

BRINGING HOME SUSTAINABILITY

2023-2025 CSR REPORT



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Editorial

Together, we can move mountains

From the very start, Assas Hotels lived by the motto: "do things the right way". It may be a simple idea, but it's not as easy as it sounds. Being born and bred in the Alps, our business has the same sense of balance, care and connection with the local area as our homeland. Protecting where you live isn't an option here; it's the very essence of our company and forms the foundation of the trust we've built with our teams and guests. Social responsibility isn't a byword for us; it's the natural extension of our identity and the values that each and every one of us champion on a daily basis.

That said, we need to move from intuition to method so we can grow as a group. Increasing expectations from our partners, demands from our financial backers and changes in hospitality standards have seen us set our pledge in stone. The last two years have marked the first milestone: we've defined a consistent and structured strategy, built a clear roadmap and designated specific representatives in each department and site.

This framework has made our projects clearer and more visible in everyday life: we have implemented practical measures with immediate impact and long-term investments that prove how business performance, social impact and environmental transition can move forwards together.

But we can't do it alone. Our success depends on everyone: staff, partners, suppliers, communities and clients. That's where communication comes in. We want to get people on board with sustainability, not cause a stir. We want to share what we've done, what's left to do, our challenges and our success stories. Our communication will be a pledge for the truth, a promise to be sincere and true to our values so everyone can get involved, make suggestions and see how we're doing.

Our first CSR report is proof of just that. It follows a clear path, measures how far we've come and underlines our beliefs. Actions speak louder than words and together, we will build a more sustainable hospitality industry that takes pride in its roots, focuses on the future and creates value for everyone.

Romain Trollet
President

Andreea Moisuc
CEO

ASSAS HOTELS

Value creation in hospitality since 2011

Assas Hotels gradually carved out its vision of hospitality deep in the Alps, right where it all began. The group stands for discerning and sincere hospitality that strives for authenticity, with each and every hotel designed to connect with a place, its identity and its community.

Assas Hotels is more than a hotel management company; it brings together a dedicated team who believe that an in-depth understanding of every aspect of hospitality, from design to management, is the cornerstone for a long-lasting and ambitious project. We use our expert blend of financial health and operational finesse to help create unique sites.

What drives us...

Whether it be an opening, relaunch or rebrand, we want to make every project a long-term success by working with investors and private owners.

What guides us...

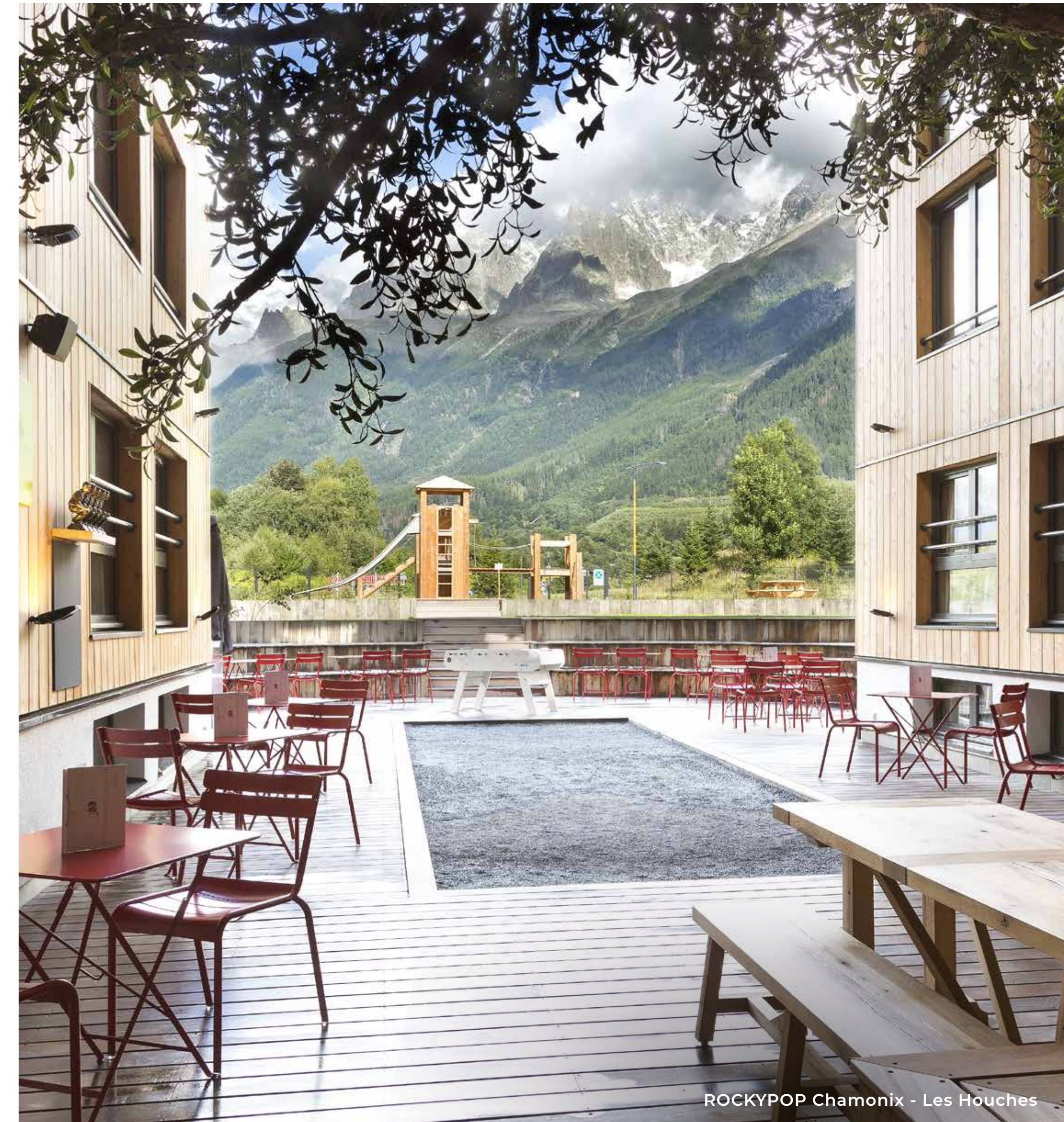
Mindful hospitality that takes care of the places the hotels are based, takes part in the local community and takes time to create both social and economic value.

OUR SKILLSET

- DESIGNING, BUILDING AND REBRANDING HOTEL ASSETS
- OVERSEEING OPERATIONS IN PARTNERSHIP WITH HOTEL MANAGEMENT TEAMS
- MARKETING, BUSINESS AND PRICING STRATEGIES
- PROJECT MANAGEMENT, HR, PROCUREMENT AND COST CONTROL

OUR HOTELS

- HELIOPIC HOTEL & SPA – CHAMONIX MONT-BLANC
- HÔTEL SQUARE LOUVOIS – PARIS
- ROCKYPOP – CHAMONIX – LES HOUCHES
- ARAUCARIA HOTEL & SPA – LA PLAGNE TARENTAISE
- ST-ALBAN HOTEL & SPA – LA CLUSAZ
- OH LA LA ! HOTEL BAR – PARIS
- HÔTEL MARIELLE – VAL THORENS
- OURS BLANC HOTEL & SPA – LES MENUIRES
- APPARTEMENTS BELLAMY – CHAMONIX MONT-BLANC
- ROCKYPOP – FLAINE
- ROCKYPOP – GRENOBLE
- BRAUNBÄR HOTEL & SPA – WENGEN
- VILLA CAMILLE HOTEL & SPA – BANYULS-SUR-MER
- ROCKYPOP – MARSEILLE
- HÔTEL LEPOUSSIN – CANNES



ROCKYPOP Chamonix - Les Houches



Our pledge

Bringing home sustainability

Chamonix, its mountains and glaciers show us where we come from and where we're headed, inspiring us to rethink our way of working every day. We're aware of the challenges facing these fragile lands and we do our utmost to fulfil the expectations of our teams, guests and partners, support local projects to protect our natural and cultural heritage and secure a more sustainable economy.

Our CSR policy was set in stone in 2023 as a cornerstone of our identity. From our passionate staff and guests who see the soul in our hotels, to the suppliers who support us on a daily basis, we hope to pool talents and ideas that bring powerful projects to life. The projects we work together on day by day capture our values, with visible results today and investments in the future.



St-Alban Hotel & Spa – La Clusaz

Our CSR strategy



ENVIRONMENT

Bringing home responsibility

1. CONTROL AND REDUCE THE RESOURCES WE USE
2. RENOVATE AND ECO-DESIGN OUR PROJECTS IN LIGHT OF BIODIVERSITY ISSUES



PEOPLE

Bringing home team spirit

3. CREATE STAFF LOYALTY WITH AN APPEALING WORKPLACE AND WELLNESS PROGRAMME
4. TRAIN AND INVOLVE OUR TEAMS IN CSR



GOVERNANCE

Bringing home community

5. INVOLVE OUR VALUE CHAIN IN OUR CSR PLEDGES
6. JOIN THE LOCAL ECOSYSTEM TO CREATE LONG-TERM BONDS



Our approach

Clear methodology, strong organisation

Materiality assessment

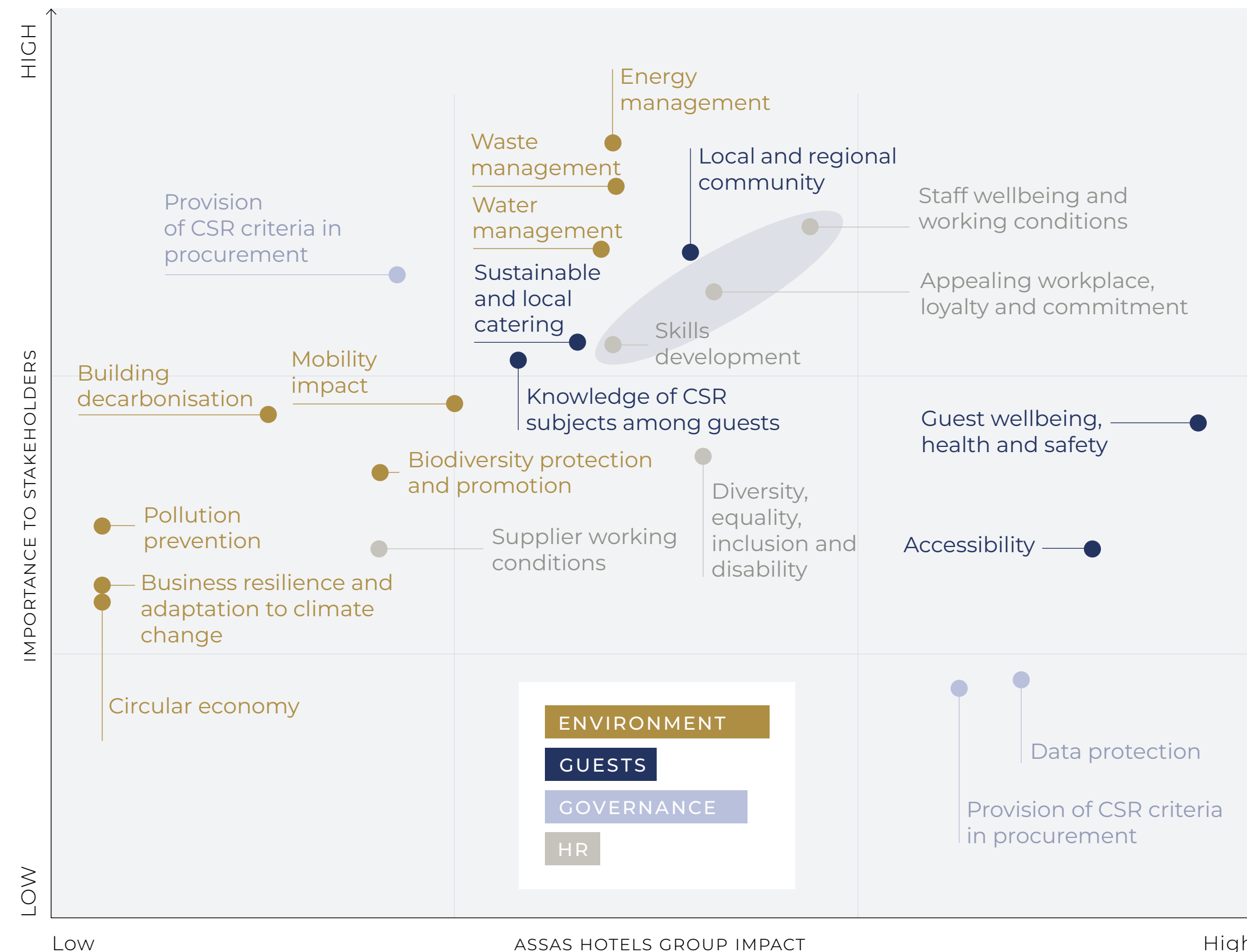
– DESIGN A RELEVANT AND STRUCTURED CSR STRATEGY

In early 2023, we conducted a materiality assessment to outline our CSR priorities based on our business and staff/guest expectations. By making them part of the narrative, we've managed to create an enriching group vision together.

It meant we could build a realistic strategy and roadmap that are strong and true to our values.

1. A materiality assessment is a tool to identify social and environmental issues with a direct impact on business performance.

Materiality assessment



Our methodology

1. REVIEW

February - March 2023

We began open and dynamic consultation

- 15 internal and external research interviews
- 2 staff surveys (88 participants)
- 1 guest survey (96 participants)
- 1 competitive intelligence report

We explored diverse subjects

– ENVIRONMENT

Energy management/water management/waste management/mobility impact/biodiversity protection

– GUESTS

Wellbeing, health and safety/sustainable and local catering/local and regional community

– GOVERNANCE

We implemented CSR criteria in procurement/data protection

– HUMAN RESOURCES

Staff wellbeing and working conditions/appealing workplace, loyalty and commitment/skills development

2. STRATEGY

March - June 2023

We prioritised issues

- Issues and suggested measures were prioritised during a workshop attended by representatives from every department at head office and two hotels

We outlined the strategy

- We established specific CSR governance to ensure our strategy is implemented correctly, encourage teams to work together and monitor measures on a regular basis.
- We calculated our measures to keep track of the resources we use and assess the long-term impact.

3. ACTION PLAN

Summer 2023

We drafted the first roadmap (2023)

- We outlined our priority measures to promote our pledges, assign clear responsibilities and track progress.

Our CSR Governance

– ENSURE EVERYONE IS ON BOARD

Our vision is fuelled by our CSR governance with clear and fair role allocation: directors to drive home strategy, a CSR manager to oversee its implementation and representatives at head office and hotels to make it happen.

CSR Committee

Our CSR Committee is in charge of the roadmap and conducts monthly meetings to track progress, confirm strategic priorities and ensure consistency. It also encourages teams to get involved no matter their department and ensures our initiatives address the concerns of stakeholders.

CSR Representatives (head office and hotels)

A team of CSR reps has been appointed for each department in the group and at each hotel. Our CSR representatives volunteer their time to monitor measures, raise any issues, share best practices and put forward ideas for improvement. As ambassadors for our approach, they make CSR part of everyday life among our staff and make every initiative happen in the field.



ROMAIN TROLLET
President



ÉLISE LOP
Technical and
Safety Director



ANDREEA MOISUC
CEO



PAULINE VAILLARD
CSR Manager





Our 2024 roadmap

– RESEARCH AND FINE-TUNE INITIAL MEASURES

We updated our second roadmap in 2024 following collective feedback from all the departments and hotels.

Together, we identified the most relevant and achievable measures based on changes to regulations, concerns from our stakeholders, ideas from the teams and industry trends.

After being approved by the CSR Committee and consulting with the heads of department, the deadlines were updated according to workloads and priorities to ensure a flexible and efficient roll-out.



ENVIRONMENT

Bringing home responsibility

1. CONTROL AND REDUCE THE RESOURCES WE USE

Implement water-saving measures

Incorporate measures highlighted in energy audits into our construction plans

Eliminate disposable plastic water bottles exc. sales

Provide recycling bins for guests in bedrooms and communal areas

Suggest measures to reduce food waste

Establish organic waste recycling in hotels where possible, otherwise measure the weight

Champion our "no construction on natural land" objective and share with our stakeholders

Implement biodiversity specifications in a pilot project

Select and monitor biodiversity indicators at existing hotels

Review the possibility of adding greenery to the areas surrounding the hotels, especially at seasonal hotels

Use more ecolabelled cleaning products, test chemical-free housekeeping solutions

2. RENOVATE AND ECO-DESIGN OUR PROJECTS IN LIGHT OF BIODIVERSITY ISSUES

3. CREATE STAFF LOYALTY WITH AN APPEALING WORKPLACE AND WELLNESS PROGRAMME

Calculate the gender equality index for head office and hotels and include it in welcome packs

Educate 100% of staff about CSR

Empower the CSR rep network within the hotels

Designate CSR reps for each department at head office and empower the network

Display posters for how staff can do their bit for the environment in hotels and head office

4. TRAIN AND INVOLVE OUR TEAMS IN CSR

Send a survey to our suppliers about their CSR measures

Draft and enforce a responsible procurement charter of Assas Hotels' CSR pledges

Draft and enforce an Assas Hotels catering charter

Test a catering ecolabel at a hotel

Review the possibility of having more eco-friendly promotional items

5. INVOLVE OUR VALUE CHAIN IN OUR CSR PLEDGES

Review the possibility of a corporate volunteer programme for local charities or figures and continue our sponsorship activities

6. JOIN THE LOCAL ECOSYSTEM TO CREATE LONG-TERM BONDS

Continue building partnerships between the hotels and environmental associations



PEOPLE

Bringing home team spirit



GOVERNANCE

Bringing home community



Heliopic Hotel & Spa – Chamonix Mont-Blanc

2024 milestones

WE STREAMLINED OUR STRATEGY

CSR manifesto

Assas Hotels has aligned its vision, goals and action plan to make sustainability the core of its business.

WE SET OUR AMBITION IN STONE

French "no net land take" objective

Green spaces, not grey spaces: Assas Hotels has pledged to stop building on natural land and focus on renovation projects.

WE GOT OUR HOTELS ON BOARD

Ecolabelling

The secret's out: 3 of our hotels have been awarded their first ecolabel.

WE EGGED ON OUR KITCHENS

Catering charter

Our chefs have worked hard to serve sustainable menus: homemade, local and seasonal.

WE RALLIED UP OUR TEAMS

QWL & CSR weeks

Two new events fly the flag for our business culture: taking care of our teams' wellbeing and championing the environment every day in the field!

ACTIONS SPEAK LOUDER THAN WORDS

Day-to-day... 100% of our hotels have:

- conducted an energy audit
- eliminated plastic bottles
- implemented organic waste recycling

WE MADE OUR PLANS A REALITY

Biodiversity specifications

Assas Hotels has pledged to help safeguard biodiversity in its future projects and current hotels.

WE BROUGHT OUR BUYING INTO LINE

Responsible procurement policy

Procurement is going down a new route: improving our impact, supporting eco-friendly suppliers and fulfilling our guests' expectations.



01



ENVIRONMENT

Bringing home responsibility

Doing our bit for the environment starts by doing the right thing every day. With this in mind, we focus on taking pragmatic action in terms of both the day-to-day operations at our sites and the design or renovation of future hotels. We want to do better and move forwards one step at a time, so we're doing what we can within our industry to promote sustainable growth that takes better care of the places our hotels call home.

OUR PLEDGES

1 – MANAGE AND REDUCE RESOURCES INVOLVED IN HOSPITALITY (ENERGY, WATER, WASTE).

2 – RENOVATE AND ECO-DESIGN OUR PROJECTS IN LIGHT OF BIODIVERSITY ISSUES.



A conscious pledge

– MEASURE OUR IMPACT

Ecolabelling

The RockyPop hotels in Flaine, Chamonix-Les Houches and Grenoble were awarded their first ecolabel in 2024. Ecolabelling is recommended by ADEME1 and conducted by FairMoove Solutions, an accredited body formerly known as Betterfly Tourism. Ecolabelling measures the impact of a one night stay based on four environmental criteria, providing our guests with transparent information and our teams with a practical tool to structure our actions and constantly improve our practices.

4 KEY CRITERIA

- CARBON FOOTPRINT (CO₂ EMISSIONS).
- WATER USE.
- ENERGY DEPLETION.
- ORGANIC AND ECOLABELLED PRODUCT USE.

2026-2027 OBJECTIVE

– **100%** OF OUR HOTELS ASSESSED BY ECOLABELLING.

1. French Agency for Ecological Transition



Ours Blanc Hotel & Spa – Les Menuires



A focus on resources

– IMPROVE OUR ENERGY USE

A keen understanding of our energy use is essential for us to take appropriate and conscious action. With continuous improvement and progress in mind, we're taking local features into account and getting our teams on board to roll out solutions that suit the reality at every hotel.

1. ENERGY

Energy audits have been conducted at all our existing hotels since 2023. Specific measures may have been included in our annual construction plans quickly (motion sensors in communal areas, rebalancing ventilation systems etc.), but the most decisive investments are determined by our renovation schedules and each site's specific requirements.

3 AREAS FROM IMPROVEMENT

- IMPROVE OUR ENERGY SELF-SUFFICIENCY (SOLAR ENERGY)
- IMPROVE INSULATION IN OUR BUILDINGS.
- UPDATE OUR OPERATIONAL METHODS.

IN 2023

– **100%** OF OUR HOTELS UNDERWENT AN ENERGY AUDIT.



2. WATER

We now automatically apply strict restrictions to all our new projects to better and more sustainably manage water, in line with advice from the ADEME. Maintenance updates have been made in our existing hotels on a case by case basis, such as fitting faucet aerators. We also raise awareness of how to do our bit for the environment among our staff.

3. WASTE

One of our main priorities is reducing our waste, especially plastics and single-use products. That means rethinking how we work: cutting down on packaging, improving our recycling, avoiding waste and focusing on more sustainable alternatives. Weight campaigns will gradually be rolled out throughout our hotels, channels and departments to better understand, focus and empower our actions.

BETWEEN 2023 AND 2024

REDUCE

- **100%** OF PLASTIC BOTTLES HAVE BEEN REPLACED BY WATER FOUNTAINS, GLASS BOTTLES FOR GUESTS (BUSINESS AND LEISURE) AND REUSABLE CUPS.
- **100%** OF MINIATURE TOILETRIES HAVE BEEN REPLACED BY PUMP BOTTLES (REFILLABLE WHERE POSSIBLE).

RECYCLE

- **100%** OF OUR HOTELS HAVE RECYCLING BINS IN COMMUNAL AREAS AND/OR BEDROOMS.
- **100%** OF OUR HOTELS HAVE A COMPOST BIN OR A PARTNERSHIP TO RECYCLE ORGANIC WASTE.



A more sustainable take on catering

- ENCOURAGE A MORE MINDFUL WAY OF EATING

Our food choices are based on simple yet high standards: champion local and seasonal produce, work with raw and fresh ingredients and serve quality vegetarian options. We launched our catering charter in 2024 to encompass our vision and provide our chefs with a communication tool. We strive to bring consistency to what we do whilst respecting the identity, maturity and limitations of each individual restaurant.

1. OUR CATERING CHARTER

5 GUIDELINES

- WORK WITH SUSTAINABLE AND QUALITY INGREDIENTS: HOMEMADE, LOCAL AND SEASONAL.
- ENSURE OUR MENUS ARE NUTRITIONALLY BALANCED WITH A VARIETY OF FLAVOURS.
- WORK WITH DEDICATED PARTNERS.
- REDUCE THE AMOUNT OF WASTE WE PRODUCE AND COMBAT FOOD WASTE.
- MANAGE THE ENVIRONMENTAL IMPACT OF OUR BUSINESS.

2. FOOD WASTE, A HOT POTATO

In 2023 we rolled out weigh-ins at four of our seasonal hotels to measure how much food was being wasted, especially at buffets which were identified as most affected. The hotels weighed all their food waste for one month (waste from kitchen prep and customer leftovers). The results led to an improvement plan with tangible measures which we've already put in place: food waste posters, changes to serving sizes and/or plate sizes.



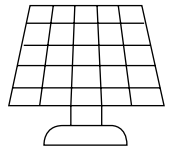
CSR IN ACTION

GOVERNANCE

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Energy self-sufficiency

ROCKYPOP MARSEILLE

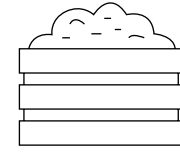
Solar roof

The RockyPop Marseille rooftop opened in July 2025 and its solar panels produce up to 23,384kW/year, making it self-sufficient. This is one of many measures in place to improve the hotel's energy efficiency: centralised maintenance system, improved external insulation and new joinery.

ASSAS HOTELS

Local energy

Assas Hotels became a shareholder in Toits des Cimes, a citizen enterprise for solar projects in the Chamonix Valley. They fit solar panels on local roofs to fulfil the "Territoire à Énergies Positives" objective for positive energy in the region, sharing our values of self-sufficiency, local community and mutual responsibility.



Organic waste

Recycling organic waste was rolled out throughout our hotels in 2024. As well as complying with regulations, we champion positive impact solutions by setting up composting sites managed by our teams or local associations, and by working with social economy partners involved in composting in the local area.

ROCKYPOP CHAMONIX-LES HOUCHES

Hothouse to hot plate

The hotel's team set to work on the greenhouse during Covid to grow seasonal herbs, flowers and vegetables for the restaurant. Our compost has been here since the start to reuse organic waste on-site and make our catering more sustainable, with the help of the local waste management centre.

HELIOPIC HÔTEL & SPA

Community compost

Due to a lack of land at Héliopic Hôtel & Spa, compost bins were set up a few metres away at the Compagnie du Mont-Blanc head office in early 2024. The bins were upcycled by a local tradesman to store organic waste from both companies in a team effort. The Ecotrivelo association is in charge of the compost bins and also trained our staff. A project born of requirement to become a concrete, community solution





An ambitious blueprint

– RETHINK OUR DECISIONS TO PROTECT NATURAL LAND

2024: French "no net land take" objective

Given the issues caused by land take, including biodiversity loss, climate imbalance and the increased risk of flooding and drought, we made a huge decision: to stop building on natural land, including in urban areas, and focus our efforts on renovation. Our bold pledge championed by our board of directors is more than just an idea: it's a practical way to bring our business decisions together with our beliefs, stay true to our values and maybe even inspire a new vision of hospitality.

Sustainable extensions

Any decision to build extensions on natural land is made with due consideration: it only happens if it improves an existing site, complies with current standards and includes a provision to protect and recreate natural spaces with offsetting measures where possible.

Guidelines

– STRENGTHEN OUR PLEDGES TO SUPPORT BIODIVERSITY

Assas Hotels has pledged to help protect biodiversity in its future projects and existing hotels. Biodiversity specifications were drawn up in 2024 to achieve our objective. Based on measures and indicators to monitor biodiversity loss, the specifications help track and improve our performance throughout a hotel's lifetime, from planning it to running it.



RockyPop – Flaine



Our biodiversity specifications

5 EROSION FACTORS

- **CHANGE OF USE**
Alteration, fragmentation or destruction of natural habitats.
- **NATURAL RESOURCES**
Using too much water or other resources that can result in the decline of different species.
- **CLIMATE CHANGE**
Disruption caused by human activity that can disturb ecosystems.
- **POLLUTION**
Soil, water and air contamination as well as excessive light and sound that can affect different species.
- **INVASIVE SPECIES**
Introduction of non-native species that disrupt the natural balance, compete with or endanger native species.

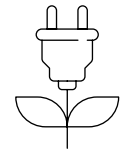
5 MONITORING STAGES

- 1. PLAN**
- 2. DESIGN**
Ecodesign of the building, exteriors and structural works (impervious surfaces, choice of materials, water management, carbon footprint etc.).
- 3. CONSTRUCTION**
Awareness campaign among suppliers, water management, pollution and waste management during construction, reduction in land take.
- 4. OPERATION**
Awareness campaign and training among staff, suppliers and guests, catering, building and green space management, assessment of on-site biodiversity, reduction in land take.
- 5. PROCUREMENT (ACROSS ALL DEPARTMENTS)**
Dialogue with suppliers and incorporation of CSR criteria.



CSR IN ACTION

GOVERNANCE



Biodiversity in action

PEOPLE

MAISON LYRET

Maison Lyret, the most recent apartment building at the Héliopic Hotel & Spa in Chamonix, proves how much we want to update our measures to champion biodiversity from the planning stages. It opened in December 2024 and also features:

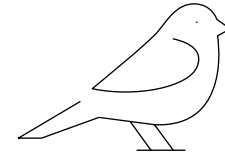
- Low-impact outdoor lighting for nocturnal wildlife (down lights in warm colours).
- 100% LED indoor lighting.
- Water-saving appliances (max. 7l/min).
- Solar panels fitted in 2025 with any extra electricity redirected to the Héliopic Hotel & Spa.

ENVIRONMENT

Whether it be the Biotope Area Factor (BAF)¹ values or fitting more eco-friendly appliances, Maison Lyret has set a benchmark for bringing our biodiversity specifications to life. In spite of some technical limitations, it has provided strong reference data, prepared the ground and opened the doors to more sustainable and responsible projects.

INTRODUCTION

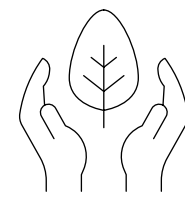
1. The Biotope Area Factor (BAF) is used to measure the ecological value of an area by calculating the ratio of its ecologically effective surfaces to the total land area.



Our feathered friends

ASSAS HOTELS

The entire team at the head office's Maintenance Department joined the Ligue de Protection des Oiseaux (the French equivalent of the UK's RSPB) for a "biodiversity and building" training day in November 2024. The idea was to get to grips with regulations, identify protected species and encourage birds to live alongside hotel guests or during renovation work (protecting nests, respecting nesting season etc.). We want to fly the flag for our feathered friends all over France, so we have expanded the course to include all our hotel's maintenance workers in 2025.



Fewer chemicals

ASSAS HOTELS

With a continual improvement process and commitment to more sustainable practices in mind, we aim to significantly increase the number of eco-friendly cleaning products we use in our hotels. These recognised products are better for the environment, biodiversity, the health of our teams and reducing the use of toxic substances. We also actively test chemical-free housekeeping solutions such as steam or ozonated water. The plan is to measure their efficiency, reduce our carbon footprint and provide more sustainable and safer alternatives for everyday use.





GOVERNANCE

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INTRODUCTION

Looking towards 2025-2027

– OUR ROADMAP

1. MANAGE AND REDUCE RESOURCES INVOLVED IN HOSPITALITY (ENERGY, WATER, WASTE)

- Improve our energy performance.
- Analyse our carbon emissions.
- Reduce our waste.
- Combat food waste.

2. RENOVATE AND ECO-DESIGN OUR PROJECTS IN LIGHT OF BIODIVERSITY ISSUES

- Take action to protect local species and improve the guest experience.





02



Bringing home team

If we want to turn our commitment into a driving force that fuels our collective success, we have to give our teams pride of place. Our hotels are social spaces first and foremost, so our teams should have a caring and exciting workplace. We want to get them on board to create a group dynamic that is rooted in our operational realities and bound to the places we bring to life on a daily basis with the people who live here.

OUR PLEDGES

- 3 – CREATE STAFF LOYALTY WITH AN APPEALING WORKPLACE AND WELLNESS PROGRAMME
- 4 – TRAIN AND INVOLVE OUR TEAMS IN CSR.



A progressive mindset

– GROW WITH AND FOR OUR TEAMS

Taking care of our staff helps create an appealing workplace where everyone can thrive. This special attention sets us apart in locations that are often affected by seasonality: from accommodation and induction to a warm welcome, good working conditions and real recognition from day one, everything should be in place to keep talent coming back to us, season after season.

That's exactly why we created a HR department at head office in 2024 and rolled out a specific action plan to guide our initiatives in the years to come. This vital step has supported our recent growth and strengthened our progressive, durable and consistent mindset: champion wellbeing, move forwards with high standards, not haste, and believe in building a strong foundation for the future.



Villa Camille Hotel & Spa – Banyuls-sur-Mer



Bonding time

– PRIORITISE WELLBEING DAY-TO-DAY

Quality of Working Life Week

Our Quality of Working Life Week launched at head office and two pilot hotels in 2024. It is now an annual event that everyone can take part in and has been rolled out at all our hotels.

Our sessions to promote wellness, communication and awareness of mental and physical health issues see every hotel choose the subjects and formats that best meet the needs and requirements of their local teams. The event's ongoing success underlines our strong belief that making care and connection part of working life is what fosters strong and long-lasting loyalty.



CSR IN ACTION

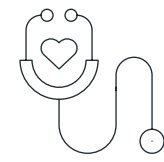


Wellness at its peak

ASSAS HOTELS

The very first Quality of Working Life Week by Assas Hotels took place in Chamonix between June 12th and 21st 2024. Local practitioners visited the head office, Appartements Bellamy and Heliopic Hotel & Spa to host relaxation and wellness sessions:

- **NUTRITIONAL WORKSHOP (POKE BOWL)**
Tailor-made tips for healthy eating.
- **SOPHROLOGY**
Relaxation and stress management techniques for improved mental health and sleep.
- **OSTEOPATHY**
One-on-one sessions to relieve pain and improve mobility, especially for fitness fans.
- **LAUGHTER YOGA**
A playful exercise to boost emotional wellbeing and team spirit.
- **POSTURAL BALL ®**
Postural strength, muscle balance and joint relaxation to prevent aches and pains.



Minute Santé

ASSAS HOTELS

The HR department's "Minute Santé" campaign emails staff simple tips to encourage them to take time out for self-care during their working day. Every email is a reminder to have a few minutes of me-time to focus on stress management, posture, breathing and more. It's a simple and easy way for everyone to take some time out so we can move forwards together, day in, day out.





Mutual responsibility

– MAKE CSR A COLLECTIVE SPRINGBOARD

Our CSR approach is based on listening to our staff and striking the right balance between support and demand. The plan is to find a practical and smart way to move forwards together. Our teams are the ones that make our CSR measures happen, so we want to give them the tools to make our vision their own, connect with it and be part of it. By reaching out, sparking their interest and reflecting the reality of their careers, we hope to foster long-term skills development and a real connection to our pledges.



Hôtel Marielle – Val Thorens



1. TEAMS

CSR is part of everyday life at Assas Hotels. Our team of volunteer reps in every department at head office and at every hotel has implemented our CSR pledges in the field. Our passionate CSR representatives monitor measures, share best practices, identify issues and bring the policy to life for teams and hotel operations. Our team spirit is essential for us to take our strong and vibrant CSR policy forwards, together.

2. CULTURE

Every hotel has its own unique features and ideas, so we encourage local CSR initiatives. Tests, experiments, feedback: our approach is based on listening, trust and teamwork. When a hotel makes a suggestion, we support their energy and capitalise on their experience to empower the group dynamic.

SUGGESTIONS BOXES

There are suggestions boxes in our hotels and head office so staff can share their ideas and be part of our CSR policy on a day-to-day basis.

3. EVENTS

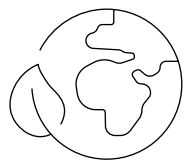
We host CSR events to create conversation, cohesion and ownership as well as boost our team spirit. The annual CSR Week brings the teams at head office together for workshops and training sessions. We should also mention the time devoted to CSR during our annual seminars for head office staff and hotel managers. There are seminars for management and heads of department whilst the hotels themselves host events throughout the year e.g. for "back to work" or seasonal launches.

4. WORKING DAY

We bring our pledges to life day after day, with simple yet practical measures that make a difference. Our CSR reps helped design a poster campaign about how we can all do our bit for the environment. The campaign was rolled out at all our hotels in late 2024. What's the idea? To raise awareness among our staff and encourage them to make simple changes to help the environment.



CSR IN ACTION



2024 CSR Week

ASSAS HOTELS

Our second CSR Week in 2024 was brought to life by tangible measures, inspirational courses and friendly get-togethers. The daily team challenges hosted by our CSR reps were among the highlights: trash hunts, green transport, zero waste projects and vegan cookery classes. A real sense of teamwork to champion our values together!

5 THE CLIMATE FRESKS

65 CSR SUGGESTIONS

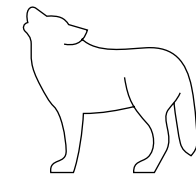
5 ENVIRONMENTAL CHALLENGES

1 CHARITY FUNDRAISER

40 VEGAN MEALS SERVED

The Climate Fresk

The Climate Fresk was put forward to all our teams during the CSR Week before joining the annual training plan. The benchmark tool is a fun-filled, educational and collaborative workshop that helps grasp the scope and complexity of climate change: it provides information about how we can help, a common ground for understanding and essential skills to support our group's sustainable and long-term evolution.



Biodiversity Month

ASSAS HOTELS

As part of Biodiversity Month, the teams at head office got the chance to (re)visit the great outdoors and key environmental issues throughout June. It was a golden opportunity to raise awareness and communication as teams joined immersive experiences alongside passionate experts. On the agenda:

- A WALK ON THE WILD SIDE

to get to grips with the wolf's return to the Alps and the challenges of coexisting with human activity (in partnership with the Vallée de Chamonix Mont-Blanc Council's Natural Spaces department).

- FOREST HIKE

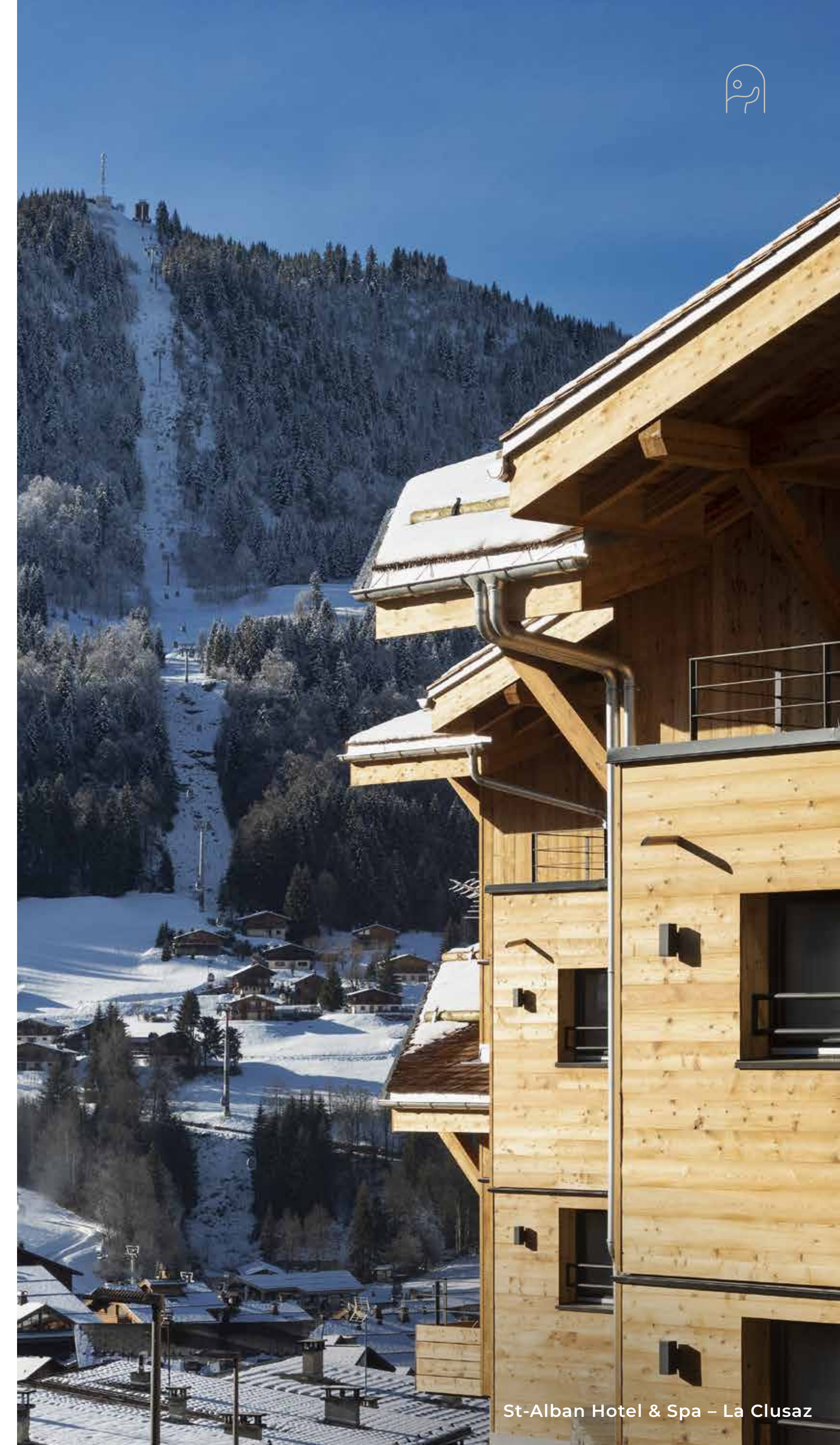
with a forest coach to explore and observe life cycles in the woodland.

- MER DE GLACE TOUR

led by a glaciologist to observe and understand how climate change is affecting our glaciers.

- FARM VISIT

to meet the animals, make butter and sample local produce in Vallorcine.





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– OUR ROADMAP

3. CREATE STAFF LOYALTY WITH AN APPEALING WORKPLACE AND WELLNESS PROGRAMME

- Promote our business culture.
- Encourage feedback and open communication.
- Support our teams' mental and physical wellbeing.
- Create a good work-life balance. .

4. TRAIN AND INVOLVE OUR TEAMS IN CSR

- Roll out a training plan to support our CSR objectives.





Bringing home community

It takes more than one person to make sustainable changes happen; it takes a group effort working together with the people around us. We want to create strong and long-lasting relationships with our guests, partners and suppliers in our local communities and strengthen our position in regional networks. Our goal is to contribute what we can to create a positive and collective impact true to the realities and needs of local communities.

OUR PLEDGES

5 – INVOLVE OUR VALUE CHAIN IN OUR CSR PLEDGES

6 – JOIN THE LOCAL ECOSYSTEM TO CREATE LONG-TERM BONDS



Mutual responsibility

– IMPROVE OUR PROCUREMENT PRACTICES

Rethinking procurement means making responsibility part of our everyday lives. We need to review our habits, explore more sustainable alternatives and make decisions that are more in line with our values. It's a vital way to improve our impact and support eco-friendly partners whilst maintaining the high standards our guests expect of us.

Our responsible procurement policy

Our policy has introduced social, environmental and ethical aspects to our procurement decisions since 2024. It provides a clear and simple framework to guide any purchases related to our hotel operations: food and drink, cleaning products, toiletries etc. We worked with our suppliers to design our policy and create a relationship based on trust and reciprocation. We know how committed they are to the cause, but we also know how important it is for us to respect our guiding principles so we can move forwards together with more consistent and responsible choices.

Our suppliers

3 GUIDELINES

ENVIRONMENTAL BUSINESS MANAGEMENT

- Prioritise ecolabelled products.
- Recycle or reuse returns.
- Improve energy efficiency.
- Reduce greenhouse gas emissions.

RESPECT FOR HUMAN RIGHTS AND LABOUR STANDARDS

- Roll out staff wellbeing and protection measures.
- Ensure there is no forced labour or child labour in their supply chain.
- Ensure there is no discrimination of any kind.

BUSINESS ETHICS

- Communicate transparently.
- Combat corruption.
- Respect competition regulations.
- Contribute to local development.

ASSAS hotels

3 GUIDELINES

MAINTAIN A RESPECTFUL AND COLLABORATIVE RELATIONSHIP WITH ALL OUR SUPPLIERS

- Implement a smooth payment procedure.
- Expedite any appropriate financial method.
- Nurture a relationship based on respect and responsibility.
- Build strategic procurement planning for improved visibility.
- Prioritise amicable resolutions to business disputes.

COLLABORATE ETHICALLY AND INDEPENDENTLY WITH THE BUSINESS

- Combat corruption and conflicts of interest.
- Avoid and prevent monopoly situations.
- Ensure data privacy.
- Communicate our procurement policy transparently.

PRIORITISE COMPANIES WITH ECO-FRIENDLY POLICIES

- Account for any and all cost components.
- Account for any unforeseen costs that may contribute to total costs in the supply chain.
- Encourage our suppliers to take positive steps for their organisation.

Supplier CSR survey

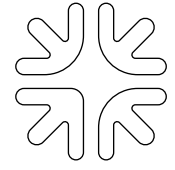
We designed and trialled our CSR survey with a panel of long-standing partners and we now ask our suppliers to complete it before being added to the approved supplier list for all our hotels. The reasoning behind the survey is clear: we want to establish an honest and long-term dialogue. Whilst we don't use the results as exclusion criteria for now, they do create a space for constructive discussion and provide a springboard for mutual progress. We strive to be realistic and open, especially in terms of local, unapproved suppliers who the hotels work with on a daily basis and who may need more flexible terms.





INVOLVE OUR VALUE CHAIN

CSR IN ACTION



Special delivery

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We worked closely with two of our suppliers and trialed a reusable crate system called Pandobac for bulk food deliveries in 2024. The idea behind the project is to use less disposable packaging and improve our supply chain. Following a successful pilot scheme at RockyPop Chamonix-Les Houches and Hôtel Marielle in Val Thorens, we plan to roll out the solution to all our hotels.





GET INVOLVED IN THE LOCAL ECOSYSTEM

Mutual responsibility

– INTRODUCE OUR GUESTS TO OUR POLICY

Introducing our guests to our CSR policy takes us one step closer to long-term change. We want to celebrate our measures, encourage everyone to do their bit and, most importantly, listen to them so we can live up to their expectations.

Environmental posters, information about how we can all help the planet, satisfaction surveys, updates about our CSR in action from our communication tools and booking platforms are just some of the resources we're exploring to make our pledges more visible, real and involving.

Business clients, what sets us apart

Social responsibility is a major issue among our business clients, especially our key accounts who expect clear guarantees about our social, environmental and ethical practices. Our bids for tenders set our pledges in stone and all our contracts include information about our CSR policy. Our transparency strengthens a relationship based on trust and drives us forwards so we provide a service true to both their expectations and our values.

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GET INVOLVED IN THE LOCAL ECOSYSTEM



Active solidarity

– SUPPORT LOCAL CHARITIES AND ASSOCIATIONS

Supporting local charities and associations is part of our identity and culture. Every hotel is encouraged to play an active role in the charity scene. True to our values, our hotels are free to choose whichever association or charity they want to support.

Their independence means teams can get involved in causes that matter to them and lean into their local knowledge and connections. Sponsorship, complimentary rooms, function rooms or meals and hotel volunteers at events are just a few examples of our charity support.

These initiatives strengthen our connections with eco-friendly figures for the long term and feed into a collective energy fuelling local projects.

AT LEAST **1 ASSOCIATION**
SUPPORTED BY EACH HOTEL EVERY YEAR.



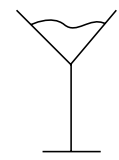
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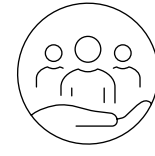
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Charity cocktail

OURS BLANC HÔTEL & SPA

Ours Blanc celebrates solidarity with a charity cocktail. 2€ from every cocktail is donated to Tétrás Libre, an animal sanctuary that rescues, tends and rehabilitates wild animals before releasing them in their natural habitat. It's a simple and social way to raise awareness among our clients about protecting the local wildlife whilst supporting charity projects where it's needed most!



Inclusive holiday

HÔTEL MARIELLE

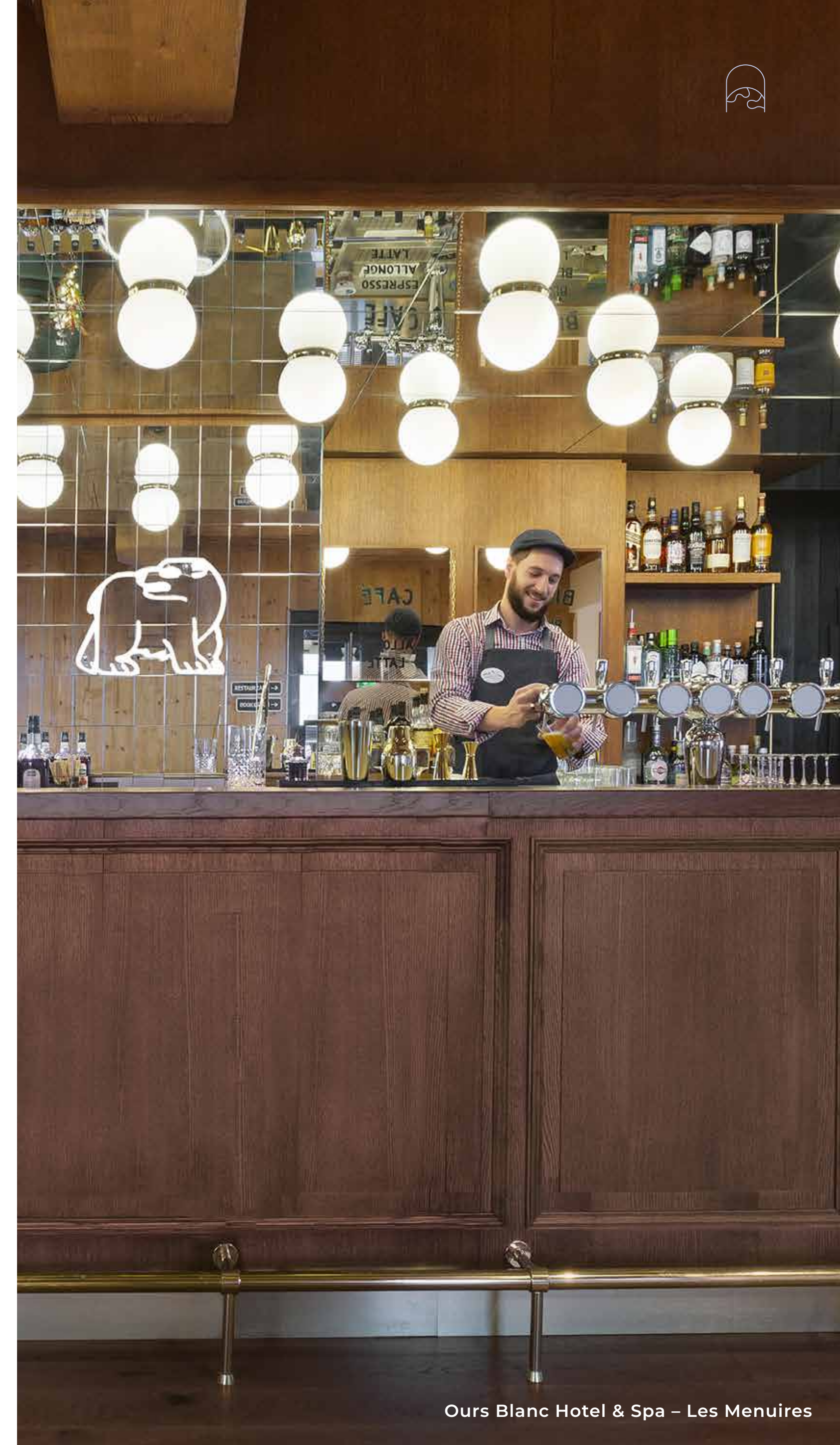
Hôtel Marielle welcomed the Deltha Savoie association in April 2025. The charity gives disabled people the chance to have a break and get together in the mountain. 18 people enjoyed a free, all-inclusive 5-day holiday: full-board accommodation, ski passes and lessons plus entry to the local swimming pool.



1% Mont-Blanc

ASSAS HOTELS

2024 saw Assas Hotels become one of the first 50 corporate members of 1% Mont-Blanc, an exciting association of young adults and mentors with positive projects in the Mont-Blanc area. The group will actively support the association to nurture and build innovative, long-term projects designed for young adults, by young adults in the fields of sport, culture and environment.





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– OUR ROADMAP

5. INVOLVE OUR VALUE CHAIN IN OUR CSR STRATEGY

- Provide visibility for our CSR measures and listen to client feedback.
- Improve communication with our suppliers to improve practices.
- Put our CSR strategy on the menu.
- Communicate and promote our commitment to CSR.

6. JOIN THE LOCAL ECOSYSTEM TO CREATE LONG-TERM BONDS

- Make a positive impact in the areas our hotels are based.



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HOTELS