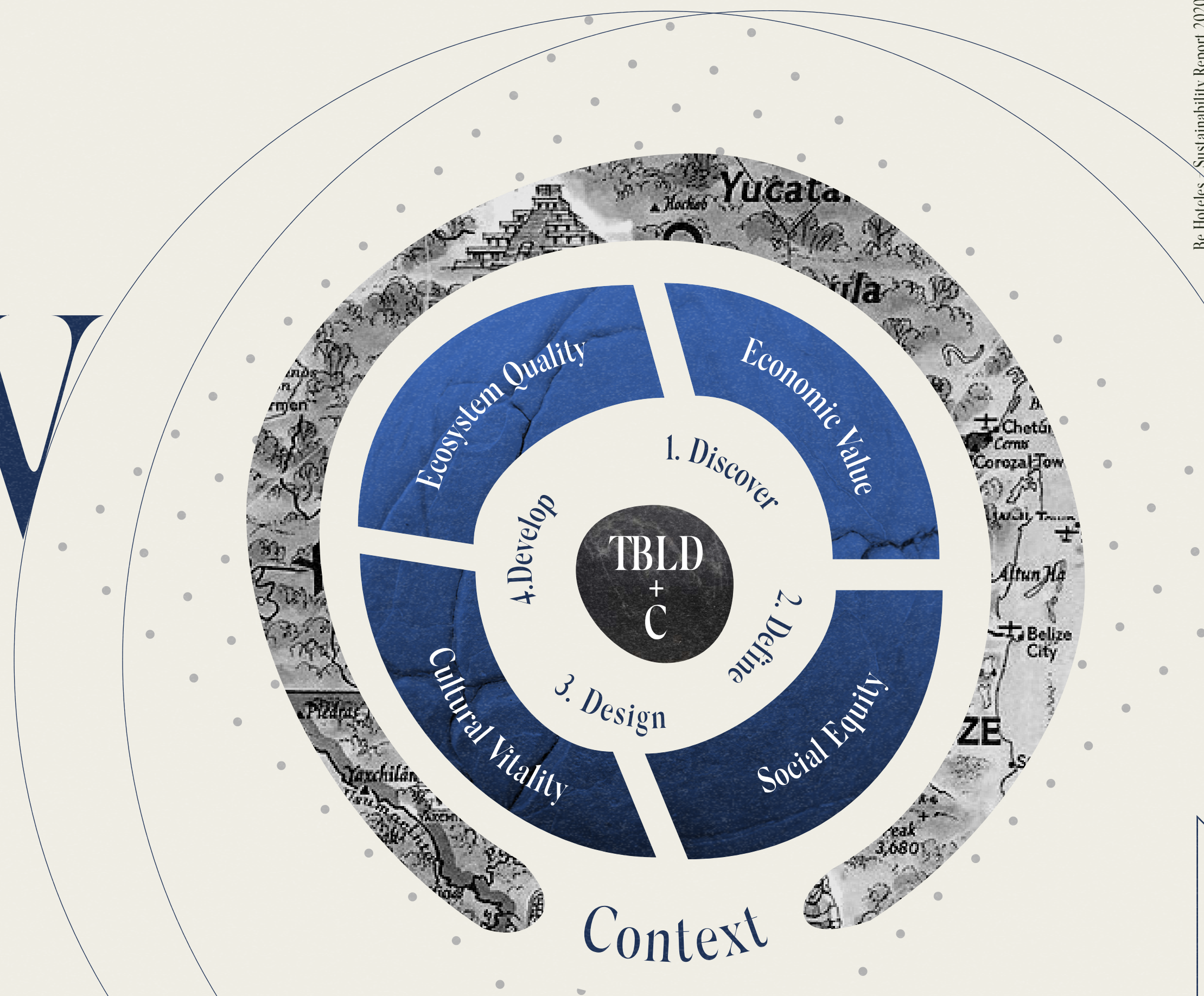
Be Hoteles has a department devoted to Corporate Social Responsibility and Sustainability, which supervises the implementation of programs to preserve and care for the environment, culture, and society. As a foundation, we implement a conceptual framework of sustainability that promotes sustainable development, economic welfare, cultural and environmental preservation, and family health of the communities and local environments where we are present.

We work in accordance with the agenda for Sustainable Development 2030 adopted by the 193 member countries of the UN, which establishes a shared roadmap to peace and prosperity for the people and planet. 17 goals that call for urgent action to fight the main problems facing humanity.

HOW

-Our DNA-

Triple Bottom Line by Design is a framework that incorporates four dimensions of performance: social equity, environmental responsibility, economic health, and cultural vitality. The “By Design” component of the term refers to the specific intention of our organization in establishing all policies, processes, and products around the four principles.





In 2020, Be Hoteles Group became part of the UN Global Compact, created for companies to incorporate universal principles related to human rights, labor, the environment and the fight against corruption in our strategies and operations, as well as for us to act so that the social objectives and the implementation of the SDG Sustainable Development Goals advance.

The SDGs are 17 objectives that call for action urgent to combat the main problems that runs through humanity.



In our strategic plan for Sustainability and Corporate Social Responsibility 2020-2030, we have emphasized the progress of the Sustainable Development Goals. As presented in the current report, we emphasize the SDGs that are addressed by each initiative.:

SDG 4 "Quality Education"

SDG 5 "Gender equality"

SDG 8 "Decent Work and Economic Growth"

SDG 13 "Climate action"

SDG 14 "Life Below Water"

SDG 15 "Life on Land"

Sociocultural



Environmental

Economic

Sociocultural



Quality of life
in the company



Training



Connection with
the community

Environmental



Animal
welfare



Conservation of
natural heritage

Economic



Visitors



Value Chain



Business Ethics



SOCIO CULTURAL



Our Strengths, Our People

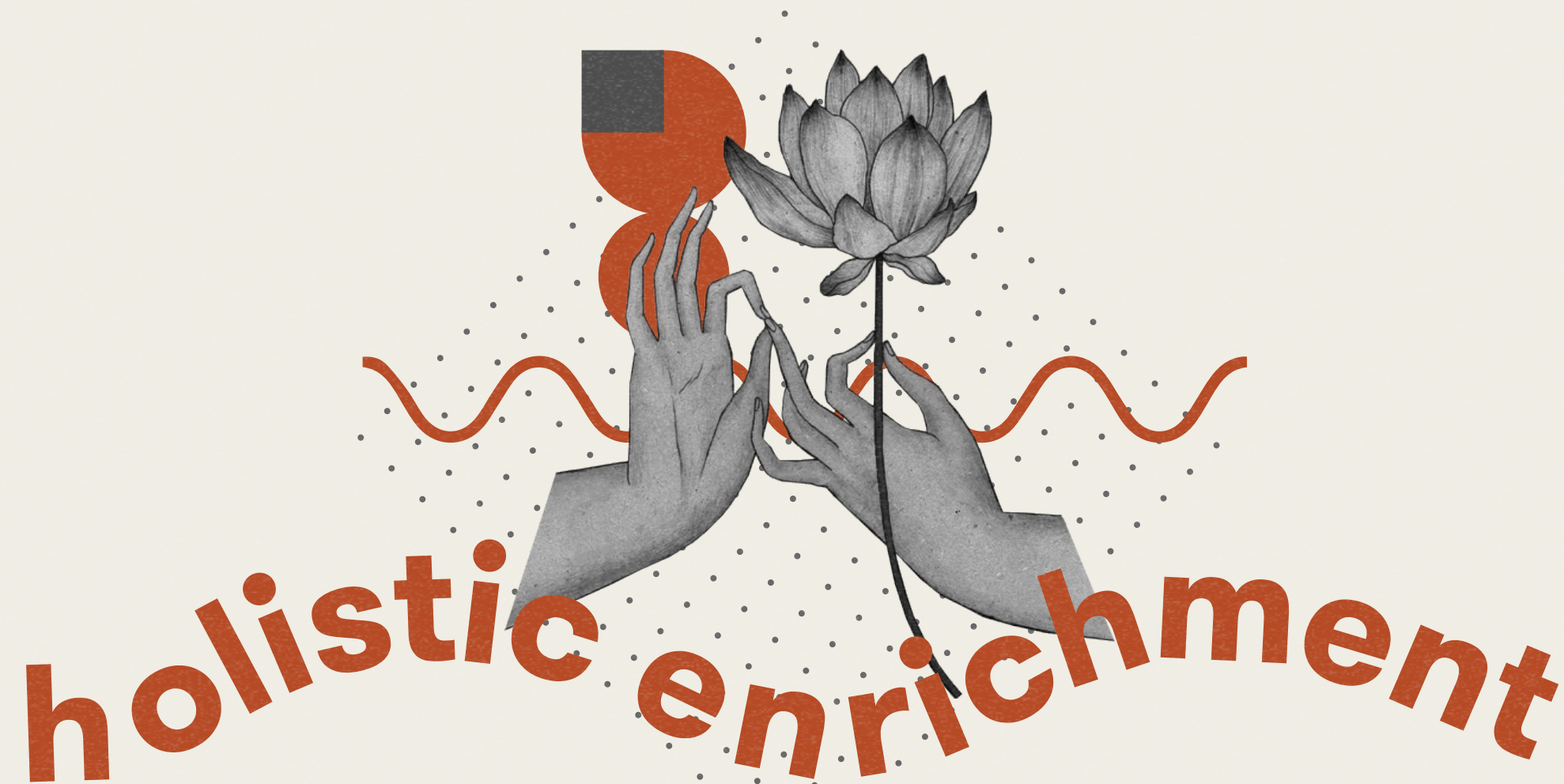
In 2020 our wellness corporate program "Open-Minded", deepened into providing our collaborators with tools so that they have a correct balance in their physical, emotional, spiritual and social relation with the community, for which we had the external support of our wellness coaches.



With this program, not only did the quality of life of **520** direct collaborators improve, but their families and community as well.

THE "OPEN-MINDED" 2020 APPROACH WAS TO DEVELOP THE UNDERSTANDING AMONGST STAFF OF THE IMPORTANCE OF THIS PROGRAM AND TO DELVE INTO THE PRACTICE OF GRATITUDE, JOY AND RESPONSIBILITY.

The Human Development and Corporate Social Responsibility department provides programs and training that bring

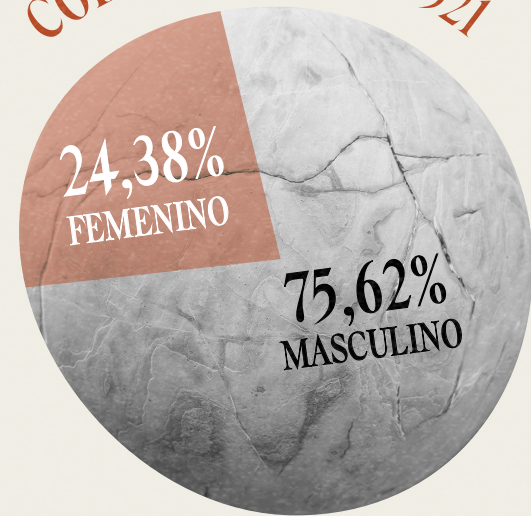


to our collaborators, promoting a good quality of life, and a creative, motivating and inclusive work environment.

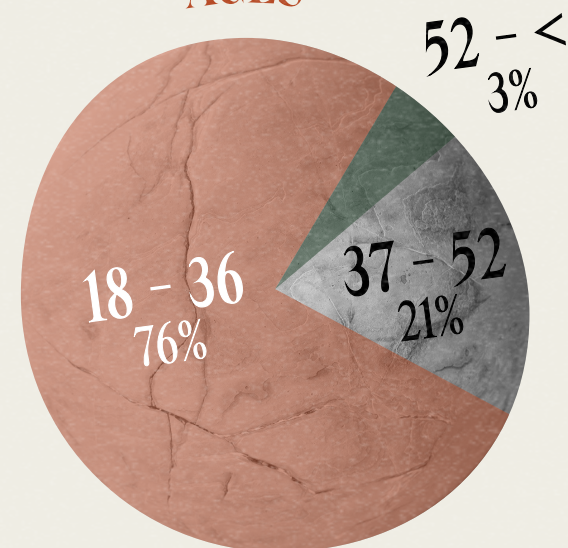


QUALITY OF LIFE IN THE COMPANY

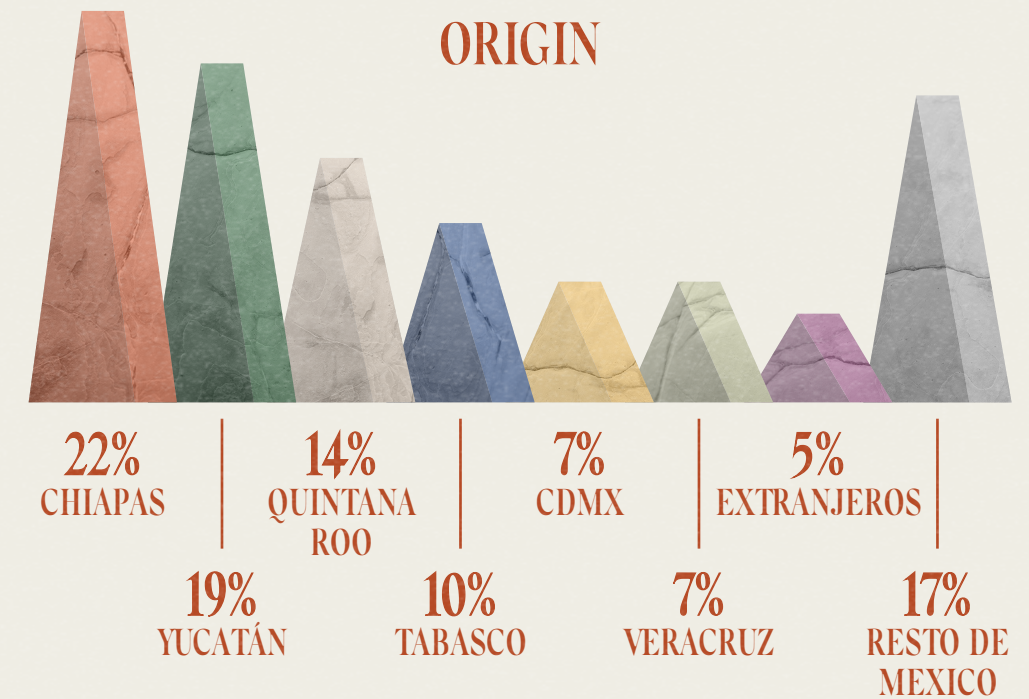
COLLABORATORS: 521



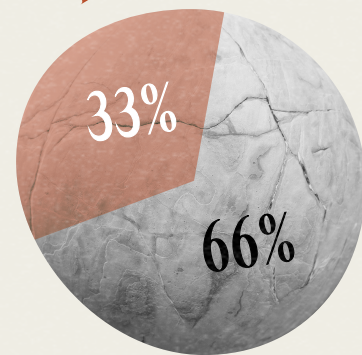
AGES



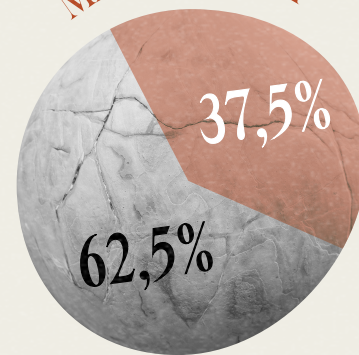
ORIGIN



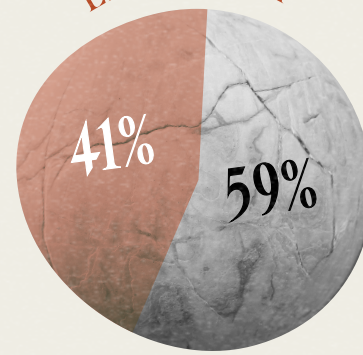
DIRECTORS



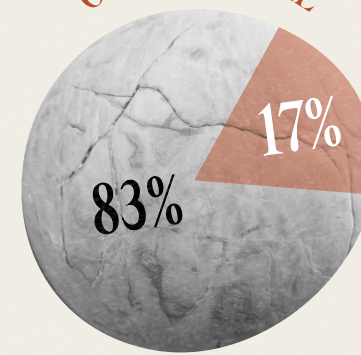
MANAGEMENT



LEADERSHIP

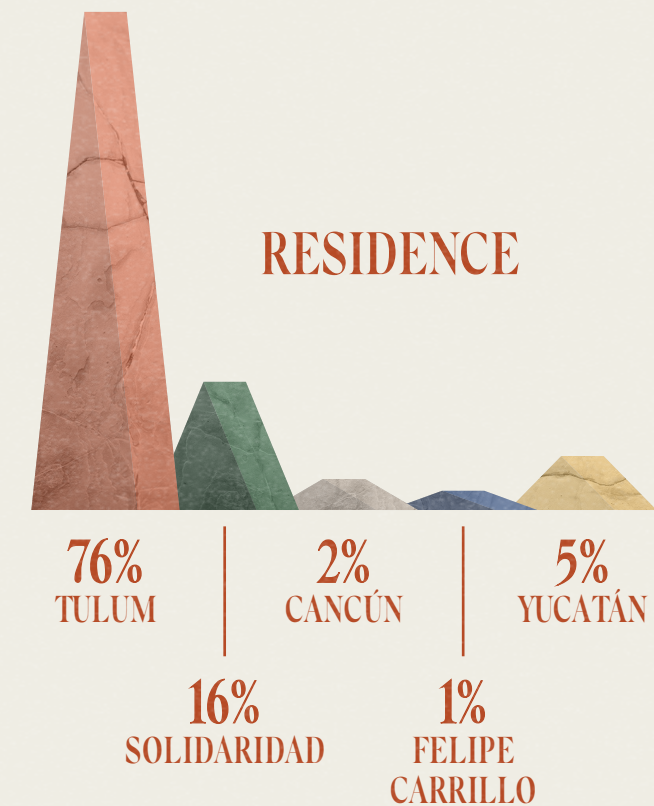


OPERATIONAL



FEMENINE MASCULINE

RESIDENCE



Demographic characteristics:

Be Hoteles employs 521 collaborators. Since it is our priority to create local employment 95% of our collaborators are Mexican. Women hold 40% of the management positions and 33% of the executive positions with defining and decision-making power. The goal is to continue increasing these numbers to achieve gender equality under our business ethic of equality and inclusion.

70%

Percentage of people impacted by the Wellness Program

THE DIFFERENT PSYCHOSOCIAL RISKS TO WHICH OUR COLLABORATORS IN TULUM ARE EXPOSED DUE TO LACK OF FAMILY SUPPORT AND AN INTENSE AND CHANGING RHYTHM, CAUSE PHYSICAL SYMPTOMS, STRESS, DEPRESSION, ALCOHOLISM, ETC., WHICH MAKES US CO-RESPONSIBLE FOR THEIR PHYSICAL AND EMOTIONAL WELL-BEING.

VARIOUS TEACHERS, NUTRITIONISTS, HEALERS, PSYCHOLOGISTS, COACHES AND SHAMANS PARTICIPATE IN THE 'WELLNESS PROGRAM' AND HELP US IMPLEMENT IT IN A COMPREHENSIVE WAY. THIS YEAR, COLLABORATORS FROM ALL AREAS BENEFITED FROM FACE-TO-FACE AND VIRTUAL EMOTIONAL HEALTH THERAPY AND STRESS MANAGEMENT SESSIONS. 279 COLLABORATORS PARTICIPATED IN THE THERAPIES WITH OUR SPECIALIST, DR. MARICARMEN NORIEGA.

1573

annual working hours allocated to the Personal Wellbeing Program during work shifts.



EMOTIONAL WELL-BEING

In support to the emotional health of our collaborators, we offer them free access to our menu of wellness activities for guests, such as:

- Emotional resilience
- Cocoa therapy
- Guided meditations
- Energy alignment
- Biomagnetism
- Among others.

Likewise, talks on prevention of family violence were given on a regular basis.



FAMILY AND PROFESSIONAL BALANCE

We implement business policies to improve the balance of the personal and professional life of our employees and to support them in fulfilling their family responsibilities with tools such as working from home, granting vacation days above the law, birthday free), sports, cultural and leisure activities and celebrations to integrate our mutual families, among others. Employees' personal finances are supported by granting financial support for the purchase of school supplies for their children at the beginning of year 3.



With a department dedicated to strengthening the capacities of our collaborators, we have carried out 14,435 hours of training through programs designed on the potential of human development, within the company and in the tourism industry.

Additionally, we offer a language program for employees to learn and / or perfect foreign languages (English and French), from which 208 people (40%) have benefited.



| | |
|---|-------|
| # HOURS OF TRAINING | 14435 |
| # ANNUAL HOURS X COLLABORATOR | 27 |
| % ASSISTANCE X AREAS | 95% |
| % PEOPLE with training in a foreign language during working hours (English and / or French) | 40% |

CONNECTION WITH THE COMMUNITY

The Sustainable Development Goals can only be achieved with a strong commitment to alliances and cooperation. At Grupo Be Hoteles we work with governmental and non-governmental organizations to achieve our objectives. Some of the groups we have allied with and/or supported are:

1.

Jardín del Colibrí Dorado A.C
Non-profit organization that works to reforest and protect the wildlife of animals and flora in danger of extinction in the area, promoting ancestral wisdom and helping souls to heal the different physical, mental and soul planes.

2.

Heroic Fire Department
This year we supported the fire department with a donation of uniforms to help them fight wildfires.

3.

Grupo Ave Fenix Alcoholics Anonymous A.C.
Alcoholics Anonymous is a fellowship that supports individuals in recovery from addictions, as well as their families. Be Hotels Group provides meeting space, food and beverages for the organization.





THE MISSION OF THE BE HOTELS GROUP 'REWILDING' PROGRAM IS TO PROVIDE RESOURCES FOR THE REGENERATION, PRESERVATION AND INCLUSION OF LOCAL COMMUNITIES IN REGIONS OF THE WORLD WHERE WE ARE PRESENT.

REWILDING PROGRAM



We work with professionals and strategic allies to design and develop possible solutions to their basic needs of life, to conserve natural and cultural ecosystems, and co-create innovative projects with local communities that promote their sustainable development.

The program was born with a methodological action route that serves as a basis to be applied in the different contexts that will be impacted. The 'Rewilding Roadmap' is a facilitation tool that connects our project designers with local communities, with the aim of fostering mutual understanding and guidelines for collaborative work.



It is designed with the integration of the following principles: the TBLD + C (Triple Bottom Line by Design) sustainability conceptual framework; the UNWTO Principles of Sustainable Development of Tourism (Respect, Conserve, Sustain); and the 'Participatory Action Research' method to ensure that communities are consulted, involved and trained throughout the planning process.



Currently the program is being implemented in the project: MAYAN KNOWLEDGE CAMPUS

The first 'Rewilding' project, started in August 2019, seeks to preserve and regenerate the Mayan nature and culture of the Yucatan Peninsula through sustainable development strategies designed together with the communities and their leaders, to promote ancient Mayan wisdom and strengthen local economies.



MAYAN KNOWLEDGE CAMPUS



The 1st Mayan Knowledge Campus is designed with a curriculum based on nature and ancestral Mayan wisdom: sustainable organic agriculture, natural building, arts and cultural worldview. The ancient Mayan town called Sisbichén is the main community impacted in alliance with the Jardín del Colibrí Dorado A.C at the Rancho Yaaxdzonot of grandfather Antonio Oxté, Mayan leader of the region.



TEMAZCAL



FIRE CEREMONY



CACAO CEREMONY



GRATITUDE TENT

(Guided meditations)



YOGA

NÔMADE SYMBIOSIS



Music has always been an essential component in bringing about social closeness. One of its primary functions across societies is collective, binding people together to elevate our state of being. The Nômade Symbiosis project was born out of this philosophy — a project designed to create and develop musical activities and collaborations that contribute to the sustainable development of communities with a rich cultural music heritage.

Its purpose is to bring together great exponents of local folklore with contemporary electronic music producers on a journey exploring ancestral sounds and unique world cultures. The process and result of each cultural symbiosis aims not only to preserve cultural heritage, but promote social causes and contribute to specific needs of developing regions.



The first chapter celebrates a collaborative EP between Luis Maurette, Argentinian electronic music producer and multi-instrumentalist musician known as Uji, and master marimbero Hugo Candelario, Genaro Torres and Francisco Torres, members from one of the main lineages of musicians and luthiers of traditional marimba of the Colombian Pacific.



Leaving the best

ENVIRONMENTAL FOOTPRINT



Tourism brings many positive impacts to local economies, such as employment, the possibility to learn new languages and cultures, among others.



However, it also brings negative impacts such as pollution to the environment. At Be Hotels, we have chosen to operate tourism from a sustainable perspective that is concerned with the well-being of the communities and nature, which is why we implemented projects for the protection and care of the local flora and fauna.

As a hosting service center, we have developed, as a business policy, a culture aware of sustainability that forges a commitment to the environment and society. Such culture aligns with our objectives and goals which are based on the compliance, implementation, and verification of the legislation and regulations in force in environmental matters applicable to the work center.



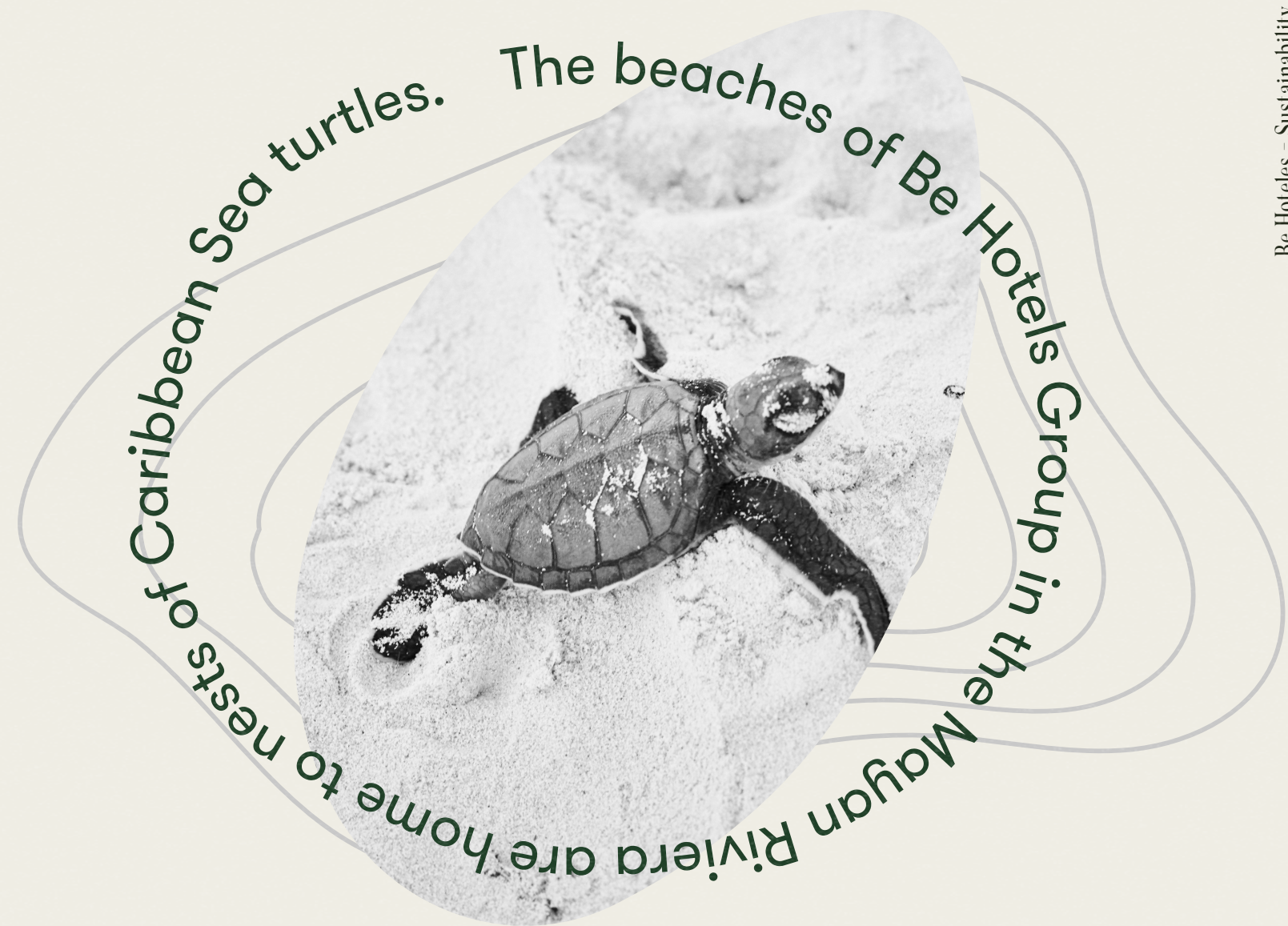
60 NESTS

on our beaches in 2020.

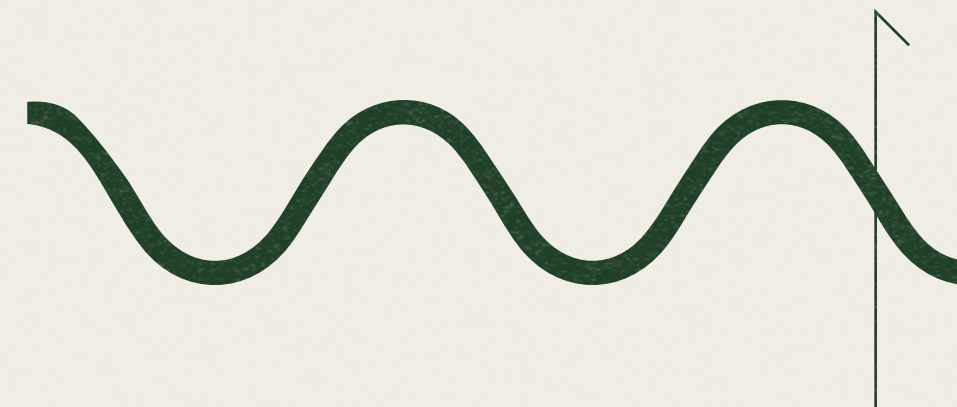


2500 BABY

sea turtles returned to the sea.



In 2020 talks about turtle care were given to all the hotel's operating personnel to raise awareness of the importance of their care and how to teach guests to be careful with these animals.



NATURAL HERITAGE CONSERVATION

In all of our business units, we have implemented a waste separation program under the regulations of the Mexican government to ensure that all waste reaches its proper destination.

1

A large percentage of the organic waste generated by Be Hotels is used to create compost that is eventually used as fertilizer in our plant nursery.

2

Inorganic waste is separated by material and sent to recycling facilities within the country.

3

Hazardous waste, such as grease, oil, paint, and solvents, are sent to a company certified by the Mexican Government to ensure their safe disposal.

4

We have intentionally sought and formed partnerships with suppliers who share our commitment to sustainability. These companies monitor the life cycle of the product, reusing materials, and taking responsibility for waste disposal and recycling.

FIGURE

| | BE | NOMADE | TOTAL KG |
|-------------------------------------|--------|--------|----------|
| FRUITS, VEGETABLES AND THEIR SHELLS | 8.789 | 6.894 | 15.387 |
| TETRAPACK | 134 | 108 | 228 |
| PAPERBOARD | 2.343 | 3.563 | 6.182 |
| ALUMINUM | 1.820 | 248 | 449 |
| POLYETHYLENE TEREPHTHALATE (1 PET) | 396 | 524 | 926 |
| BOTTLES OR CONTAINERS GLASS | 19.468 | 21.067 | 40.535 |
| PLASTIC LDPE | 168 | 98 | 266 |
| CIGARETTE BUTTS | 27 | 23 | 50 |
| COFFEE CAPSULES | 84 | 12 | 96 |

In 2020 we produced

4.8 Tons

of compost with 60% of our vegetable and fruit waste



Our takeaway containers, napkins, cutlery, disposable plates, and straws are all

BIODEGRADABLE

Were recycled:

14 types of materials were recycled: Tetrapack, Cardboard, Aluminum, PET Plastic, Glass from bottles or containers, LDPE Plastic, Cigarette butts, Coffee Capsules, coconuts, candles, sawdust, among others.

We reached our goal of reducing the use of PET plastic by

15% in addition to the **20%** by 2019, thanks to the elimination of products packed in this material.

CARBON CREDITS

This year we began to neutralize our emissions by buying carbon credits from the AMBIO Cooperative.

Our goal is to become Carbon Positive by 2021, which means that we will buy bonds for a value greater than the emissions we issue.



BONDS EQUIVALENT TO 1861 TN OF CO2 WERE ACQUIRED, which will be invested in the Scoleté reforestation project in the state of Chiapas, where 90 peasant and indigenous communities work. The carbon footprint was calculated based on our consumption of energy, fuels, transportation of people and supplies, generation of waste and the number of guests who visited us this year.

13 ACCION POR EL CLIMA



NÔMADE TREES

Nômade Trees is a reforestation program looking to regenerate the land and life of highly deforested areas such as the Yucatan Peninsula, by recreating forests with ancient local trees that capture high amounts of CO2 emissions and provide resources for local communities. We have set a goal of planting 10,000 native Mayan Trees in 2021, to win back the capacity of new areas of land conservation.



Brosimum alicastrum



The United Nations Environment Division's GEO-6 report, launched in 2017, lists the Caribbean Sea as the second most polluted by plastics.

2 THE CARIBBEAN SEA AS THE SECOND MOST POLLUTED BY PLASTICS.

In Tulum, the contamination caused by the garbage spread in the town, beach, and jungle seriously affects the terrestrial and marine ecosystems, the aquifers, and the general population. The lack of a comprehensive waste treatment system, public garbage dumps, or people in charge of cleaning the streets, causes large amounts of garbage to accumulate. If you add this to the lack of environmental education of the people who continue to generate waste and dispose of it in places where they shouldn't, the need for a cleaning system is urgent.

At Be Hotels, we created the "Cuadrilla de Limpieza - We can BE the change", a program that organizes beach cleanings with a team of permanent collaborators and the help of volunteers. Our hired cleaning team has removed around 10 Tons of garbage per month.



BEACH

In 2020 we were part of the annual beach cleaning organized by #MAKERS Tulum in Sian Kaan and the cleaning days after the passage of Hurricanes Delta and Gama.

CLEANING

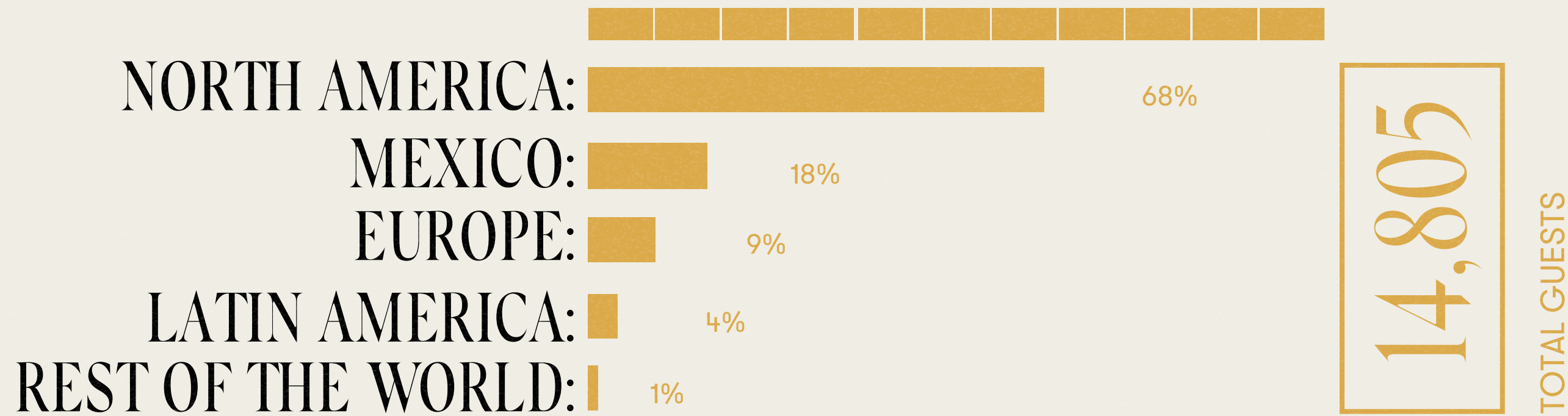




ECONOMIC



Growing together



THIS YEAR WE RECEIVED VISITORS FROM DIFFERENT PARTS OF THE WORLD THAT ENJOYED THE BEAUTIES THAT TULUM HAS TO OFFER, AND WE HOPE THAT NEXT YEAR WE WILL HAVE THE PLEASURE OF RECEIVING EVEN MORE PEOPLE.

PENINSULA



TULUM



REST OF THE COUNTRY



QUINTANA ROO



LOCAL SUPPLIERS

For Be Hoteles, suppliers are a very important part of our activities and we seek to establish lasting and efficient relationships.

We seek to benefit mainly small and medium entrepreneurs distributed in the Yucatan Peninsula for a better distribution of wealth in the region and also reduce the impact of emissions generated by logistics.

For example, many of the crafts that decorate our hotels are made by the hands of men and women who live in the Mayan area of the Yucatan Peninsula and use techniques and materials typical of the region.

100%

The Human Development and CSR area is committed to recruiting, selecting and hiring the best qualified collaborator, without discrimination of race, sex, age, religious creed, social condition or of any other type, receiving equal conditions and treatment, as well as equality opportunity for your income.

With the mere fact that you meet the requirements of the position, characteristics of collaboration and demonstrate your capacity, potential, attitude and skills, it will be sufficient for your recruitment and hiring.



THANKS

