Welcome to Maxx Royal's Sustainability Journey

PATH TO SUSTAINABILITY

Partnered with Oxford students UNWTWO and our Sustainability Team.

Presented by

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Maxx Royal’s Destinations

Belek | Antalya | 2011
Kemer | Antalya | 2014
Türkbükü | Bodrum | 2024
Maxx Royal Brand

Welcome to Maxx Royal’s Sustainability Journey.

Maxx Royal’s collection of luxury resorts and residences found in Turkey in most desirable destinations – and with this comes a great sense of respect and responsibility.

Our vision is to pursue: A sense of extended family.

Through this vision, we are extending our commitment to hospitality excellence to all our guests, colleagues and communities.

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<tbody>
<tr>
<td>2</td>
<td>1</td>
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<tr>
<td>Resorts</td>
<td>Residency</td>
</tr>
<tr>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Country</td>
<td>Global Expansion</td>
</tr>
<tr>
<td>744</td>
<td>2,582</td>
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<tr>
<td>Room</td>
<td>Colleagues</td>
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Maxx Royal Local and Global Portfolio Expansion

We set high sustainability standards. As an example, our new resort Maxx Royal Bodrum (2024) project showcases our commitment to eco-friendly practices, targeting significant energy and water savings while adhering to LEED Gold standards by the US Green Building Council. This exemplifies our dedication to sustainable luxury.

Our commitment to sustainability extends to our architectural design, featuring minimalist, natural, and recycled furniture, as well as ethical food management, and the preservation of natural and cultural heritage.
Sustainability Milestones
Maxx Royal's Sustainability Certifications

Over the years, we have received national and international awards and certificates from various authorities.
Leading the Way

Maxx Royal’s pioneering role in advancing sustainability in the luxury Turkish hospitality sector:

Our mission at Maxx Royal Resorts is centered around sustainable tourism, and we’re proud to announce a significant milestone – the attainment of the Global Sustainable Tourism Council (GSTC) certificate.

This certificate signifies our commitment to a sustainable future in the tourism industry

- Being the first GSTC-certified company in Turkey.
- Introduction of innovative sustainability indicators and practices.
- A commitment to show that luxury and sustainability can coexist.
Environmental Commitment

Projects protecting local wildlife, bio diversity for example caretta caretta turtles and Ibexes wild mountain goats.

Even our logo is a tribute to the Ibexes, that inhabits our natural surroundings and which are often spotted roaming amongst the scenery, giving our guests a close interactive experience with nature.
Sustainable Procurement

Environmentally friendly and Fairtrade sourcing, including products with less packaging.

Maxx Royal's efforts to reduce the negative environmental impact through sustainable purchasing:

Preference for local suppliers, reducing transportation and carbon footprint.


60% Local Sourcing

Over 5000 Local Supplies
Sustainable Management
Transparent Reporting

Maxx Royal’s commitment to reporting sustainability efforts:

We demonstrate diligence, rigor, and a high level of expertise in collecting and reporting sustainability data and initiatives measuring over 150 KPI’s

Periodic sustainability reports, with plans for GRI-compliant reporting. Upcoming release of the 2021-2022 sustainability report.

CARBON FOOTPRINT CALCULATIONS BY 3P METRICS
ONGOING PROJECTS TO OFFPRINT CARBON FOOTPRINT

Land acquisition for solar energy production

Project Capacity: 18.73 MW
"Locations: Isparta (12 MW) and Burdur (6.73 MW)" future project 14MW
PRACTICES FOR CARBON EMISSIONS

Transition to energy-efficient equipment and practices offset
Socio Economic Impacts
DIVERSITY & INCLUSION

Human-Centric Approach & Our Commitment to Diversity

55 DIVERSE NATIONALITIES

Türkiye, Kyrgyzstan, Ukraine, Russia, Azerbaijan, Philippines, Mexico, Kazakhstan, India, Indonesia, Italy

1/3 Local Employees

GENDER

MEN 65%
WOMEN 35%

AGE

50%
44%
6%

MEN
WOMEN

OVER 50
UNDER 30
30-50
At Maxx Royal, we celebrate the diversity, talents, and contributions of our family members, and we are committed to creating a harmonious environment where everyone can flourish.

We pay unique attention to social indicators and practices, especially those aimed at improving employee well-being, which sets us apart from many other hotels.

All trainings at our facility are completed through the online training platform, VOYMAXX ACADEMY, leading to a reduction in carbon footprint, paper usage, waste separation, child and women priority, cultural heritage, energy etc..
Social Impact Committee, we conceive and implement a wide range of impactful community projects.

**Book Campaign:**
Donated books to two village schools.

**One Bottle of Water Project:**
Raised awareness about street animals.
Provided clean water to employees’ children.

**Father’s Day Nursing Home Visit:**
Spent time with the elderly in a nursing home.

**Breast Cancer Awareness Seminars:**
Organized seminars for female employees.

**Environmental Initiatives:**
Supported plastic bottle cap collection for recycling. Participated in tree planting programs.
CUSTOMER SATISFACTION | Each one of two guests are repeat guests

HAPPY GUESTS | HAPPY EMPLOYEE’S

Ratio | 1:2% by Reservation

Maxx Royal Belek | Maxx Royal Kemer

<table>
<thead>
<tr>
<th>Year</th>
<th>Maxx Royal Belek</th>
<th>Maxx Royal Kemer</th>
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<tbody>
<tr>
<td>2019</td>
<td>51</td>
<td>42</td>
</tr>
<tr>
<td>2020</td>
<td>49</td>
<td>51</td>
</tr>
<tr>
<td>2021</td>
<td>52</td>
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<td>48</td>
</tr>
<tr>
<td>2023</td>
<td>55</td>
<td>60</td>
</tr>
<tr>
<td>Average</td>
<td>51</td>
<td>49</td>
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Conclusion and Future

A Sustainable Future

Maxx Royal's dedication to luxury and sustainability coexistence:

A commitment to continue leading in sustainability efforts.

Ongoing projects for sustainability and environmental protection.

Inviting global audiences to join in creating a sustainable future together.
Thank you.....

Please contact us for any questions:

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