

ELECTRA
• HOTELS & RESORTS •



CSR REPORT

DECEMBER 2021

Together, we all pass through the fire and reach the shining

*"Always, always you pass through Fire
to reach the shining."*

This verse by Greek poet and Nobel laureate Odysseas Elytis perfectly captures the human journey through great hardship toward better, brighter days. It depicts the constant struggle for survival and freedom.



Since March 2020, we have experienced an unprecedented adventure. The extraordinary circumstances caused by the pandemic have changed the lives and habits of us all. During this period we felt fear, anger, fatigue, frustration, but we managed to pull through. We changed our habits, the way we move and enjoy ourselves, we cut back on travel, but we didn't give up. Above all, we believed in our strength. We were inspired by common goals. We showed solidarity and care and faith in science.

Today, after a long and arduous journey through the fire of the pandemic, we are moving ahead. With more knowledge, less certainties and a greater passion for the true joys of life. We are moving forward knowing that things remain difficult, fragile and volatile. We therefore need to be even more vigilant. The circumstances require firm adherence to rules and conditions that, above all, ensure health and contribute to the collective effort to finally terminate this great fight.





*"Always, always you pass through Fire
to reach the shining"*



At this historic juncture, Greece, the state, citizens, businesses and workers have been waging a daily struggle and continue to do so – both individually and collectively. We are like a long chain of accountability, a protective wall and a shield of responsibility. A collective entity that stands up to the fear of the pandemic with unprecedented unity.

At the ELECTRA HOTELS & RESORTS Group, we have adapted to the new conditions from the very beginning. We have given absolute priority to safety and acknowledged the protection of health as the ultimate good and right.

In short, with faith in our firm values, we have consciously invested in empathy through our aesthetics, infrastructure and services. We share anxieties and thoughts, communicate respect for needs in every way, and gain trust. To us, distancing has only been a formality. In practice, we have worked hard precisely to the contrary: we have reduced distances. **Being "close" to people became our primary objective.** Our goal was and remains safety and trust. Our way to achieve this is through our Group values and our employees. That is the way to regain our freedom.

Together, we all go through the fire and reach the shining.





ELECTRA LIKE GREECE

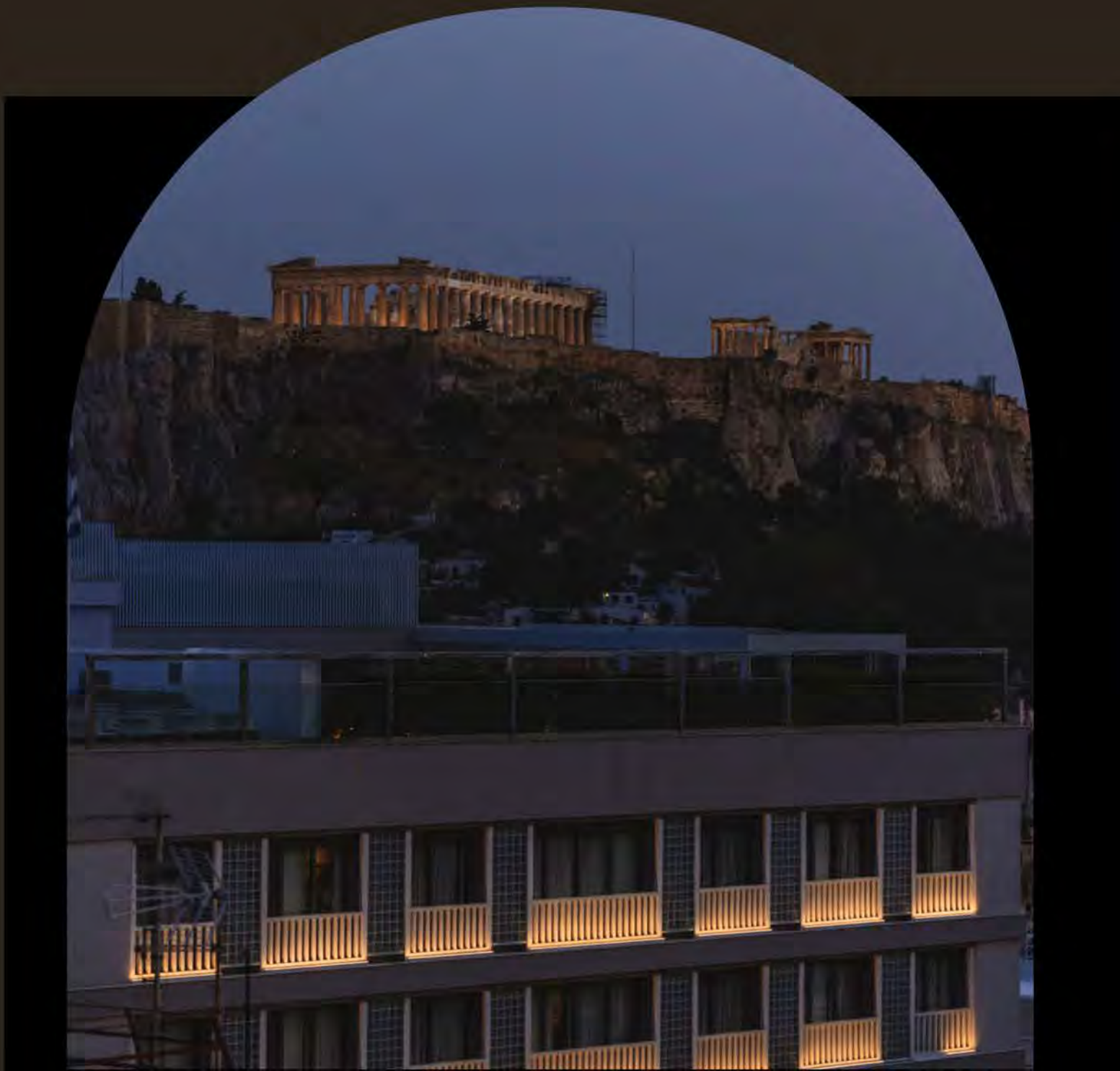


Ready for the “day after”

There are events that mark history, change its course and act as a catalyst in shaping global developments. One of them has undoubtedly been the outbreak of the Covid-19 pandemic which created a new reality in society, the economy and, consequently, tourism.

These unprecedented circumstances have made us all look inside ourselves to reach for our maximum strength, but also right next to us to our shared response to the collective, common challenges related to Covid-19, to support those who were most in need, to emerge from this distressing situation with the least possible losses for our society.

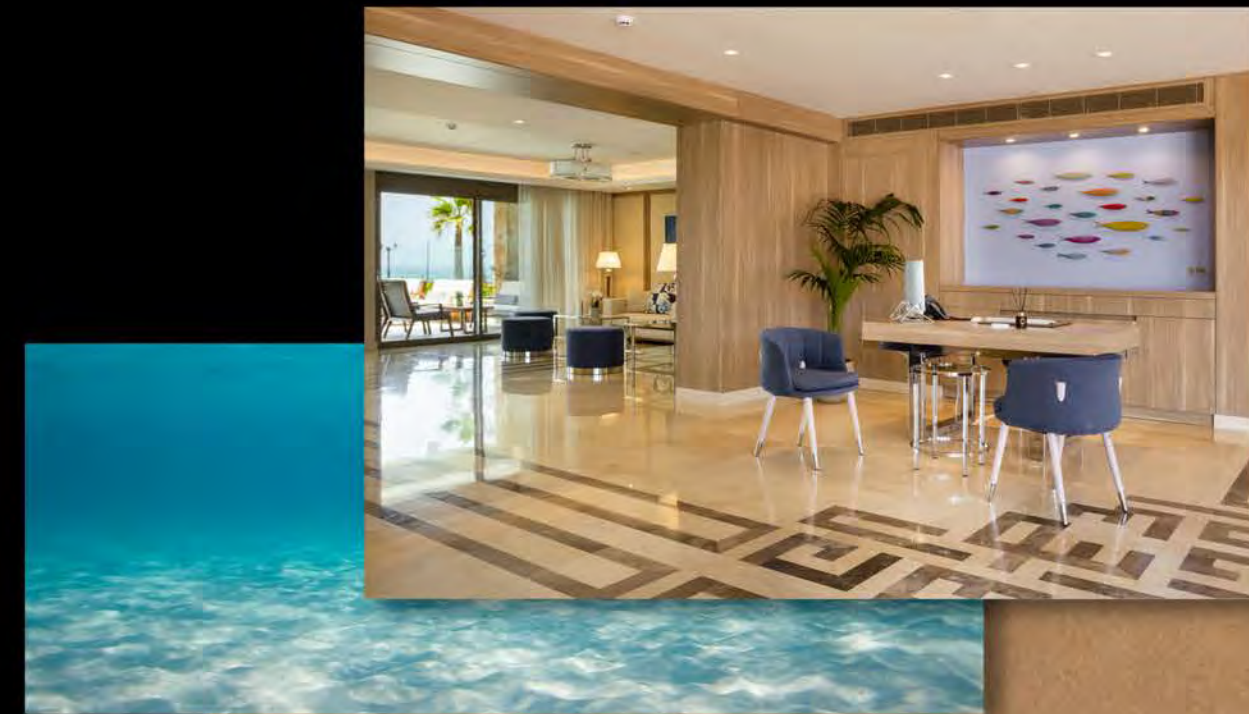
Standing on the solid ground they have created for at least half a century, Electra Hotels and Resorts have responded to the needs by committing to people as a non-negotiable priority.





Today, in the new circumstances that have arisen, they are ready not only to make the most of emerging opportunities, but above all to shape them by looking into the future with optimism and determination.

This publication includes an assessment of Electra Hotels and Resorts' social and environmental actions which have been captured in a report on sustainability and responsible growth that forms the stepping stone for the "day after".





56 YEARS OF PRESENCE

Electra Hotels and Resorts are successfully celebrating the sixth decade since their launch. Over the years they have consistently incorporated all the traditional rules of Greek hospitality and catered for the most demanding needs of travelers and guests. For this very reason they have become a reference point in Athens, Thessaloniki, Rhodes, Crete and, since 2021, Kefalonia.

It merely took the first ten years of operation to expand to major tourist destinations which represent, at the same time, some of the most significant historical sites in the country.

The hotel locations were chosen to combine – in different proportions, naturally, depending on the place that hosts them – a rare blend of repose, exceptional landscapes, intoxicating aromas, deep blue sea, delicious flavors and contact with the long-standing Greek history.

Electra Hotels and Resorts are firmly rooted in centuries-old tradition, while committed to responding to 21st century needs.





6,5 MILLION GUESTS

From North to South, from the East to the West of Greece, where Greek culture and history blended with the cultures of the wider region, where historical origins and travel destination form a unique synthesis, Electra Hotels and Resorts have been promoting the values of traditional Greek hospitality for five and a half decades. Tradition and luxury, family atmosphere and the pursuit of memorable travel experiences make up the concept that has attracted so far more than 6.5 million distinguished guests at our hotels in Athens, Thessaloniki, Rhodes and Crete. And the story continues in Kefalonia.





ELECTRA ATHENS



It has been 56 years already since 1965, when the first Electra hotel opened on Ermou Street, a street historically associated with the development of Greek trade gauging the pulse of the Greek market which is situated just a few meters from Syntagma Square. Today, Electra Athens has become a reference point for downtown Athens, business travel and urban tourism. Customer demand is rising steadfastly as new guests seeking quality hospitality combined with its central location are added to its loyal repeat customers.



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CRETA BEACH HOTEL AND BUNGALOWS



The next step followed in Crete just four years later, in 1969. The Electra Hotels and Resorts family acquired its second member after taking over the management of Creta Beach Hotel and Bungalows, which in the following decades was to become a landmark in the largest city on the island.

After 26 years of successful operation, in 1995, Electra Hotels and Resorts decided to withdraw from the management of this hotel, while retaining 50% of the company.



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ELECTRA PALACE THESSALONIKI



Three years later and seven years after the establishment of Electra Athens in 1972, it was time to open the Electra Palace Thessaloniki in the captivating 'nymph' of the Thermaikos gulf, the great Greek crossroads of cultures over the centuries.

A favorite destination for numerous tourists and visitors of the annual International Fair as well as famous personalities, Electra Palace of the second largest Greek city has undergone extensive renovation and is today the 'jewel' of Aristotelous Square.

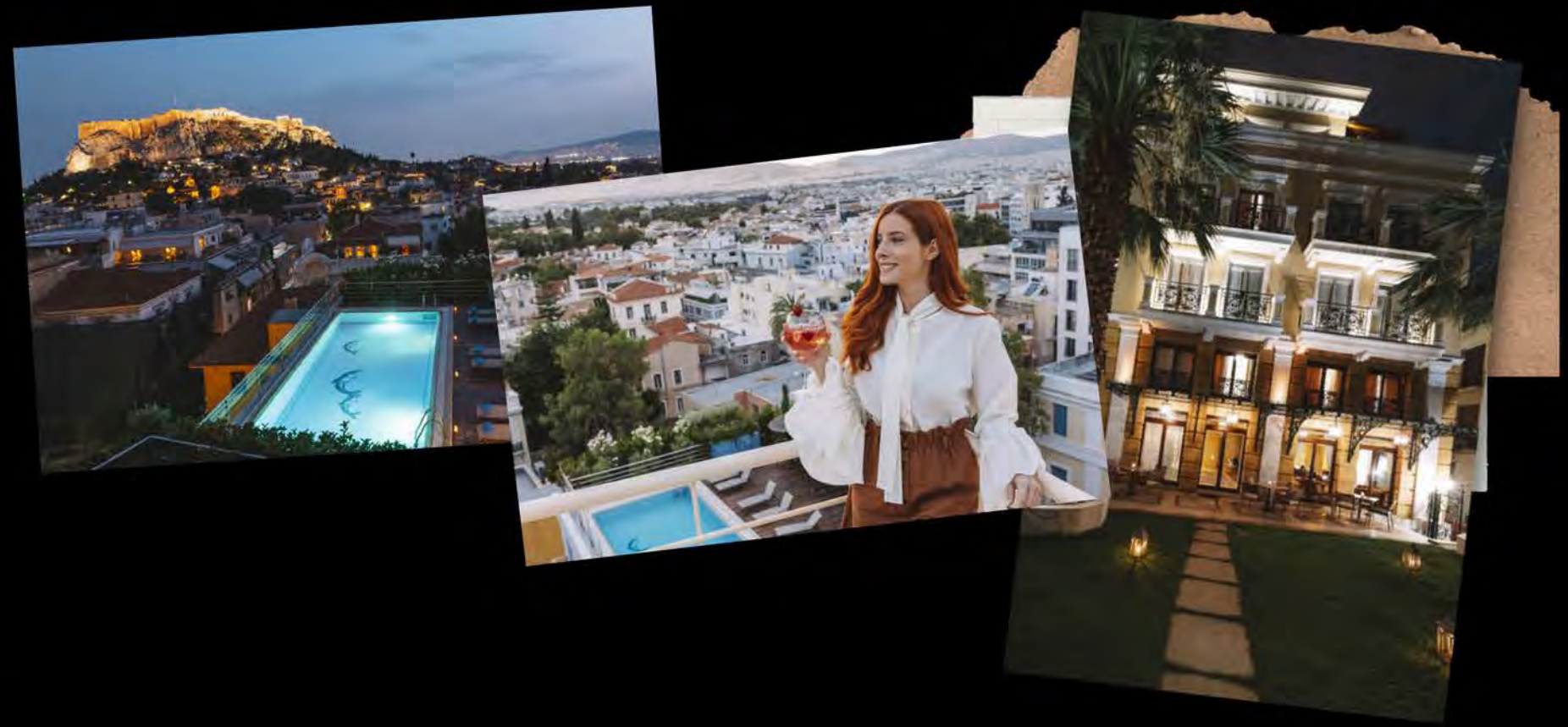




ELECTRA PALACE ATHENS



It only took one more year for the Electra Group to acquire its fourth member. In 1973, Electra Palace Athens opened its doors in Nikodimou Street, Plaka, uniquely enriching the Athenian tourist product with its classical architecture and high aesthetics. In full harmony with the architecture of the Quarter of the Gods, it constitutes a real jewel in the center of Athens. Its stunning view of the sacred rock of the Acropolis and the high level of service make it a landmark that has been attracting premium guests with high standards over time.



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ELECTRA PALACE RHODES



In 1975, Electra Hotels and Resorts opened on the island of the Knights, the great crossroads of Mediterranean Sea routes between the Aegean and the coast of the Middle East with a 6000-year-old history. At the ten-year anniversary since the establishment of the first hotel of the chain, Electra Palace Rhodes soon became one of Greece's most popular summer destinations.

Set in front of a stunning beach, it is a unique holiday and relaxation destination. It is just a ten-minute drive to the cosmopolitan city center and the medieval town, a UNESCO heritage site, where guests can immerse themselves into history during their summer vacation.



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ELECTRA METROPOLIS ATHENS



In September 2016, Electra Hotels and Resorts added another crowning gem on the Athenian 'Earth's Ring' by transforming the historic building, which housed the Ministry of Education for several decades in Syntagma square, into one of the top hotels in Athens.

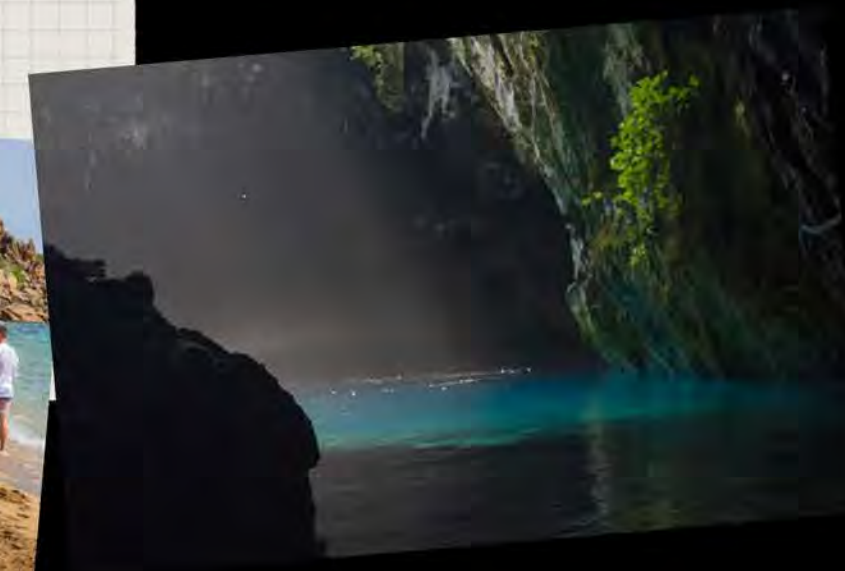
Executed by the famous architect Patroclos Karantinos, the project is a tribute to retro chic aesthetics and a model for contemporary interior architecture and design!

The location of Electra Metropolis Athens in the historic center of Athens, the stunning decor, the impressive views of the Acropolis and the entire city, the small distances from all points of interest, the suites of unique aesthetics create ideal hospitality conditions for every traveler of high standards.





ELECTRA KEFALONIA



The most recent acquisition of Electra Hotels and Resorts can be discovered by anyone who decides to get to know Kefalonia, the largest island of the Ionian Islands, which has been inhabited by humans since the Paleolithic era. Two kilometers from the airport and a few minutes from Argostoli, the island's capital, Electra Kefalonia is ready to offer unforgettable experiences of hospitality, relaxation and indulgence in the diverse Mediterranean cuisine which has been influenced by a variety of cultures. The unique sense of contact with the Ionian sunset is an additional incentive for the visitor to choose this holiday destination.



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SUSTAINABILITY

From vision to practice

During this time of rapid climate change, the concept of sustainability has gained prominence in the global debate and accounts for a large part of the business community's concerns and operations. Against this backdrop, Electra Hotels and Resorts are committed to putting into practice the guidelines of the World Tourism Organization, which emphasizes that sustainable, responsible tourism is a feasible and necessary perspective. Sustainability is not just a concept reflected in Electra operations, but a holistic world view that is at the core of its corporate existence.

It is also the greatest challenge of the post Covid-19 era, which has pre-eminently highlighted the need for solidarity and synergy among all stakeholders.

Notably, the Group's hotels in Athens and Thessaloniki remained in operation throughout the pandemic and lockdown, except for the period of state-mandated closure from March 23rd to May 31st 2020.

Moreover, to protect employees and customers, weekly rapid tests for all hotel and office staff are conducted at the Group's expense since early April 2021.



REDUCTION OF OUR ENVIRONMENTAL FOOTPRINT

The major challenge for the tourism industry as a whole is to ensure growth prospects under the premise of reducing its environmental footprint. In other words, the objective is tourism that adds value and income without burdening the climate change process. To this effect, Electra Hotels and Resorts have undertaken specific initiatives, in collaboration with renowned environmental organizations, international and local stakeholders, setting measurable targets and achieving tangible results.



STRENGTHENING LOCAL COMMUNITIES

Sustainable tourism boosts employment and income in local communities, reduces the negative impact on the environment, culture and local social structures, facilitates people to live permanently in local communities and prevents them from leaving during the tourist months. A sustainable tourism model at a large scale requires all social partners to work in synergy: entrepreneurs, state, local authorities and local communities.



CONTRIBUTION AND INVESTMENT

Greek economic development is associated with tourism development which, for its part, is inextricably linked to the development of the tourism product. This involves the creation of new, renovated infrastructure, the provision of modern services, the addition of quality features to the overall product and the integration of innovation into strategic tourism planning. All this cannot be achieved without sustained effort and continuous investment. It specifically requires investments that have a multiplier effect and ensure a multi-fold return to Greek society as a whole. Such investments also contribute to local development, reduce unemployment by making better use of human resources and attract talent back to the country. With this in mind, Electra Hotels and Resorts are implementing their plan in full consciousness of the micro and macro effects of their continuous development.





CONSTANT RENEWAL OF OUR HOTELS



During the months in lockdown, Electra Hotels and Resorts did not remain idle. This time was used to renovate and repair facilities and infrastructure, as this would not have been possible with the hotels in operation.

The impressive, complete renovation of Electra Palace Thessaloniki raised the bar of hospitality in the city.

The complete refurbishment and aesthetic upgrading of this historical building, while retaining its design principles, its equipment with new infrastructure and networks, modern air-conditioning systems, the extensive use of solar cells not only enhance the overall guest experience, but also reduce the hotel's energy and environmental footprint.

Similar interventions at a smaller scale, but along the same lines, were undertaken in all facilities, drawing on the notion that crisis can create opportunities.





CORPORATE SOCIAL RESPONSIBILITY:

Contribution: an inherent element of our identity

The sweeping impact of the Covid-19 pandemic across the globe has brought to the fore new challenges and new needs. It has highlighted traditional values, such as safeguarding individual and public health, human and social solidarity. The health crisis along with the awareness of the threat posed by climate change has highlighted the importance of protecting people and their environment in a holistic way.

These values and challenges are taking on a new meaning, becoming more and more ingrained in people's thoughts or desires. They can be summarized as follows:

- **Strengthening solidarity bonds** between all business players by joining forces wherever and however each situation may require.
- Strengthening **cooperation between the public and private sectors** based on the idea of "strength in unity", in the face of common problems where the flexibility of the private sector can contribute to the institutional operation of the public sector.
- Intensifying initiatives **to support our most vulnerable fellow citizens.**
- **Strengthening the 'greening' of business**, reducing the environmental impact of business activity, preserving and renewing natural resources to enable the creation and implementation of a sustainable development model.





IN MORE DETAIL:

Shifts in the perceptions of citizens, states and businesses across the globe have found Electra Hotels already on the path of social responsibility and environmental contribution. The notion that business activity should serve the development of the entire local community is reflected in a set of actions aimed at establishing a solid relationship between businesses, employees and society.

Fully committed to the objectives of sustainable economic and social development, the Electra Group contributes to the empowerment of vulnerable members of the communities in which it operates. It relies on human resources to serve the greater good by participating in charity events.

It continuously reduces its energy footprint, and is rewarded each year with the Green Key environmental business practice certificate for both Electra Palace Rhodes and Electra Palace Athens.

The LEED certified Electra Metropolis Athens hotel implements modern energy management practices and uses only electricity and natural gas for its operation.

Energy consumption has been assessed by way of a detailed energy audit and the central building management system (BMS) optimally manages heating, cooling, ventilation and lighting. At the same time, committed to their belief in balanced economic activity, Electra Hotels and Resorts, are constantly reinforcing their established understanding that forging bonds of solidarity between all business stakeholders and undertaking initiatives to significantly strengthen the position of employees in the Group's hotels are absolutely necessary.

All these aspects of Electra Hotels and Resorts activity, which was maintained and strengthened in 2020, reflect and consolidate the core of our business philosophy, which places caring for each individual guest, employee, member of the local community and the environment at the very center.





ACTIONS AGAINST THE PANDEMIC

Strengthening the work of doctors and nurses against coronavirus

The first severe restrictive measures (lockdown) to prevent the spread of the new SARS-CoV-2 in our country were imposed in March 2020 and stepped up rapidly. It was a truly unprecedented situation which required everyone's contribution for the national effort to succeed.

The national health system faced the most serious situation in decades and medical and nursing staff demonstrated in practice their crucial role in containing the virus, managing particularly serious incidents and protecting public health on a massive scale. In light of this emergency, Electra Hotels and Resorts immediately responded and firmly committed to serving society and contributing to the great work of doctors and health care staff by donating 5 new intensive care ventilators to the Ministry of Health worth more than €100,000.





Supporting the work of the Greek ambulance service EKAB

April saw the culmination of the first phase of the effort to drastically reduce the Covid-19 pandemic. It was a month in which the capacity and endurance of the national health system was put to a test under extreme conditions, with rescuers of the Greek ambulance service EKAB undertaking the dangerous task of transporting patients with a high viral load to hospitals. In our bid to support the operation of the ambulance service and its logistical needs, we offered bedding and other clothing.





ACTIONS AGAINST THE PANDEMIC



Certified safety of staff and guests

In anticipation of the lifting of the first wave of restrictive measures and resuming operations, the time of the first lockdown was devoted to preparing for reopening, under the new conditions of “shielding” ourselves against the pandemic.

A certified and qualified partner was commissioned to draft a Health and Safety Protocol against Covid-19 for each hotel operations department. In addition, Electra Hotels and Resorts received the Health First certification from the Hellenic Chamber of Hotels and at a secondary level, the Group sought to acquire the international Posi Shield certification from AG ADVENT.

All staff were trained and certified in their knowledge and implementation of the Protocol. With the resumption of hotel operations, all employees received a “Welcome Safety Kit” which contributed to their being safe at the workplace. For example, the employees of the departments were provided with 12 certified reusable face masks made of triple protection fabric to ensure that measures for the protection of themselves and the guests are observed in a visible and consistent way.

The relevant label was then posted digitally in all hotel areas that displayed the “Stronger Together” logo about the protection of guests and staff.





ACTIONS AGAINST THE PANDEMIC



Tribute to volunteer nurses

Electra Palace Thessaloniki offered accommodation to volunteer nurses who came to Thessaloniki in November and December 2020 from all over Greece to offer their services at the hospitals which were overwhelmed from the outbreak of the Covid-19 pandemic. In fact, the managing director of Electra Hotels and Resorts and President of the Greek Tourism Confederation Yannis Retsos noted in a post on LinkedIn:

“Since yesterday we have been hosting at Electra Palace Hotel Thessaloniki healthcare workers who came from other parts of Greece to assist in the massive struggle that the hospitals of the region are confronted with. The doctors and healthcare workers who are giving their utmost to save human lives have our full respect and gratitude”.





UNITED WITH OUR EMPLOYEES

Multilateral support initiatives

The declaration of Covid-19 as a pandemic and the restrictive measures implemented in the country created new needs for contact and support of the Group's employees, to which Electra Hotels and Resorts responded by undertaking initiatives for comprehensive psychological and financial support.

For their part, employees remained aware of all developments and in direct contact with the management throughout the extremely difficult year 2020, as far as health conditions and occasional restrictive measures allowed. Therefore, immediately after the outbreak of the pandemic and the subsequent lockdown, we introduced and implemented the following actions:



UNITED WITH OUR EMPLOYEES

Multilateral support initiatives

- **Daily communication among the head office staff** for the entire duration of the lockdown to maintain a sense of belonging to the Electra Hotels and Resorts family, but also to prepare for the day after and return to work when possible. Since the first day of lockdown, online communication became an ongoing, active channel of contact and interaction with all Group employees.
- Online meetings and sessions with strategic partners for **mental protection** during the lockdown period under the guidance of a clinical psychologist and member of the HR team.
- **Provision of €200 food vouchers** to all staff for the Easter holiday, worth €150,000 in total.
- **Employee bonuses** from the accounts of 2019 – a very positive year – were paid even during the months when the hotels were out of operation, whereas the March and April wages were duly paid despite the staff being on suspension.
- Given Electra Hotels and Resorts' emphasis on lifelong professional training for all employees through training programs and despite the extremely difficult circumstances resulting from the health crisis in 2020, 63 training programs were implemented. This was a major achievement when compared to the 71 programs carried out in 2019, which had been an absolutely normal year.
- Despite the obvious difficulties, the “normality” of stable and mutual relations with employees was extended to other levels:
 - In June, another voluntary blood donation action was organized for employees in collaboration with the National Blood Donation System. Electra Hotels and Resorts have been organizing this event – under normal circumstances – at least twice a year since 2017.
 - In August and September, free Covid tests were provided to employees returning to the workplace from their summer holidays.
 - Last Christmas, the company kept its standard practice of sending baskets of Christmas treats to all staff from Evros in the north to Neapoli, Lakonia in the south.
 - Finally, the Group renewed the group insurance policy with AXA for 2021, absorbing the cost of use of the policy, which in 2020 also exceeded the original budget, while the pension plan for executives was maintained.





THREE WINNERS, MANY BENEFICIARIES IN OUR NEW YEAR'S CAKE EVENT

In January 2020, the annual Electra Hotels and Resorts staff event for cutting the New Year's cake took place with three winners per hotel emerging after a draw who received the cash prize set aside for them.

However, they were not alone: almost everyone who attended the event also received a gift from the supplier partners for this occasion.





PERSONAL HEALTH AS THE HIGHEST ASSET

Practical support for people
with disabilities

At the beginning of 2020, we launched a very important initiative by providing free accommodation to Michalis Triommatis at Electra Palace Athens. Michalis is a cycling champion in endurance and individual time trial in the para-athletics classification who is based on the island of Rhodes. He suffers from high-functioning autism (Asperger's syndrome) and is a shining example of an athlete who lacks the financial support to cover the enormous expenses of his sporting activity.

This sponsorship is one more proof that support for vulnerable persons is a core principle of the Group.



SUPPORT OF CHILDREN WITH CANCER

On the 15th of February 2020, which is the World Day against Childhood Cancer, Electra Palace Athens offered its premises to host an event of the parents and guardians association of children with cancer "I Pisti".

The event, which was held in support of the association's purposes, was attended by Minister of Health, Vassilis Kikilias, members of parliament, local government representatives, journalists, renowned artists and the children's choir of the Gennadios School. The recognition and facilitation of the extremely difficult work of parents of children with cancer is a small tribute to their continuous efforts to further develop the care of their children.



ACTION FOR THE PREVENTION OF BREAST CANCER

Consistently attentive to public and individual health issues, Electra Hotels and Resorts actively supported the Panhellenic Association of Women with Breast Cancer “Alma Zois” in Athens and Thessaloniki for the second consecutive year.

They offered “Alma Zois” one euro for every Pink Cocktail and Pink Tea Time prepared by the hotel teams.

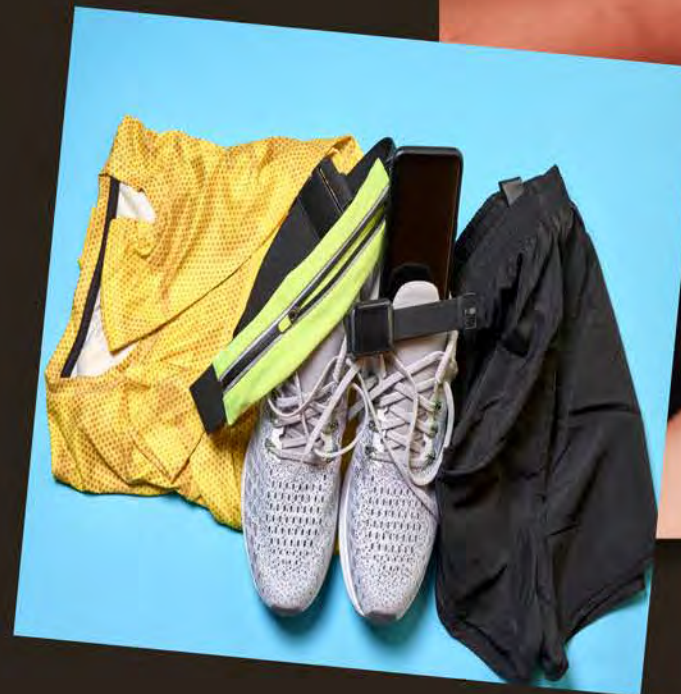
At the same time, emphasizing once again on synergies, a significant number of treats were offered at the hotels in collaboration with a partner, with the cost being paid by the Group to “Alma Zois”. The action was also supported by Pepper 96.6 FM radio as Electra Metropolis's pool turned pink.

In fact, after being informed by excellent scientists at a workshop on breast cancer prevention in 2019, hotel employees supported the initiative for the second year in a row by wearing a pink ribbon during the entire month of October. At the same time, an honorary day of leave was instituted for breast cancer screening tests which were offered by the gynecological hospital ‘REA’ at a special price. In this context, Electra Hotels and Resorts, following up on previous years’ actions, supported the first Sail for Pink online awareness campaign by “Alma Zois” organized by the City of Thessaloniki, by offering the premises of Electra Palace Thessaloniki as venue. Similar actions had been notably undertaken also in previous years in support of the association. There was also a strong participation of employees in various events, such as ‘endurance runs’ of various categories (e.g. marathon run).



ELECTRA RUNNING TEAM

Since it was established in 2016, the Electra Running Team counted 50 members in 2020, however the cancellation of all sports events (marathon - half marathon) due to Covid-19 did not allow for any participation this year.





COMMUNITY ACTIONS



Contributions to non-profit and charitable organizations

The privilege of being deeply rooted in the community makes you reach higher and look farther. Driven by this concept, Electra Hotels and Resorts can proactively look to the future by putting children at the center of their attention and enabling them to shape their desired tomorrow.

In this context, over the years and also throughout this year, they have consistently supported non-profit and charitable organizations that aim to alleviate human suffering and improve social structures through their continuous engagement:





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- **To Hamogelo tou Paidiou - The Smile of the Child:** Five families encountering health problems have been accommodated at the hotels – two of them in 2020 – and the work of the organization is supported by purchasing its greeting cards (with the exception of 2020).
- **Oloi mazi boroume - Together we can make it happen:** A donation of bed linen was made to support the organization's multifaceted community work.
- **Make a Wish:** We bought Christmas charms for hotel guests in December.
- **Melissa:** Following up on the cooperation and support through employee participation in marathon runs and the donation of bed linen in previous years, in 2020 we offered again Christmas boxes with sweets and gifts with the voluntary contribution of employees.
- **Papafion:** Employees voluntarily contributed by preparing Christmas boxes with treats and gifts that were sent to the children.
- **Kivotos tou Kosmou - Ark of the World:** In continuation of the 2019 support of the work of this important voluntary non-profit organization engaged in the special care and protection of mothers and children, Electra Hotels and Resorts organized and offered two festive meals for children aged 2-16 years at the Athens Concert Hall and the Electra Metropolis Library Bistro with the voluntary contribution of the staff. The Ark of the World is actively engaged in primarily supporting young unprotected children, mostly from single-parent families, but also children without parents. In order to strengthen the organization's valuable community work, in December 2020, hotel staff including chefs offered sweets and toys to children living in the organization's accommodation homes in Anixi, Piraeus and Kerameikos (a total of 40 children).
- **Stirixi:** At the beginning of the school year, hotel staff collected goods, toys and books for the NGO. Furthermore, our Group donated educational games for the 2nd ELEPAP Special School as well as New Year cakes and wine which were offered to 40 multi-member families selected by the Athens Municipality Reception and Solidarity Centre (KYADA) through the NGO Stirixi. The 2020 action was preceded by the provision of a hall in the hotel premises to the NGO Stirixi to host its Christmas bazaar, the proceeds of which went to these families.





COMMUNITY ACTIONS



Supporting mothers-to-be against declining birth rates

For the third consecutive year, we supported the efforts of HOPEgenesis, a non-profit organization which is active in the field of health and social welfare focusing on the issue of declining birth rates in Greece. Among other things, the mission of HOPEgenesis is to provide comprehensive medical care and treatment to women from the onset of pregnancy until the day of delivery.

Aware of the impact of low birth rates on the nation and concerned about issues related to the safety of mothers-to-be, we contributed to the work of the non-profit organization by providing accommodation in our hotels in Athens to 11 women and their companions coming from border regions of Greece for the entire duration of either pregnancy-related medical examinations or childbirth.





COMMUNITY ACTIONS



Aid to women and children refugees

The surge in refugees and migrants in recent years has created a number of new needs for refugees and migrants in cities throughout Greece who are in dire need of support in order to live with dignity. Aware of these new needs, the Group has donated linen and mattresses to the organization **Love and Serve Without Boundaries (LSWB)**.

LSWB is a non-governmental organization run by volunteers, with a particular focus on supporting vulnerable women, refugees and migrants.





Environment

Zero Waste

Electra's new environmental concept includes a dual strategy of waste reduction on the one hand and on the other hand, improved waste management, based on international best practices. In this context, an in-depth stock-taking exercise and study of waste generated in various categories were carried out, followed by an assessment of the efficiency of recycling and the examination of the most appropriate solutions. The Group recycles glass, plastic and tinsplate through the blue container scheme. The replacement of single-use plastics was introduced even before the relevant legislation was passed and the company has now eliminated all single-use plastics prescribed by law.

Despite the temporary use of certain categories of plastics due to Covid-19-related health protection provisions, the goal for the coming year is for Electra Hotels and Resorts to make a dynamic restart in their efforts for optimal waste management.





ENVIRONMENT



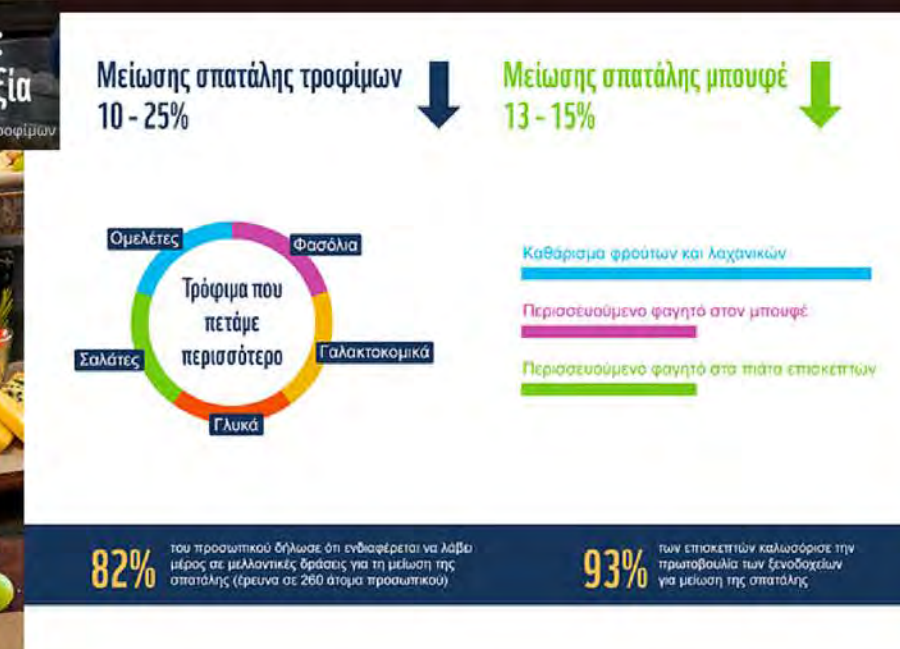
Participation in recycling

Directly connected to the community and the needs of the second largest city in Greece, Electra Palace Thessaloniki consistently participates in the recycling program of the City of Thessaloniki by recycling cooking oils and fats, paper, batteries and other recyclable materials. The recycling of glass and batteries is a standard practice at all hotels.



Institutional partnership for the environment

Electra Hotels and Resorts collaborate with WWF Hellas by participating in the international “Hotel Kitchen” program for the reduction of food waste in the tourism and catering industry. The aim is to highlight the value of food by implementing good practices and innovative processes throughout the entire range of food procurement, preparation and consumption. It is a global initiative that will reduce the environmental footprint of food management and have a positive impact on local communities and the planet.





ENVIRONMENT



Consistent participation in Earth Hour

Over the past years, Electra Hotels and Resorts have been taking part in Earth Hour with a simple but highly symbolic gesture with global participation and impact: we turn off the lights in all hotels for one hour to join the global movement for the protection of the environment. Earth Hour is organized by the World Wide Fund for Nature (WWF) once a year, at the end of March, as an initiative to raise awareness of excessive energy consumption and its impact on the natural environment.



Protection of the ecosystem of Rhodes

Through systematic work, the beach of Trianta in Rhodes is kept spotlessly clean, so as for it to remain a pole of attraction for those seeking a beach ideal for themselves and their children and, of course, to continue receiving the Blue Flag certification every year. Driven by its strong environmental awareness, Electra Palace Rhodes also participated in the Forest Ambassadors program for the reforestation of burnt forest areas on the island, in the reforested area of Kandyli - Chairi.





THE FUTURE IS NOW

Traditional and outward-looking

Electra Hotels and Resorts have had a major business presence in the tourism industry for 56 consecutive years. From the very beginning, culture, tradition, family atmosphere, authentic Greek hospitality, respect for people, employees and the environment have been at the heart of its concept and operation.

At the same time, it is outward-looking, well aware of the needs of the modern traveler and guest and always ready to provide the highest level of hospitality. This creates a favored blend that motivates customers to keep coming back and become their strongest word-of-mouth marketers.





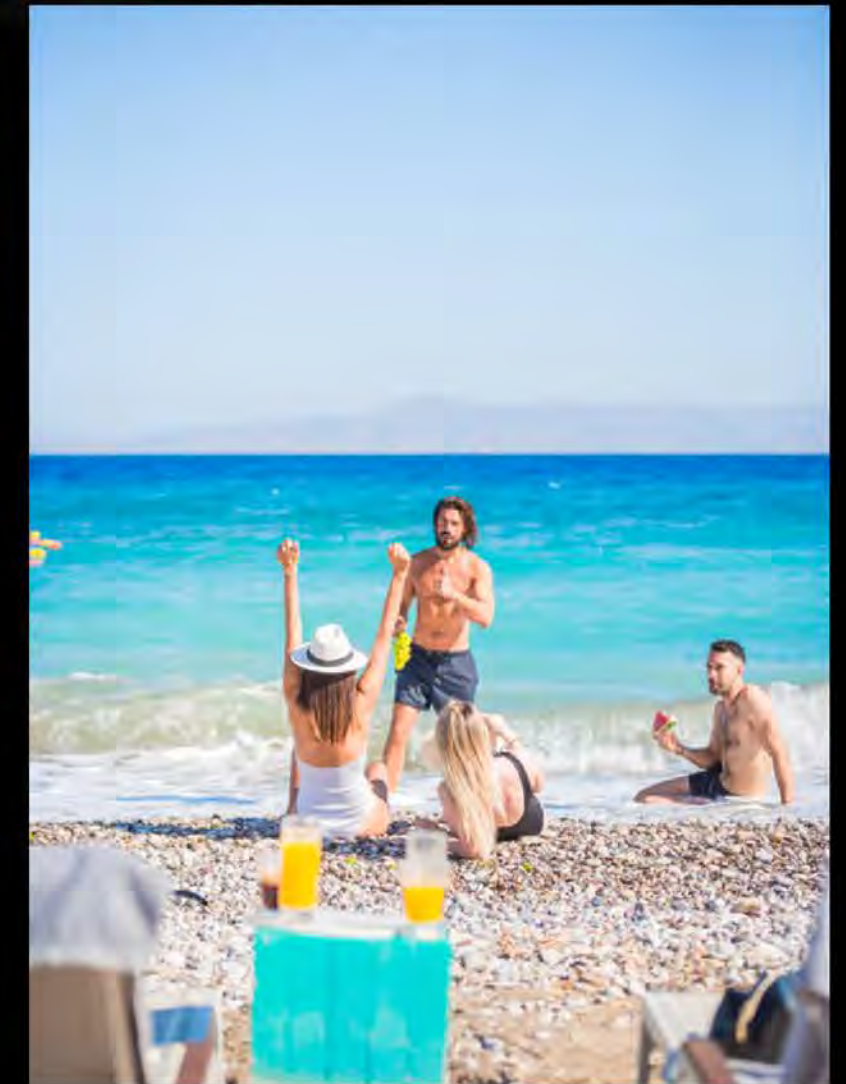
THE FUTURE IS NOW



Responding to new needs

Over the next period, Electra will continue to build on its corporate tradition and use it as a solid foundation to respond to the new needs and challenges posed by the Covid-19 pandemic, climate change, the ever-increasing need for human, social and environmental cooperation and solidarity.

With a low profile, without pompous proclamations, but with continuous substantial initiatives, stemming from a sincere concern for society and the environment, but also with unwavering determination, Electra Hotels and Resorts focus their efforts to promote and strengthen all the comparative advantages that make up our country's cultural and productive wealth, in order to contribute to Greece's effort to reintroduce itself to the global community.





THE FUTURE IS NOW

Reciprocating the trust in us

Electra Hotels and Resorts will continue to regard people – in all their capacities – as the driving force of corporate economic growth and prosperity of local communities and the country.

They will further develop their social and environmental contribution as a minimum return for the trust they have enjoyed over the years from guests as well as societal and market players with whom they have worked harmoniously and constructively for five and a half decades.

In other words, they will continue to perceive their own development as part of social and national development, as a contribution to strengthening social cohesion and the international reputation of our country.



Epilogue

The ESG criteria, the concept of corporate responsibility, awareness of the need to act against the climate crisis, have entered the public debate in recent years, representing a “trend” in response to the acute needs of our times. For Electra Hotels and Resorts, however, they represent core principles and values which have been at the heart of our operations from the very beginning. They reflect the way in which the Group perceives its existence, its interaction with society and the environment in which it is thriving. This publication is a first attempt to take stock of the actions of the last period which was defined by unprecedented challenges in a coordinated manner. Yet these challenges have not stopped us, nor prevented us from looking optimistically and resolutely into the future, trying to shape it. We have succeeded and we continue with the same momentum and the same genuine willingness to contribute to social life, with initiatives that from now on will be “compiled” every year in a special edition, to emphasize the imprint of Electra Hotels and Resorts in the community and the environment. Our aim is not just to remember the small and the big things we are proud of, the choices we have made and the successes that have defined our course, but to set the bar even higher for the coming year.



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