



Sustainability Report 2019-2020



Metaxa
Hospitality
Group



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**Metaxa
Hospitality
Group**



Message from the CEO

Dear readers,

Over the past decade, Greece has been among the top 20 tourism destinations in the world, achieving significant increases in both international arrivals and revenues every year. Tourism is now recognised as the main pillar and driver of the country's growth. The continuous evolution of the new narrative of the country's tourism identity and the product offered, the implementation of innovation in businesses, the incorporation of new technologies, the promotion of the cultural heritage of destinations, the proper utilisation of environmental resources, and the activation of local communities are the pillars for the further development of the sector.

Since it started operating 46 years ago, Metaxa Hospitality Group has operated based on the principles of Sustainable Development. This is a firm principle of our corporate governance, as it is more than a moral duty; it is also the main development tool based on which the sustainable hospitality product and the experiences we offer remain relevant, responding to the constantly changing needs of our visitors.

This year's Sustainability Report lays the foundations for the Group to establish itself as the leader in Greek tourism and in the local communities of the destinations in which it operates.

The goal of this Report is to outline the value the Group creates for our people, the market, society at large, and the natural environment.

At the same time, we hope that it will be a forum for dialogue with all of our Stakeholders, that it will strengthen the relationship of trust we have established with them over the years, and that it will be a key tool for improving our performance in relation to the most important Sustainable Development issues that are part of our strategy's key pillars: sustainable hospitality, the environment, and people.

At the Metaxa Hospitality Group, we remain optimistic about the progress of the tourism sector and the economy as a whole. We understand the speed at which the Greek hospitality landscape is changing and being reshaped to face the post-Covid-19 era, and we feel secure and certain about the strategy we are implementing.

The strengthening of our commitment to greater and constant contribution to Sustainable Development, our different perspective, openness, and a philosophy focused on continuous growth are what we have set as our key priorities for the years to come.

I hope you enjoy this report,

Andreas N. Metaxas
CEO, Metaxa Hospitality Group





About the Report

This document is the annual Sustainable Development Report (the “Report”) of Metaxa Hospitality Group. It is worth noting that the Group issued its first Sustainability Report in 1999, while from 2012 onwards, the Creta Maris Hotel has continuously issued Sustainability Reports. Here, you will find the responsible business practices and the results of the programmes implemented in the framework of the Group’s Sustainable Development strategy for the financial years 2019 and 2020.

The main goal of producing the annual Sustainable Development Report is to provide comprehensive and transparent information to stakeholders, to present how the Group intends to respond to their expectations, and to promote an open dialogue with them.

The Report aims to present how we manage the impact of our practices on the economy, the environment, and society in the context of Sustainable Development. The data included in this Report present the Group’s activity in providing services in the Tourism sector, including the operation of the three hotels in Crete and Santorini, as well as the convention centre.

This publication has been reviewed internally by the Group’s Sustainability Committee.

Communication with Stakeholders

We would like to hear your thoughts regarding the initiatives we are taking in the sector of Sustainable Development.



**Metaxa
Hospitality
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Sustainable Hospitality

About the Group

The Metaxa Hospitality Group is an internationally recognised and award-winning hotel group. It was founded in Crete in 1975 by Nikolaos Metaxas, and today Andreas Metaxas, CEO, is leading the business towards a promising future in which employees, local communities, and guests are at the center of the Group's activities for the benefit of the national economy, the environment, and society.

The Group consists of Creta Maris Beach Resort 5* in Hersonissos, Heraklion (the first hotel of the Group), TUI Magic Life Candia Maris 5* in Amoudara, Heraklion, Santo Maris Oia Luxury Suites & Spa 5* on Santorini, as well as a convention centre, one of the largest in Greece, also in Hersonissos.

As part of its strategic development plan, the Group is expanding its activities in hotel management and, at the same time, focusing on investments on Santorini, as well as proceeding with the investment in Kavousi, Ierapetra, Crete, which has been approved by the Interministerial Committee for Strategic Investments.

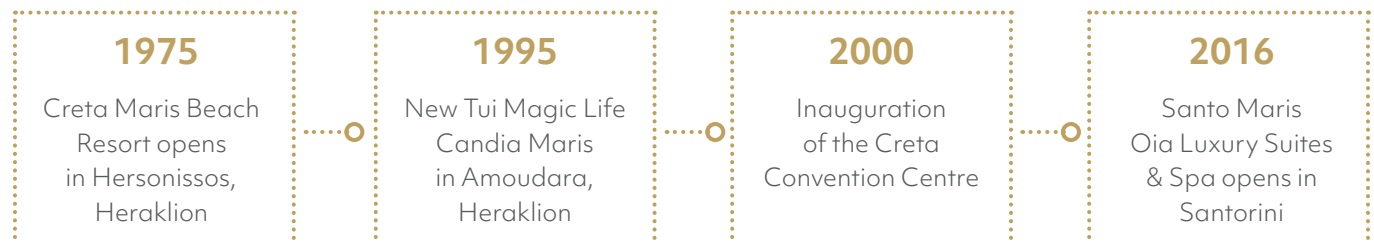
Mission

To provide, through the hotels we manage, the highest quality of hospitality services in a fully sustainable environment, with respect for the destinations where we operate, so that our visitors can enjoy unforgettable experiences, based on the principles of authentic Greek hospitality.

We conduct ourselves with honesty and trust, operating on a solid economic foundation, ensuring a secure corporate and business environment, creating value for our partners: hotel owners, staff, our suppliers and investors. Following our founder's vision, we passionately serve entrepreneurship, ethically and innovatively.

Aiming to continuously improve and evolve, we are constantly seeking out the best practices and international trends in tourism, which we integrate into the operation of our hotels. We are flexible and adaptive to global changes, embracing recent technological developments. We adopt innovative procedures, apply modern practices, develop new services and become active in new, emerging destinations, expanding our portfolio of hotels in Greece and the Mediterranean.

46 years



Values

Authentic hospitality

Authentic hospitality is our heritage. It is an element of our culture. Our hotels do not merely welcome customers; they welcome true friends. We share with them a culture of hospitality that has lasted for five thousand years, ceaselessly flourishing in the Greek light. We are committed to providing high-quality services with care for our guests and complete attention to detail, offering unforgettable holiday experiences.

Giving back to society & Social investment

We promote social responsibility in every operation and activity of our hotels, showcasing the culture, heritage and gastronomy of each area. We support local economies by consciously selecting local suppliers and encouraging local production. We support our personnel with additional human resources from the areas in which we operate, through fair staffing procedures that promote equality.

Our people, our strength

We believe in our team's strength, because our team is a family. We build solid, timeless relationships with our people, in a fair and safe work environment. We work and grow with them on the road to success. We become stronger alongside them through lifelong learning, education, and continuous training. Our people are our comparative advantage, an important component of our success, and we are proud of them all.

Business ethics

Our relationships with all our partners are based on the principles of mutual respect and mutual trust. We build reliable, strategic partnerships, based on the values of honesty, justice, and integrity. With our stance and philosophy, we ensure a healthy corporate and business environment for our people and partners.

Sustainability

It is our deep conviction that progress can be achieved only through Sustainable Development, with social participation and environmental awareness. From the design, construction, and operation of our hotels to the overall experience we offer to our guests, we are constantly working to provide the highest-quality hospitality services in a fully sustainable environment.

Leadership, Innovation, Growth

Following our founder's vision, we passionately serve entrepreneurship, ethically and innovatively. We remain flexible and adaptable to global changes and the latest technological developments. We adopt innovative procedures, implement modern practices, develop new services, and become active in new, emerging destinations.

Assets



Destinations

Areas of exceptional natural beauty, such as **Crete** and **Santorini**, are the most popular destinations for visitors to Greece and are also closest to the heart of the Metaxas family.

Crete is the birthplace of the Metaxas family, and the family has had a professional partnership in Santorini since the 1950s.

With respect to these destinations, the Group contributes practically to their prosperity and progress, through practices based on the principles of Sustainable Environmental and Social Development.

Creta Maris Beach Resort 5*



This is an all-inclusive 5* resort for families and couples in Hersonissos, Crete, that combines tradition, elegance, and Cretan hospitality in a safe and sustainable environment.

The award-winning hotel has 46 years of history in the hospitality industry and offers high-quality services and a number of interesting activities and facilities for children and adults.

			
Location Hersonissos Crete	Operating year 1975	Rooms 681	Area 170,000 m ²

TUI Magic Life Candia Maris 5*



TUI MAGIC LIFE
CANDIA MARIS



A 5* hotel for visitors aged 16+ with an emphasis on entertainment and wellness. It operates as part of a franchise partnership with TUI Magic Life, and is directed, operated, and managed by the Metaxa Hospitality Group.



Location
Amoudara,
Heraklion



**Operating
year**
1995



Rooms
315



Area
80,000 m²



**Wellness
centre**
2,000 m²









Santo Maris Oia Luxury Suites & Spa 5*

Santo Maris
OIA
LUXURY SUITES & SPA



This boutique hotel is located in the famous Oia of Santorini and consists of whitewashed Cycladic domed suites, picturesque alleys, and luxury pools.

Named top Boutique Resort twice at the World Travel Awards, Santo Maris is a hideout of discreet luxury, ideal for travellers looking for breathtaking sunsets, peaceful holidays, luxury facilities, and warm hospitality.

					
Location	Operating year	Suites	Vilas	Area	Wellness centre
Oia Santorini Cyclades	2016	63	2	30,000 m ²	One of the largest in Santorini

Creta Convention Centre



This is the largest convention centre in Crete and one of the largest in Greece. It covers an area of 6000 m² and with its 28 halls it can host anything from small business meetings to large congresses with up to 5,025 delegates.

It is 24 km from the airport of Heraklion, 30 minutes from the Heraklion city centre, and 5 minutes from the centre of Hersonissos.



		
Location Hersonissos, Crete	Operating year 2000	Area 6,000 m ²



Important Facts









Contribution to the national economy







The Group has a significant annual growth rate, while through its activities it steadily invests in helping and enhancing the progress of local communities and contributing to the domestic tourism product.

2020 was an exception, a year during which national and global tourism activity was dramatically affected, with economic performance in sector enterprises significantly reduced.

However, the Group decided to open all 3 of its hotels, aiming to support its employees, business partners, and suppliers, as well as the local communities in which it operates.

Financial data (€)

	2019	2020
 Turnover	40,427,627	13,267,265
 Operating costs	27,929,171	14,992,804
 Taxes	7,172,589	4,684,191
 Income in total	40,879,038	13,582,276
 Expenses in total	27,929,171	14,992,004
 Food & drink consumption	5,700,100	2,265,550
 Operating costs	22,134,071	12,627,254
 Other expenses and losses	95,000	100,000

	2019	2020
 Social product	12,949,867	-1,410,528.15
 Payroll	6,740,476	3,737,970
 Public	1,008,485	1,006,167
 Insurance	4,380,862	2,896,940
 Municipal taxes	437,887	264,543
 Intra-business parameters	382,157	-9,316,148

* The last processing of the financial data of 2020 took place internally on 30/06/2021 and their finalization is pending in view of the issuance of the financial statements.

Sales data

Top 20 countries • 2019

Country of origin	Stays per person	%
Germany	130,272	31.4%
Great Britain	39,704	9.6%
Israel	33,689	8.1%
France	26,167	6.3%
Russia	24,965	6%
Austria	22,106	5.3%
Belgium	18,639	4.5%
Switzerland	15,527	3.7%
Netherlands	12,988	3.1%
USA	12,424	3%
Ukraine	8,149	2%
Romania	8,117	2%
Italy	7,483	1.8%
Poland	7,429	1.8%
Slovakia	7,164	1.7%
Greece	4,241	1%
Czech Republic	2,868	0.7%
Turkey	2,408	0.6%
Lithuania	2,192	0.5%
Luxembourg	2,083	0.5%
Hungary	1,753	0.4%

Overall data 2019

*total overnight per person stays in all countries



Overnight stays per person

415,297*



Overnight stays per room

184,965



Average daily room rate




218.56 €

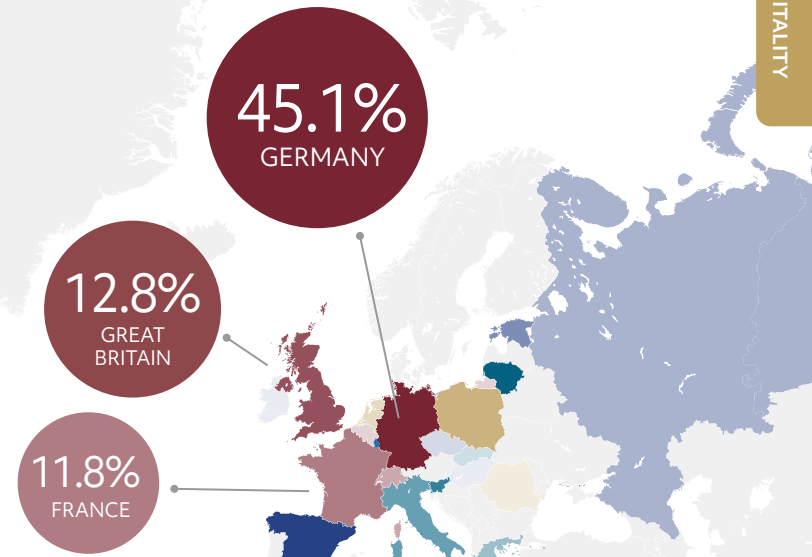
31.4%
GERMANY

9.6%
GREAT
BRITAIN


8.1%
ISRAEL

Top 20 countries • 2020

 Country of origin	 Stays per person	 %
Germany	71,986	45.10%
Great Britain	20,457	12.80%
France	18,830	11.80%
Switzerland	12,839	8%
Belgium	5,781	3.60%
Austria	5,175	3.20%
Poland	3,987	2.50%
Israel	3,411	2.10%
Netherlands	2,548	1.60%
Romania	2,500	1.60%
Lithuania	1,620	1%
Slovenia	1,555	1%
Italy	1,511	0.90%
Greece	1,552	1%
Czech Republic	860	0.50%
Spain	671	0.40%
Luxembourg	585	0.40%
Estonia	487	0.30%
Russia	471	0.30%
Slovakia	414	0.30%
Ireland	335	0.20%






Overall data 2020
** total overnight per person stays in all countries*

		
Overnight stays per person	Overnight stays per room	Average daily room rate
159,562*	69,042	196.41 €

Certifications

Certifications 2019 - 2020

						
	2019	2020	2019	2020	2019	2020
● Blue flag	●	●	●	●		
● Greek Breakfast	●	●	●	●	●	●
● We do local	●	●	●	●	●	●
● BIO Kouzina Gold	●	●				
● Costa Nostrum – Sustainable Beaches program	●	●	●	●		
● Green Soap recycling program	●				●	
● Recycling – Creta Eco Phoenix			●	●		
● Green Key	●	●	●	●	●	●
● Travelife Gold	●	●	●	●	●	●
● HACCP	●	●	●	●		
● ECARF Quality Seal	●	●	●			
● COSMOCERT organic products' certification	●	●				
● Boutique hotel					●	●
● Athinorama/ Alpha Guide Platia & Pithos /Best Restaurants		●				
● ISO 22000:2005 TUV Austria Hellas					●	●
● Health First - Ministry of Tourism Hellenic Republic		●		●		●
● Covid Shield-TUV Austria Hellas		●				●
● POSICheck - Covid 19 CRISTAL International Standards				●		

Awards & Distinctions

2019-2020 Awards



2019	2020	2019	2020	2019	2020
TUI Top Quality	World Travel Awards Greece's Leading Beach Resort	TUI Umwelt Champion	TUI Umwelt Champion	World Spa Awards Greece's Best Resort Spa	World Spa Awards Greece's Best Resort Spa
TUI Family Champion	World Travel Awards Greece's Leading All Inclusive Resort	TUI Top Quality	TUI Top Quality	World Travel Awards Greece's Leading Island Villas	World Travel Awards Greece's Leading Island Villas
Booking.com - 9,1/10 Guests' Reviews Award	TUI Environmental Champion	TUI Magic Life Best Service Award (2nd Place)		World Travel Awards Europe's Leading Boutique Resort	World Travel Awards Europe's Leading Boutique Resort
Holidaycheck - 5.5/6 Recommended Award	TUI Top Quality Award	TUI Magic Life Best F&B Award (2nd Place)		World Travel Awards World's Leading Boutique Resort	World Travel Awards World's Leading Boutique Resort
Hotels.com Loved by Guests Award	Booking.com 9,2/10 Traveller Review Awards	TUI Magic Life Best Club (3rd Place)		Athinorama - Greek Cuisine Awards - Greek Creative Cuisine Award Alios Ilios Restaurant	Booking.com - 9,3/10 Traveller Review Award
World Luxury Spa Awards "Luxury Hammam Experience" Award - Regional Winner SEurope	Holidaycheck Award	TUI Magic Life Best Entertainment Award (3rd Place)		CIFFT Awards "Seize the Moment" Official Video 14th place - Best Tourism Videos in the World	Tatler Spa Guide 2020 Best Spas for Ancient Treatments
KAYAK - Best Resort Traveller Favourite	KAYAK - Best Resort Traveller Favourite			Tripexpert Experts' Choice Award	Tourism Awards Environmental Awareness Silver Award
British Airways Excellence Award	Tripadvisor Travellers' Choice			Tourism awards "Seize the Moment" Official Video Bronze Award - category "Branding"	Tripadvisor Travellers' Choice
TripAdvisor Award of Excellence	Hotels.com: Loved by Guests Award			Tripadvisor - Top 25 Luxury Hotels in Greece Traveller's Choice Award	US News & World Report #10 Best Hotels in Santorini



Sustainable Development Strategy

Sustainable Development Goals (SDGs)

The UN's Sustainable Development Goals (SDG's, Agenda 2030) are the basis for achieving a better and more sustainable future for all. The 17 goals include areas such as climate change, economic growth, sustainable consumption and production, peace, and justice.

Our Group supports the 17 Sustainable Development Goals set out in the UN's 2030 Agenda for Sustainable Development, and actively contributes to national and international efforts to implement them. We implement a business model that is oriented towards the sustainable economic development of the Group and is directly linked to the sustainable development of the sectors in which we are active.





Sustainable operation

Corporate Governance

Corporate Governance refers to the set of principles on which the organisation, management, operation, and control of the Group are based. At present, we are developing a set of principles and rules that ensure our transparent operation, and which respond to the challenges faced by tourism on an international level.







Supply chain

The procurement policy of the Metaxa Hospitality Group for 2019 and 2020 was designed, financed, and implemented based on its constantly expanding relationship with national and local producers and suppliers. With love and dedication to our country, the Group once again contributed to strengthening the local economy of Crete and Santorini, supporting local merchants and stores.

Our preference for local products is the only path for the Group, as this ensures both contact between our visitors and the products and traditions of our land, and contributes to the financial support of local communities, without burdening the atmosphere with harmful gas emissions from international transport.

Food department purchases 2019 • 2020

Place of origin	creta maris beach resort		TUI MAGIC LIFE CANDIA MARIS		Santo Maris OJA LUXURY SUITES & SPA	
	2019	2020	2019	2020	2019	2020
 Crete	44%	43%	36.84%	42.06%	-	-
 Rest of Greece	24%	25%	36.52%	32.98%	62.04%	59.81%
 Santorini	-	-	-	-	20.29%	18.24%
 International	32%	32%	26.64%	24.96%	17.67%	21.95%

* Santo Maris has suppliers from Crete who are included in the percentage of suppliers in the rest of Greece.

Sustainable supply chain

Local & domestic products from the Group's sustainable supply chain



	2019	2020	2019	2020	2019	2020
	Local & domestic		Total of local, domestic, and international		Percentage %	
Greek desserts	52,053.53 €	8,399.54 €	52,053.53 €	8,399.54 €	100%	100%
Yoghurt	25,017.40 €	6,981.87 €	25,017.40 €	6,981.87 €	100%	100%
Beer	91,721.30 €	28,702.22 €	91,836.36 €	28,750.80 €	99.9%	99.83%
Cereals	5,187.47 €	1,727.26 €	5,187.47 €	1,727.26 €	100%	100%
Eggs	44,090.56 €	13,280.66 €	44,594.56 €	13,280.66 €	99%	100%
Olives / olive oil	127,069.33 €	36,155.70 €	127,917.99 €	36,279.47 €	99%	99.66%
Bottled water	29,371.73 €	11,397.50 €	29,443.34 €	11,411.82 €	99%	99.87%
Jams / honey	23,793.95 €	12,717.41 €	24,005.15 €	12,896.33 €	99%	98.61%
Soft drinks	75,877.07 €	28,353.26 €	78,387.61 €	32,095.61 €	97%	88.34%
Wine / sparkling wine / champagne	141,209.33 €	55,756.96 €	150,439.50 €	59,130.81 €	94%	94.29%
Nuts & fruits	24,401.39 €	9,597.34 €	32,968.55 €	10,768.40 €	74%	89.13%
Cheese	123,033.47 €	37,474.51 €	176,427.37 €	54,124.67 €	70%	69.24%
Pasta / legumes	25,944.65 €	7,711.30 €	31,829.39 €	9,419.68 €	82%	81.86%
Bread / baked goods	93,909.82 €	28,659.45 €	94,002.62 €	28,701.73 €	99%	99.85%
Spices	7,958.18 €	3,147.35 €	9,277.75 €	3,623.51 €	86%	86.86%
Juices	52,440.39 €	28,252.40 €	56,303.45 €	28,301.87 €	93%	99.83%
Ice cream	35,012.38 €	8,382.20 €	35,012.38 €	8,382.20 €	100%	100%
Fresh meat	118,322.87 €	12,752.86 €	118,322.87 €	12,752.86 €	100%	100%
Cold cuts	67,441.48 €	21,607.72 €	75,856.30 €	21,624.44 €	89%	99.92%
Frozen meat	344,925.27 €	129,294.56 €	450,925.78 €	167,972.35 €	76%	76.97%
Fresh vegetables	151,544.31 €	41,749.45 €	161,257.68 €	42,293.17 €	94%	98.71%
Fresh fruit	117,204.24 €	31,718.97 €	145,897.68 €	34,732.14 €	80%	91.32%



TUI MAGIC LIFE
CANDIA MARIS



	2019	2020	2019	2020	2019	2020
Local & domestic			Total of local, domestic, and international		Percentage %	
	2,295.02 €	917.70 €	2,295.02 €	917.67 €	100%	100%
	9,925.76 €	4,399.28 €	9,925.76 €	4,399.28 €	100%	100%
	51,853.49 €	17,392.73 €	53,367.02 €	17,802.13 €	97.16%	97.70%
	753.18 €	213.77 €	1,217.86 €	396.85 €	61.84%	53.87%
	17,522.11 €	8,446.38 €	17,522.11 €	8,446.38 €	100%	100%
	16,105.66 €	8,005.76 €	16,257.89 €	8,042.25 €	99.06%	99.55%
	22,012.64 €	12,008.35 €	22,012.64 €	12,008.35 €	100%	100%
	4,593.05 €	1,719.07 €	4,593.05 €	1,719.07 €	100%	100%
	35,433.8 €	15,817.42 €	35,818.88 €	15,817.17 €	98.92%	100%
	49,316.89 €	22,187.64 €	49,316.89 €	22,187.64 €	100%	100%
	4,821.01 €	2,102.81 €	4,902.80 €	2,128.45 €	98.33%	98.80%
	8,578.39 €	5,315.49 €	31,528.61 €	15,469.79 €	27.21%	34.36%
	5,195.96 €	2,014.67 €	7,149.95 €	2,913.46 €	72.67%	69.15%
	27,690.92 €	15,699.39 €	41,128.66 €	17,721.35 €	67.33%	88.59%
	1,719.27 €	1,289.34 €	1,719.27 €	1,336.60 €	100%	96.46%
	9,338.55 €	6,119.17 €	9,756.77 €	6,119.17 €	95.71%	100%
	5,187.1 €	2,000.76 €	5,187.10 €	2,000.76 €	100%	100%
	16,061.77 €	7,341.59 €	16,061.77 €	7,341.59 €	100%	100%
	17,082.76 €	9,034.65 €	17,779.28 €	9,591.12 €	96.08%	94.20%
	66,894.03 €	42,059.54 €	115,604.32 €	56,581.09 €	57.86%	74.33%
	41,197.36 €	18,975.26 €	42,557.95 €	19,167.19 €	96.80%	99%
	22,885.26 €	12,554.90 €	26,541.05 €	14,092.26 €	86.23%	89.09%

	2019	2020	2019	2020	2019	2020
Local & domestic			Total of local, domestic, and international		Percentage %	
	1,762.63 €	604.79 €	1,762.63 €	634.69 €	100%	95.29%
	2,262.51 €	1,153.98 €	2,262.51 €	1,176.80 €	100%	98.06%
	3,324.68 €	664.77 €	3,745.41 €	1,368.02 €	88.77%	48.59%
	377.74 €	79.47 €	789.11 €	300.75 €	47.87%	26.42%
	5,715.33 €	1,334.66 €	5,715.33 €	1,334.66 €	100%	100%
	2,433.48 €	547.98 €	2,433.48 €	938.14 €	100%	58.41%
	7,786.13 €	4,131.75 €	7,786.13 €	4,131.75 €	100%	100%
	2,241.96 €	2,022.57 €	2,241.96 €	2,059.36 €	100%	98.21%
	0	34.75 €	0	1,690.91 €	0	2.06%
	28,768.85 €	5,594.48 €	32,340.50 €	8,718.02 €	88.96%	64.17%
	575.05 €	803.94 €	1,343.66 €	1,330.58 €	42.80%	60.42%
	4,297.57 €	1,709.97 €	6,647.38 €	2,492.12 €	64.65%	68.62%
	755.47 €	295.62 €	831.76 €	590.11 €	90.83%	50.10%
	5,556.34 €	2,686.09 €	10,184.91 €	3,818.66 €	54.55%	70.34%
	181.67 €	46.00 €	546.12 €	326.33 €	33.27%	14.10%
	912.28 €	374.79 €	912.28 €	374.79 €	100%	100%
	552.70 €	245.00 €	552.70 €	245 €	100%	100%
	1,254.52 €	2,682.19 €	1,254.52 €	2,735.26 €	100%	98.06%
	5,871.25 €	1,504.37 €	6,703.22 €	1,781.01 €	87.59%	84.47%
	6,873.82 €	3,095.15 €	7,999.59 €	3,458.89 €	85.92%	89.48%
	11,057.73 €	3,859.43 €	12,841.38 €	4,476.54 €	86.11%	86.21%
	13,390.96 €	5,901.90 €	17,947.94 €	6,568.90 €	74.61%	89.85%

Personal data management

Goal

To create an environment that exudes respect for privacy and protection of personal data.

Caring for our people is a key commitment at the Metaxa Hospitality Group.

Thus, respect and protection of personal data, which are fundamental human rights, are fully in line with our Group's culture and philosophy. In this light, safeguarding privacy and ensuring data security is a key concern of ours.



Additionally, given the volume and nature of the data we process, we address personal data protection issues responsibly and as of primary importance, faithfully implementing the Personal Data Protection Regulation.

Thus, the processing of personal data is governed by the provisions of the legislation in force and the decisions of the competent authorities.

Good practices have been created and adopted in the context of the Group's policy, ensuring the protection of personal data and enhancing information security.

Furthermore, the Group has set up a management system aimed at continuously improving its structures, through which:

- It has drafted policies and procedures regarding the correct and lawful processing of personal data, and information security, and has communicated them to all staff members.
- It has taken appropriate technical and organisational measures to ensure a high level of information security, to the extent possible.
- It invests in continuous training of employees regarding the protection of personal data.
- It has prepared a Data Privacy Impact Assessment (DPIA) for all existing procedures required, and prepares DPIAs for every new procedure that requires it.
- It maintains a record of activities and implements a request and incident management system, as well as an information security management system.
- It conducts regular procedure and policy compliance inspections, as well as processor compliance checks on an annual basis.

Health & safety



The Metaxa Hospitality Group in the fight against COVID-19

2020 was a special year due to the Covid-19 pandemic, the conditions of which impacted the Group's operations. In response to the pandemic, the Group adopted a number of measures to ensure the health of its employees and visitors. Specifically, the Group implemented a specialised health and safety programme at its hotels, which ensured the uninterrupted operation of hotels in 2020 in a completely safe environment, and which is continuing in 2021.

The programme, titled 'Committed to Caring', is based on a targeted action plan, key points of which include:

Committed to Caring



Full implementation of the special health protocols based on the guidelines of the official authorities



Collaboration with a medical team within the hotel



Staff training by the University of Crete



Certifications

Health First from the Hellenic Chamber of Hotels

'CoVid Shield' from TÜV AUSTRIA

'POSICheck - Covid 19' by Cristal International Standards

For the safety of employees and visitors

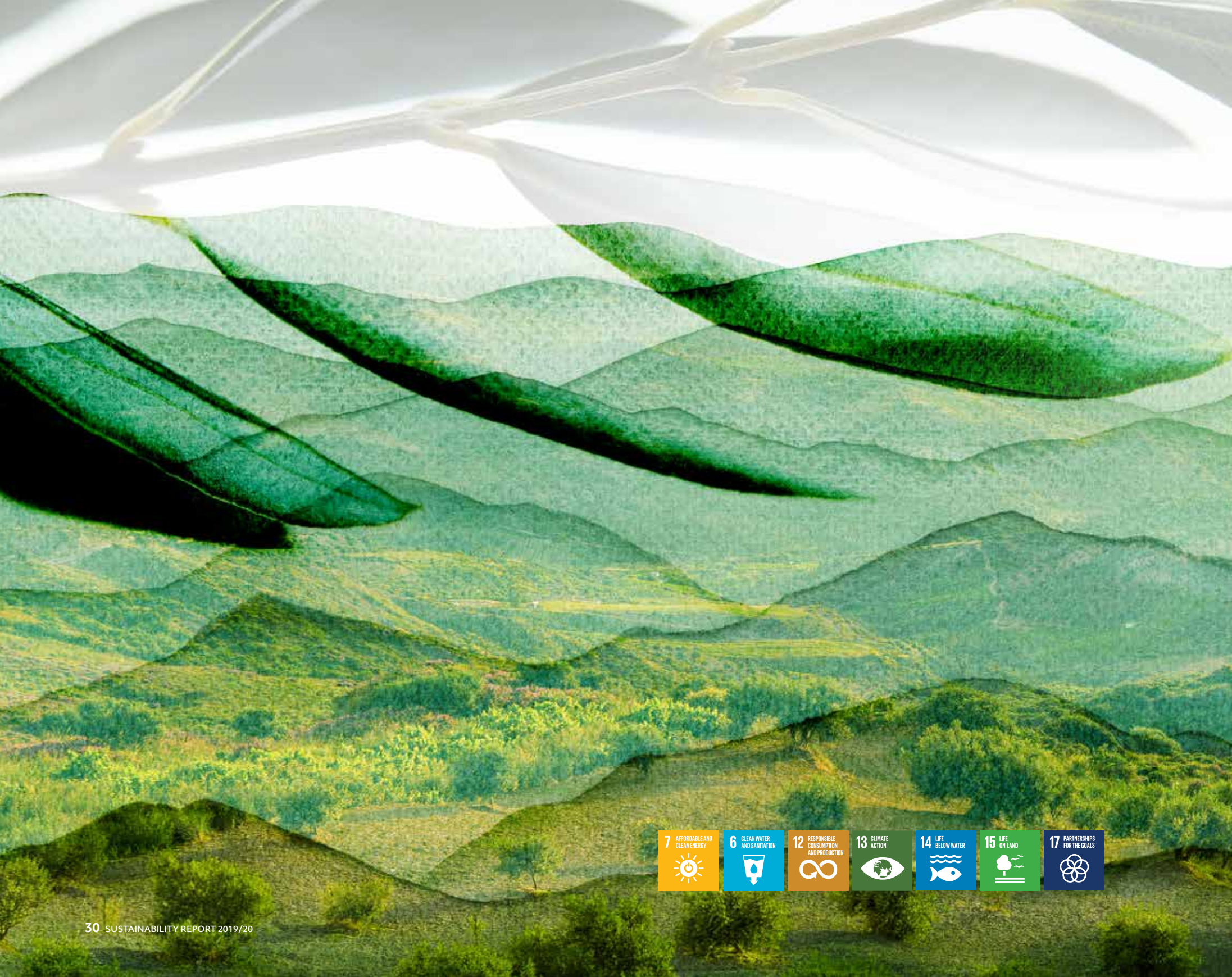
Food hygiene and safety

Following all the Hygiene, Food, and Safety standards, the Group's hotels receive Hazard analysis and critical control points (HACCP) certification every year, which proves the high priority the Group places on food hygiene and safety. More specifically, Santo Maris Oia Luxury Suites & Spa also receives ISO 22000:2005 certification by TUV Austria Hellas, ensuring the safety and quality of the food and beverages provided in the hotel's restaurant services, through compliance with strict standards procedures.

Evacuation drills

To further ensure the safety of all employees and visitors, the Creta Maris Beach Resort organises an annual evacuation drill. The 2019 evacuation drill scenario covered an earthquake scenario resulting in an explosion due to LPG leakage and a fire in various parts of the hotel, as well as the collapse of a stairwell resulting in injuries. The drill was supervised by Dr Efthimios Lekkas, Professor of Dynamic Tectonic Applied Geology and Natural Disaster Management, Faculty of Geology & Geoenvironment, National & Kapodistrian University of Athens.

The purpose of the annual evacuation drill was to ensure the hotel's emergency team was soundly organised and, consequently, to ensure the safety of guests and staff in case of emergency. Correspondingly, TUI Magic Life Candia Maris Hotel also organises its own annual evacuation drill. The scheduled drills were not carried out in 2020, due to the pandemic.



For the Environment

Climate change & energy efficiency

Climate change is already impacting the hospitality sector. Extreme weather conditions drive up business costs and reduce the number of visitors to certain destinations, while local and national environmental policies and sanctions are being introduced in cities and countries around the world.

The hotel sector accounts for approximately 1% of global carbon emissions, and this is set to increase. Hospitality has a responsibility to manage its impact on our planet and correctly manage its ability to impact our way of life in the right direction.



GHG emissions

At the Metaxa Hospitality Group, we implement monitoring systems for greenhouse gas emissions in order to steadily reduce these emissions.

Table of Average GHG Production

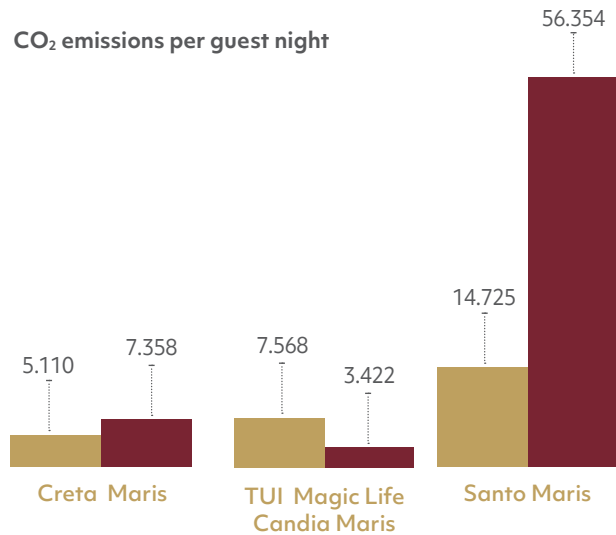
	2019	2020	2019	2020	2019	2020	2019	2020
	kg CO ₂ e		kg CO ₂		kg CH ₄		kg N ₂ O	
Creta Maris	5.11	7.36	5.06	7.29	0.02	0.02	0.03	0.04
TUI Magic Life Candia Maris	7.57	3.42	7.50	3.39	0.02	0.01	0.04	0.02
Santo Maris	14.73	56.35	14.59	55.65	0.04	0.16	0.07	0.32
Total	27.40	67.13	27.15	66.33	0.07	0.19	0.15	0.38

Table of Total GHG Production

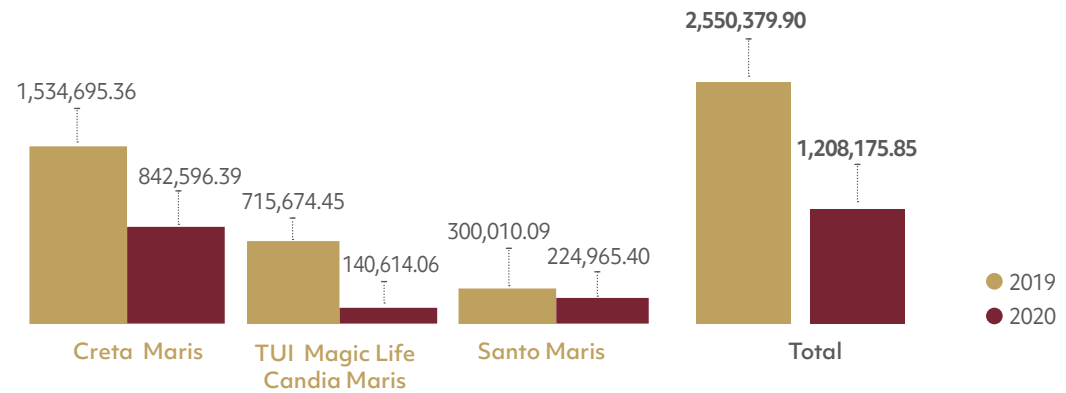
	2019	2020	2019	2020	2019	2020	2019	2020
	kg CO ₂ e		kg CO ₂		kg CH ₄		kg N ₂ O	
Creta Maris	1,534,695.36	842,596.39	1,521,166.24	835,054.37	4,649.42	2,587.59	8,881.49	4,954.72
TUI Magic Life Candia Maris	715,674.45	140,614.06	708,910.14	139,255.59	2,036.97	415.92	4,098.74	850.30
Santo Maris	300,010.09	224,965.40	297,315.41	222,141.88	766.02	632.71	1,513.56	1,259.62
Total	2,550,379.90	1,208,175.85	2,527,391.79	1,196,451.84	7,452.42	3,636.22	14,493.79	7,064.63



CO₂ emissions per guest night



CO₂ emissions



Energy management

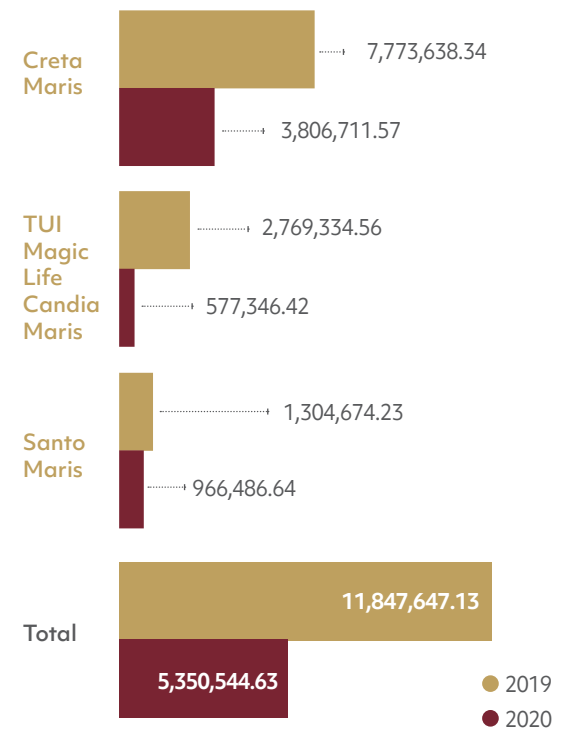
In order to reduce our energy consumption, we are implementing the following:

- Installation of an energy recovery system from air conditioning and ventilation of internal common areas, aiming at heating or cooling water for use.
- Replacement of electricity with liquid propane (gas) in all kitchens and main laundry facilities.
- Gradual replacement of incandescent and economy light bulbs with LED light bulbs.
- Installation of a modern Building Energy Management System (BEMS), which controls the most important operating parameters in order to optimise operations and have better control over energy consumption.
- Adaptation of air conditioners (FCUs) to a temperature that ensures maximum comfort and optimal energy consumption.

- Magnetic card in all suites and villas, ensuring that all electrical appliances (except radiators) are turned off when guests leave their rooms.
- Installation of energy-efficient electrical equipment in all sectors, such as A+++ air-conditioning systems, refrigerators, computers, photocopy machines.
- Established procedures for the maintenance and proper cleaning of all energy installations.

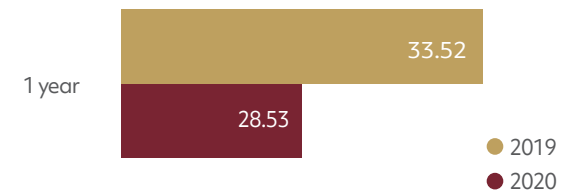


Annual energy consumption (kWh)



Average consumptions per guest night

Energy consumption per night (kWh/night)





Renewable Energy Sources

Reducing energy consumption through RES

The use of renewable energy sources contributes to the improvement of the quality of the environment, as, unlike conventional energy sources, they have minimal environmental impacts, while, at the same time, their use leads to financial savings. Bearing in mind all the benefits, the Metaxa Hospitality Group has installed solar panel fields for water heating.

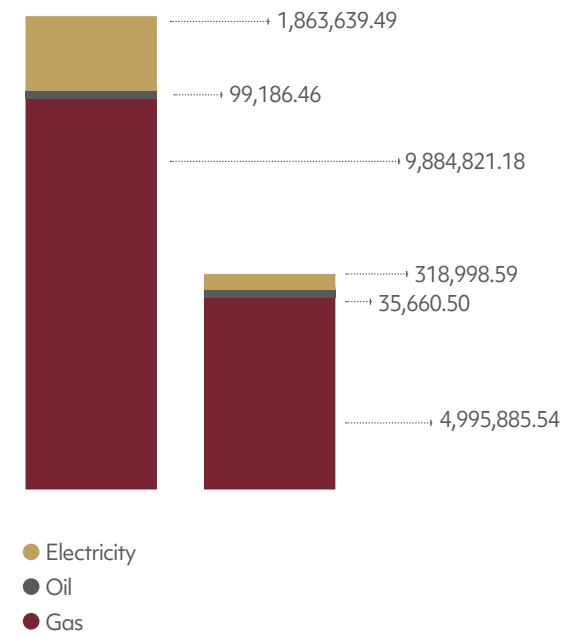
Thus, the annual energy savings, as regards a 6-month operating period, amount to 3,300,000 kWh/period, which corresponds to approximately 310,000 lt of LPG for 2019, while the savings for 2020 amount to 1,600,000 kWh/period and 150,000 lt of LPG. The reduced performance in 2020 is due to the fact that the hotel operating period was shortened by the pandemic.

Production of energy from RES

Since 2021, a Photovoltaic Power System has been installed and is in operation at the Creta Maris hotel, which is expected to yield 15,000 KWh per month. By late 2021, the Group will have completed a major investment in a solar park in Northern Greece, producing 2 megawatts, and it will install a solar park in an open-air space at the TUI Magic Life Candia Maris hotel. The energy produced will be able to cover a significant portion of hotel needs.



Consumption analysis per energy source (kWh)



A woman in a black dress stands by a pool, looking down. The background shows a coastal scene with lounge chairs and umbrellas. The image is overlaid with large, watercolor-style blue shapes, including a teardrop and a circle. A dark red box contains text.

The Metaxa Hospitality Group consistently safeguards the precious resource of water.

Water

Water management actions concern:

- Use of licensed water boreholes.
- Reverse osmosis and filtration units.
- Automated watering of hotel green areas at night, avoiding the morning sun, which results in about 30% water loss due to evaporation.
- Implementation of drip irrigation systems.
- Taps with special filters were installed at the TUI Magic Life Candia Maris, securing ~40% savings in water consumption for each tap. Correspondingly, at Creta Maris the mains for each tap were adjusted for improved water flow control.
- Implementation of the 'Wash on Demand' policy regarding the hotel cleaning service. Guest towels are replaced only if they are left on the floor and sheets are washed if they are specifically labelled, thus helping to inform our guests regarding the need to reduce water consumption.
- Checking and maintenance of water quality wherever used (certified according to ISO: 22000).

- Swimming pool cleaning by hand or using swimming pool cleaning robots to avoid frequent replacement of fresh water.
- Installation of automatic leakage and damage detection system to ensure optimum performance and optimum operation of all plumbing systems.
- Training of personnel in water-saving techniques.

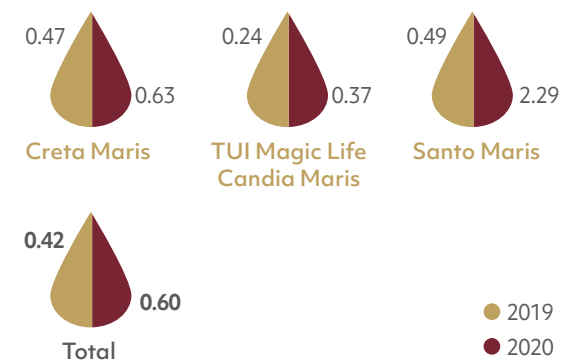
Water consumption

The tables below break down the Group's water consumption according to the data collected on irrigation, swimming pools, and total overnight stays recorded for each hotel for the years 2019 and 2020. It is worth noting that Santo Maris saw a significant increase in water consumption per night per person in 2020, which was due to the reduced number of total overnight stays, the reduced operating period, and the need to change the jacuzzi water prior to every guest's arrival, as a result of the conditions and measures taken due to the COVID-19 pandemic.

Water consumption (m³)

	2019	2020
Creta Maris	140,016.40	71,682.89
TUI Magic Life Candia Maris	22,682.30	15,335.77
Santo Maris	10,062.72	9,151.32
Total	172,761.42	96,169.99

Water consumption/per guest night (m³)



Waste

Food disposal policy

- Food management at the Metaxa Hospitality Group minimises surpluses and prevents raw ingredients from being discarded. At the end of the tourist season, all sealed packages that might be left over are donated to food collection organisations for those in need, such as through the 'Help at home' programme of the Municipality of Hersonissos.
- Buffet food that has been cooked and not consumed is offered to restaurant employees, following strict preservation procedures.
- Creta Maris Hotel participated in a European pilot project called F4F (Food for Feed), which converts all leftover food into animal feed/pet food. Every day, the food left over from the main restaurant was stored in a designated hotel warehouse and transported by an external partner to the F4F programme facilities in Heraklion. The leftover food collected in 2019 amounted to 79.415 tonnes, compared to 29.05 tonnes in 2020.















Paper

- Reduction of paper consumption by removing most printed information (indicatively: welcome card, list of rooms, notes page, folders, etc.) and creating electronic information programmes via television.
- Environmentally friendly paper (FSC) use for all Group printouts. The FSC label states that wood products derived from forests are based on the principle of sustainable development and have been produced in accordance with precise environmental, social, and economic standards.

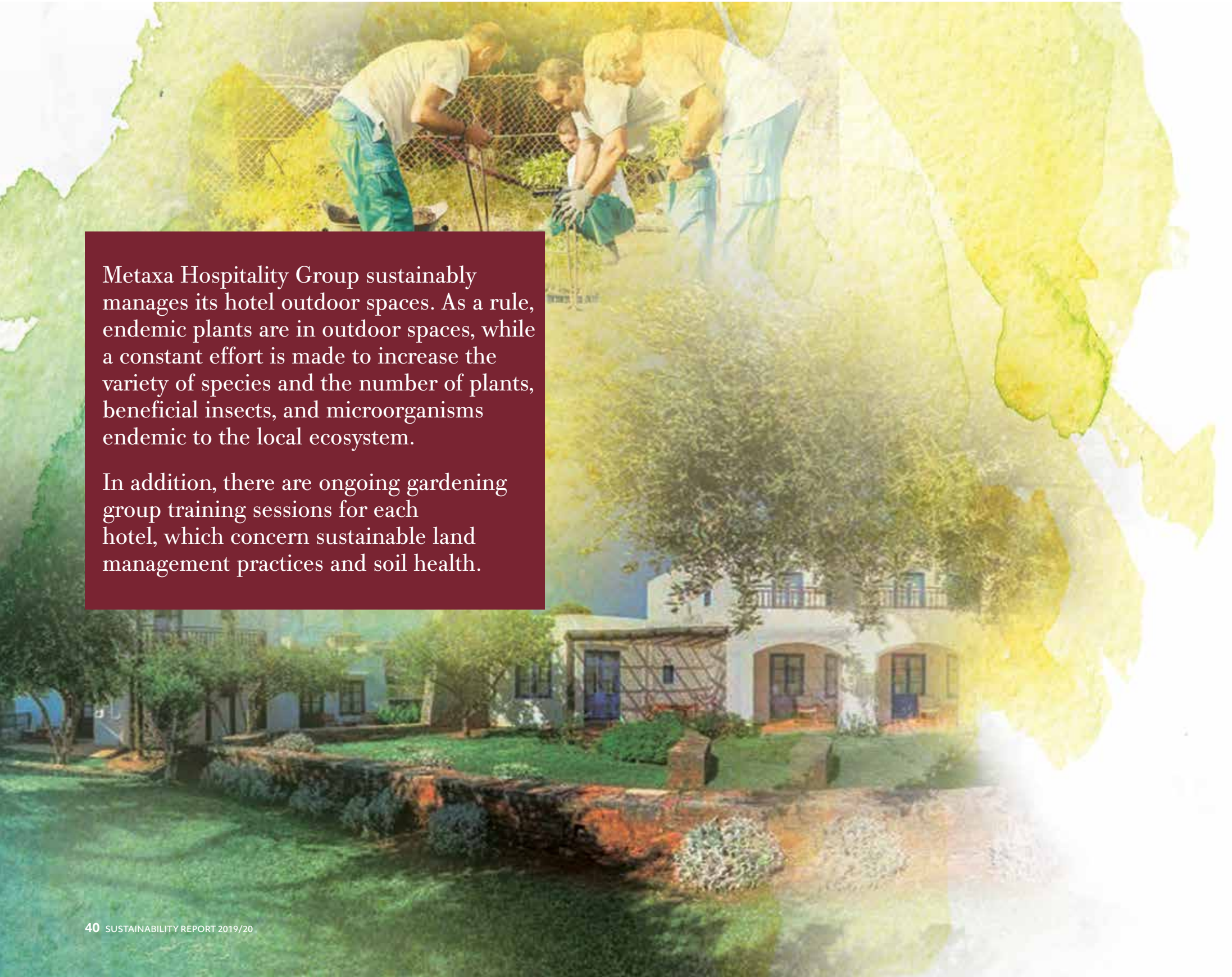


Recycling

The Group implements an integrated recycling programme, which has always been an integral part of its environmental policy. The recycling results for 2019 & 2020 are as follows.

							
		2019	2020	2019	2020	2019	2020
	Paper	39,400 kg	7,240 kg	-	2,620 kg	8,858 kg	-
	Glass	31,860 kg	15,200 kg	9,590 kg	3,850 kg	1,110 kg	2,700 kg
	Metal	11,055 kg	1,135 kg	-	-	1,100 kg	-
	Plastic	6,668 kg	-	-	320 kg	-	-
	Used cooking oils - Biofuels	3,395 kg	550 kg	-	370 kg	1,100 kg	3,250 kg
	Electrical appliances	1,560 kg	425 kg	-	-	-	-
	Batteries	2,015.4 kg	26 kg	-	-	-	715 kg
	Light bulbs	170 kg	-	-	-	-	-
	Soap	31 kg	-	-	-	-	-

(-) In cases where quantities have not been recorded in the table, it means that sufficient quantities have not been collected this year and their recycling is carried out collectively next year. Specifically for soap, in 2020 no recycling was carried out due to the measures taken in the hotels against Covid-19.



Metaxa Hospitality Group sustainably manages its hotel outdoor spaces. As a rule, endemic plants are in outdoor spaces, while a constant effort is made to increase the variety of species and the number of plants, beneficial insects, and microorganisms endemic to the local ecosystem.

In addition, there are ongoing gardening group training sessions for each hotel, which concern sustainable land management practices and soil health.

Biodiversity

Preserving the landscape

Sustainable management of the hotel landscape (management of human-made landscapes) is aimed at dealing with the fact that people use natural resources faster than they are regenerated by nature, and to mimic the natural processes of ecosystems.

To create a sustainable future, sustainable management includes environmental, social, and economic factors, while it also incorporates the goals of international sustainable development programmes.

The principles of sustainable landscape management are summarised below:

- Protection, maintenance, and restoration: with the aim of adopting the natural rhythms and processes of the local ecosystem, without exerting pressure on plant capital for the sake of high growth rates.
- Use of native and indigenous plant varieties: this reduces the need for constant care and, as a result, reduces energy consumption, as endemic species adapt to the local climate and geology. This supports populations of endemic birds, insects, and other animals that have evolved in the past, promoting a self-controlled and healthy community of organisms.
- Soil health: the goal is to increase the population of soil microorganisms and improve all parameters that demonstrate measurable soil health. The principles of Council Regulation 834/07 and Commission Regulation 889/08 of the EU on organic production are implemented meticulously.
- Prevention of damage to the ecosystem: use of the principle has been designed with nature playing the primary role.
- Responsible water management: reduction of water consumption without jeopardising the state of green areas, while plants and grass are selected for low water consumption. Water consumption is measured continuously, and thorough checks are carried out on water use in all outdoor areas.
- Pest, disease, and weed management, based on the principles of EU Regulations Nos 834/07 & 889/08 on organic production: population growth of useful organisms is predicted. The protocols and decision-making files on all interventions are stored. Visitors are notified of the application of preventive or therapeutic spray coatings with approved active substances.
- Low content plant nutrition: acceptable slow growth rates of plant capital, with selection of approved nutritional compositions, aiming at minimising the distance from which they originate. Soil minerals are incorporated into soil. Green fertilisation is applied to individual areas of hotel land where olives and vineyards are cultivated.
- Organic material recycling/composting: the vegetable compost is produced and returned to hotel premises.
- Creation and maintenance of zero interference zones / Biodiversity.
- Implementation of hotel agriculture: the hotel's indoor, outdoor, and food production areas are used. Cultivation includes: a small, outdoor, accessible organic vegetable garden, an olive grove, a vineyard, certified organic farming (reg. EE 834 | 07).
- Study of models for measuring the sustainability of human-made landscapes: studying and developing the methodology for measuring sustainable sites ('Oxford Sustainability Index 360' by the Oxford Sustainable Group in Scandinavia www.oxfordsustainable.com/team.html)



Environmental education

Employees

Group's employees are a critical factor for successfully achieving the sustainable development goals. To this end, the Group ensures that they are informed properly, adequately and in a timely manner regarding the decisions being made, and that they are immediately trained in order to correctly implement the agreed upon actions. In addition, employees are trained in the use of local products and ingredients, in order to protect local biodiversity and contribute to waste minimisation.

Visitors

All hotel guests can participate in actions such as a 'back-of-house' tour, environmental actions (indicatively: tree maintenance, the 'Clean Up The Med' beach cleaning action), while being informed and encouraged to become members of the Green Team, so that they can contribute to environmental protection and strengthen the local community.

Actions implemented

- Celebration of biodiversity week – 22 May 2019: on the occasion of International Day for Biological Diversity 2019, the Creta Maris Green Group organised a series of events (a guided tour of the hotel's gardens, the Creta Maris' stray animal initiative), with the aim of informing hotel guests about its initiatives for environmental protection and the 'We do local' standard.



- Participation in the Futouris programme, 'Crete: First steps towards a sustainable food destination, 2017-2019, an initiative of the TUI Care Foundation. Creta Maris Beach Resort and TUI Magic Life Candia Maris planned and implemented a number of actions aimed at connecting the primary sector with hospitality services. Wine tasting and olive oil tasting events were organised every month and throughout the summer period at the hotel facilities, in order to highlight the long tradition of viticulture, wine making, olive growing, and olive oil production in Crete, and to provide visitors with the opportunity to experience the unique characteristics of Cretan olive oil and wine.



Our people are the most essential factor for us to be able to provide the highest quality services of authentic Greek hospitality. Our goal is to create the conditions that ensure a healthy and stable working environment, so that our Group is one employer of high preference in tourism for our current and future employees.



For the People

Employees

The Group has been steadily investing in the following initiatives:

- Voluntary benefits: free transportation, free meals, wedding gift, childbirth gift, special rates for friends and family, establishment of the 'Employee of the month' and 'Employee of the year' awards with additional benefits.
- Health programme: includes maintaining safe facilities, complying with strict standards, regular preventive checks and ongoing training of personnel on safety issues to prevent and avoid potential accidents and to correctly deal with emergencies that may endanger the health and welfare of staff and visitors.
- Career Days: these take place in November and February, and in 2020 they were held online due to the pandemic.
- Training seminars: these take place throughout the year.

Contribution to employment

Hiring locally

We contribute directly to local communities through our strategy of attracting employees from local communities in the areas in which we operate, through equitable staffing procedures.

During 2019, the Group hired 724 employees, with a relatively balanced proportion of men (337) to women (387). Their background, another distinctive criterion, was mainly Greek (598 locals or permanent residents of Crete and Santorini, and 188 locals or permanent residents of other parts of Greece), while most of the employees were aged between 18 and 29 (278).

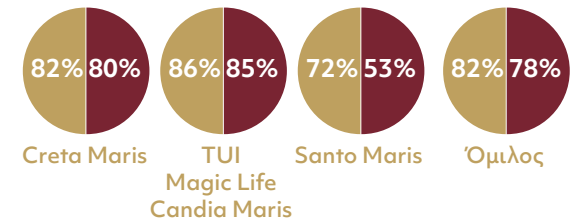
During 2020, the Group hired 604 employees, with a relatively balanced proportion of men (285) to women (319). Their background, another distinctive criterion, was mainly Greek (535 locals or permanent residents of Crete and Santorini, and 65 locals or permanent residents of other parts of Greece), while most employees were aged between 30 and 39 (183).

Employees

	2019	2020
Gender		
Women	387	319
Men	337	285
Age		
18-29	278	169
30-39	188	183
40-49	129	120
50-59	114	111
60-67	15	21
Place of origin		
Crete & Santorini	598	535
Rest of Greece	188	65
Foreigners	8	4
Recruitments	724	604*

*Concerns overall recruitment, regardless of whether an employee was suspended during the season or worked normally (due to the particularity of the year).

Employee satisfaction*



● 2018-2019 ● 2019-2020

*Employees who remained in the Group compared to the previous year.

Education

In 2019 and 2020 the Group continued to incorporate key principles of local employment, with the aim of strengthening the local economy and society. Over the course of 2 years, the employees of the three hotels enriched their knowledge and skills, and developed new ones, as they attended a total of 65 seminars, organised on the Group's initiative.

Moreover, in 2019 and 2020, the Group collaborated with public and private schools, as well as universities, aiming at bringing young tourism professionals into contact with their profession so that they could gain work experience and the basis for a successful future career in the sector. A total of 59 students completed internships in the various hotel departments.



Seminars

Participation in seminars (employees)

	2019	2020
Seminars (total)	39 ¹	26
Employees who attended external seminars and training (number)	44	34 ²
Employees who attended foreign language seminars (number)	63	24 ³
Employees who received internal training ³	160	40 ⁴

¹ This pertains to external seminars/programmes funded by the company, as well as internal training carried out by the Human Resources Department.

² Foreign language programmes belong to the category of external seminars funded by the company, but they were placed in a separate category because there was a large number of trainees in this category, especially in 2019.

³ Internal training sessions by the Human Resources Department that are carried out for new employees every year (in 2019 the number of new employees was significantly increased in all three hotels)

⁴ Due to the pandemic restrictions, a numerical limit was set for participants, while many seminars were postponed or cancelled.

Partner universities & schools

	2019	2020
Hellenic Mediterranean University	1	
University of Peloponnese	1	
Organization of Tourism Education and Training (O.T.E.K.)	4	
Higher School of Tourism Education of Crete (ASTEK)	1	
Public Institute of Business Training	2	
IEK AKMI	28	4
IEK ALPHA	5	
IEK DELTA	1	
IEK PRAXIS	1	
IEK TASTE ACADEMY	1	
IEK KAPPA STUDIES	6	3
TOURISMUSCHULEN BAD GLEICHENBERG		1
Total of students	51	8

Social contribution

We stand by the local communities in which we operate, supporting those who need us the most. Thus, we take initiatives and support actions that promote social solidarity, culture, sports, volunteering, and education.



In 2019 and 2020, we gave ~100,000 euros worth of donations and grants to local cultural and sports organisations, as well as to social structures on Crete and Santorini.

We also actively participated in volunteer initiatives, such as: beach and sea cleaning, flora care and blood donations.

Specifically, the following actions were carried out:

- 'Clean up the Med', underwater cleaning at the port of Ammoudi, cleaning of Baxedes beach in Oia, Santorini, and tree maintenance.



Implementation of actions that traditionally promote social interaction:

- Traditional sheep shearing day
- Traditional harvest day
- Old Cretan customs revival initiatives: 'Opsigias' (traditional raisin production process) and 'Trimming' (removal of stems and final cleaning of raisins)



Local suppliers

Local producers

The Group supports the local communities in which it operates by choosing to collaborate with local suppliers for both the construction and renovation of its hotel units, and the purchase of products.

With the slogan 'Local resources for a better life in rural areas', in 2019 the Group collaborated with 80 local food producers, and in 2020 it collaborated with 73 local food producers, supporting the economies of Crete and Santorini, and promoting Greek gastronomy.



Local producers

Area	2019	2020
Heraklion	55	51
Rethimno	9	2
Chania	6	7
Lasithi	4	4
Santorini	6	9
Total	80	73







Metaxa Hospitality Group



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