

Guiding principles for sustainable and responsible corporate governance

For us at Maritim Hotels, socially and ethically responsible behaviour as well as sustainable business practices are essential for the long-term success of our tradition-conscious company. As one of the leading German hotel companies with an international presence, sustainability is a central commitment for us – on a social, ecological, and economic level.

This guiding framework forms the basis for values-driven, legally compliant conduct at Maritim and serves as a code of conduct. It applies across all locations to all employees of Maritim. Each individual contributes to bringing our shared values to life.

Strategic understanding

Vision: As a tradition-based family business, we stand for lived hospitality and assume responsibility for people, the environment, and society – with a view to today and tomorrow.

At Maritim, the guest has always been at the centre. We preserve this tradition as a reliable promise – for quality, warmth, and excellence in service. At the same time, we look ahead: sustainability in the hotel industry means for us to protect and preserve good living conditions on a lasting basis.

Mission: We draw orientation from established practices and continuously develop further – with the aspiration to inspire our guests, strengthen our employees, secure the economic future of the company, and translate our responsibility into concrete action.

We consciously and purposefully steer our development: through holistic measures, cooperative collaboration, and continuous improvement. In doing so, we combine economic success with ecological and social responsibility – day by day, here and now.

Our sustainability strategy is based on a comprehensive analysis of our impact on people and the environment as well as an assessment of potential opportunities, risks, and dependencies. The 17 Sustainable Development Goals (SDGs) of the United Nations serve as our guiding framework. We understand the SDGs as an overarching concept that highlights the areas in which our established measures can contribute to sustainable development. To systematically operationalise our sustainability strategy, we use our self-developed ESG steering wheel, with which we navigate proactively through the challenges of the times. The established abbreviation “ESG” in the context of sustainability stands for responsible entrepreneurial action in the areas of Environment, Social and Governance. In this way, we create the conditions to align our company sustainably and securely for the future.

Sustainability holistically implemented

The implementation of our sustainability strategy is based on ten ambitious guiding principles, which are underpinned by targeted measures in the areas of Environment, Social and Governance.

- **Environment:** We aim to provide our guests with the highest comfort while continuously reducing the ecological footprint. To live up to our environmental responsibility, we rely on sustainable operations, energy efficiency, and resource-conscious management ([Guiding Principles 1 to 3](#)).
- **Social:** People are at the centre of our entrepreneurial actions. We create an environment in which everyone feels welcome and valued. We are committed to fair working conditions, a unifying corporate culture, and a value chain based on trustworthy partnerships ([Guiding Principles 4 to 7](#)).
- **Governance:** Our measures are embedded in transparent and responsible corporate governance. With holistic and future-oriented thinking, we assume responsibility in our business activities – for a resilient, future-proof hotel industry ([Guiding Principles 8 to 10](#)).

ENVIRONMENT: Responsible use of resources

A sustainable and resource-efficient hotel operation is essential for us in order to combine long-term business success with ecological responsibility and to offer our guests climate- and environmentally friendly overnight stays. Therefore, we are committed to the Paris Climate Agreement and actively promote environmental protection, including reducing our impact on climate change. Through sustainable building infrastructure, efficient operations, and responsible procurement, we minimise our ecological impact and contribute to a future-proof hotel industry.

1. We design our properties and infrastructure to be future-oriented and energy efficient

We use efficient technologies and optimise buildings with the aim of permanently reducing our energy consumption. In addition, we focus on circular interior design and ensure compliance with ecological standards both when refurbishing existing buildings and in new construction. In our outdoor areas, we actively promote biodiversity. For example, we create green spaces that provide habitats for various animal and plant species, improve air and climate quality in the immediate environment, and create recreational areas for our guests and employees.

In terms of resource conservation, we continuously work to reduce the consumption of energy and water as well as waste generation in our hotels. An efficient and resource-conscious use of energy is a central goal, which we achieve through targeted investments in modern, energy-saving technologies and a gradual transition to renewable energy sources. We document our efforts in clearly defined objectives and back them with concrete measures. Continuous monitoring and optimisation of consumption through our energy management system (ISO 50001) ensures that we consistently pursue and further develop our sustainability goals. Responsible water management is also a priority for us. We reduce both fresh water consumption and wastewater through efficient technologies and awareness-raising measures. Furthermore, we rely on consistent waste separation, avoidance of (food) waste, and recycling, in order to return valuable materials to the economic cycle and keep our ecological footprint as small as possible.

A central component of our investments in infrastructure and buildings is the application of circular economy principles. During renovation work, we place particular emphasis on high-quality materials to extend the lifespan of furniture and equipment. Instead of relying on new acquisitions, we prefer the refurbishment and reuse of furnishing elements, thereby reducing transport distances and the energy consumption associated with the production of new products. In this process, we work closely with local craft businesses.

2. Resource conservation is a central part of our hotel operations

Maritim Hotels is committed to sustainable hotel operations that combine ecological responsibility with the highest comfort for our guests. We analyse the environmental impact of overnight stays, conferences, events, and culinary services, including CO₂, water, and waste footprints, in order to develop targeted reduction measures. As a responsible hotel group, we also wish to raise awareness among our guests for a mindful use of energy, water, and waste. Through sustainable offers such as room cleaning on request, reduction of disposable items, and climate-friendly mobility options, we create incentives for environmentally friendly behaviour. Alongside reducing cleaning intensity, our housekeeping team continuously works to optimise the use of cleaning agents, including the use of ecological cleaning products instead of conventional ones.

Our culinary offerings in the in-house restaurants and in catering for conferences and events are likewise designed to reduce negative impacts. Through targeted planning and management, we minimise food waste, shorten transport distances, and increase the share of seasonal and sustainable food and beverages – for example, by expanding vegetarian and vegan options. Our kitchens are equipped with energy-efficient appliances to reduce energy consumption.



3. Our sustainable procurement reduces environmental impact in the supply chain

We are convinced that we can reduce our ecological footprint by making conscious purchasing decisions. This includes targeted product selection for our culinary offerings as well as other products needed in hotel operations. Our procurement is guided by a purchasing policy that takes social and ecological impacts into account. For example, we record CO2 values for relevant products in the food and beverage sector, enabling us to position ourselves transparently and future-oriented in this central area of action.

SOCIAL: Putting people at the centre

Our social responsibility is based on respectful and appreciative interaction with people – whether as guests, employees, or partners in our value chain. We are committed to the Universal Declaration of Human Rights of the United Nations.

4. The needs of our guests are at the centre of our actions

At Maritim we welcome all guests – regardless of social or ethnic origin, gender, religion, beliefs, or other individual characteristics – and are committed to an open and non-discriminatory atmosphere. Our aim is to always provide our guests with a high-quality and comfortable experience, no matter the purpose of their stay with us. Regular reviews as part of our quality management ensure consistent implementation. At the same time, we are committed to maintaining the highest standards of cleanliness and safety in our hotels. Our goal is not only to meet, but to exceed, the expectations of our guests with an unforgettable stay.

5. Our employees are the foundation of our success

Since the founding of our family-owned business in 1969, we have fostered a corporate culture based on trust and respect. We strive to create a working environment in which all employees – regardless of qualification, age, gender, social or ethnic origin, mental or physical characteristics, sexual orientation, beliefs, or religion – feel valued and individual achievements are recognised. For this reason, we actively promote the qualification and job satisfaction of our employees. Within the Maritim Academy, we provide a wide range of training and development programmes that enable continuous growth. Furthermore, we offer our employees an internal platform called MAP, which facilitates networking and communication across locations.

We are equally committed to equal treatment of all people in our environment, firmly opposing discrimination and working to dismantle social barriers such as prejudice or structural disadvantage. Bullying and derogatory behaviour are just as unacceptable at Maritim as violence and any form of harassment – whether physical, verbal, or non-verbal. Our aim is to remain an attractive employer who values and promotes diversity. Likewise, we strive to protect our employees through comprehensive measures for a healthy and safe working environment and ensure that their rights are always upheld under applicable labour standards and conditions. In return, we place great importance on our employees treating our guests with professionalism and courtesy at all times, thereby upholding our quality promise.

6. We respect and protect human rights along our supply chain

Our goal is ethical and responsible procurement that unites sustainability, quality, and social justice. We rely on transparent processes to ensure fair, safe, and non-discriminatory conditions in our hotels and supply chains, and to ensure that we are neither involved in nor complicit in human rights violations. We only work with partners who share our values. We are guided by the Universal Declaration of Human Rights (UN), the core labour standards of the International Labour Organization (ILO), the UN Global Compact, and the requirements of the German Supply Chain Due Diligence Act (LkSG). We explicitly reject all forms of child and forced labour, slavery, human trafficking, and similar practices. Through regular risk analyses and close, long-term cooperation with our core suppliers, we strengthen social standards and ensure fair working conditions. At the same time, we have established transparent grievance mechanisms to give a voice to potentially affected persons and to consistently address and remedy grievances.

7. We assume social responsibility through active engagement and cooperation

At all our locations, we are closely connected with the region and take responsibility for social cohesion. Maritim Hotels supports local charitable projects, promotes social initiatives, and contributes to strengthening regional infrastructure. Through cooperation with cities, municipalities, organisations, and businesses, we are locally committed and contribute to sustainable development. In addition, we invest in educational, environmental, and social projects in order to set long-term positive impulses for the communities at our locations.

We also promote regional economic cycles by offering local products and services, and for example by showcasing and selling art from local providers in our hotels. Our aim is to foster responsible and future-proof tourism through partnership-based collaboration. Furthermore, we wish to contribute to the preservation of local culture and traditions, for example by adapting our culinary offerings to the regional characteristics of our locations.

GOVERNANCE: Acting transparently and based on values

At Maritim, we regard responsible and integral conduct as an essential component of our corporate governance. We are committed to the UN Guiding Principles on Business and Human Rights, the OECD Guidelines for Multinational Enterprises, as well as the principles of the UN Global Compact. These global frameworks serve as orientation for us in embedding social, ecological, and economic responsibility systematically and effectively within our company. Transparency, ethical business practices, and clear corporate governance are the cornerstones of our sustainable success. We are committed to identifying and addressing risks at an early stage and openly communicating our sustainability performance. In this way, we ensure that our actions not only comply with legal requirements but also meet the highest ethical standards.

8. Our governance and management structures firmly anchor sustainability within the company

A central pillar of our corporate strategy consists in steering sustainability consistently through established processes and structures. Our aim is to minimise the negative impact of our actions and to proactively identify and mitigate risks. To this end, we rely on regular risk analyses – for example, regarding climate risks or in connection with the German Supply Chain Due Diligence Act (LkSG) – as well as on clear responsibilities and transparent decision-making processes that ensure sustainable corporate management.

To effectively implement our strategy and the associated goals, we aim for continuous improvement of our sustainability performance. We achieve this through targeted analysis of our impact and the prioritisation of relevant measures. Progress is regularly reviewed company-wide on the basis of defined key performance indicators, and measures are optimised if necessary. This process enables us to look beyond the scope of day-to-day operations, to identify key levers, prioritise them, and deploy our resources in a focused manner. Moreover, it allows us to quickly detect errors, correct them, and continuously improve.

9. We stand for integrity and ethical business conduct

The adherence to the highest ethical standards is firmly anchored in our corporate culture and reflects our self-understanding. This includes the rejection of any form of corruption or bribery, including illegal offers of payments or similar benefits aimed at influencing decision-makers. This commitment applies not only to our internal processes but also to our central supply chains. Likewise, Maritim tolerates no form of fraud or money laundering. Maritim is committed to fair and honest competition and compliance with applicable competition and antitrust laws.

We always act in the best interest of the company – personal advantages, preferential treatment of third parties in connection with business activities, or other conflicts of interest are incompatible with our corporate culture. Therefore, employees of Maritim, as well as persons closely associated with them, do not accept material gifts, payments, loans, gifts of monetary value, or other benefits intended for personal advantage.

All employees of Maritim handle confidential and sensitive information responsibly – whether concerning suppliers, personnel matters, or internal procedures. Protected information is always treated discreetly and disclosed only to authorised persons. Equally, we are committed to the responsible handling of personal data in line with the GDPR. Protecting the privacy of our employees, guests, and partners is an essential part of our integral business conduct.

10. Our communication is transparent and dialogue-oriented

We are committed to disclosing our sustainability strategy, progress, and measures transparently, comprehensibly, and regularly – always in compliance with applicable regulatory requirements and international standards. This transparent communication strengthens the trust of our stakeholders in our sustainable business practices.

In addition, we understand communication as a reciprocal process: we actively seek dialogue with our stakeholders to consider their expectations, suggestions, and perspectives in our sustainability strategy, and to involve them, within regulatory requirements, in the risk analysis and development of measures. Through targeted dialogues, feedback formats, and strategic partnerships, we gain valuable input that helps us continuously improve our sustainability efforts and respond flexibly to new challenges.

Various reporting channels exist, accessible to everyone, if the efforts or the values of this guiding framework are disregarded.



Roland Elter
CEO
Sales and Marketing



Erik van Kessel
CEO
Operations