



SUSTAINABILITY REPORT 2024





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ABOUT THIS report

GRI 2-2, 2-3, 2-4

Grupo Lomas’ 2024 Sustainability Report reaffirms our strong commitment to transparency, accountability, and continuous improvement in sustainability. Throughout the year, we experienced a significant transformation that included an update to our institutional philosophy and a renewed approach to our sustainability program, now called “Responsible Evolution.” This program is aligned with today’s global challenges and our long-term aspirations.

This report constitutes Grupo Lomas’ second public accountability effort. It presents, in a structured manner, our key achievements, best practices, challenges, and impacts regarding people, planet, and prosperity from January 1 to December 31, 2024. The report covers our tourism operations in Mexico, including key business units such as travel agencies, hotels, transportation, and complementary services.

Its development was guided by international frameworks such as the Global Reporting Initiative (GRI) Standards and the Ten Principles of the United Nations Global Compact to ensure clear, ethical, and comparable communication. The Sustainable Development Goals (SDGs) were also considered as a cross-cutting guide to align our actions with global objectives.

While this report has not been externally verified, we have taken a rigorous approach to data collection and validation. In addition, we worked with the consulting firm Grupo Santaolaya to carry out a materiality assessment that helped us identify and prioritize the topics most relevant to our stakeholders and to Grupo Lomas’ sustainability.





MESSAGE FROM THE chair of the board

GRI 2-11, 2-14, 2-22

At Grupo Lomas, sustainability is not a trend; it is a profound commitment rooted in our purpose: to create memorable experiences that respect life, people, and the planet. Over the years, we have learned that true growth is not measured solely by numbers, but by the positive impact we generate in communities, among employees, and across destinations.

Since our inception, we have implemented initiatives that have shaped the organization we are today. These actions include energy optimization projects, responsible water management, reducing the use of chemicals in operational processes, and sustainable agricultural production through our greenhouse. We have also promoted restoration and conservation efforts in ecosystems such as mangroves and marine environments, including the Kan Kanán artificial reef project—underscoring our commitment to environmental regeneration and biodiversity protection.

Today, I am proud to present our 2024 Sustainability Report, the result of the joint effort of a team that has embraced the responsibility to evolve with awareness. This document compiles our actions, progress, and lessons learned, and reaffirms our conviction that it is possible to build a company with soul, ethics, and long-term vision.

To each supplier, client, employee, and partner: thank you for your trust, action, and belief. What we do today defines the future of our Mexican dream.

María Dolores López Lira e Hinojo

Founder and Chair of the Board, Grupo Lomas





OUR COMMITMENT TO The United Nations Global Compact

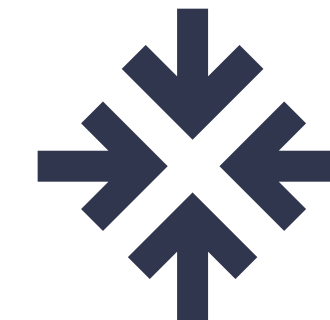
Since 2022, Grupo Lomas has been part of **The United Nations Global Compact**—the world’s largest corporate sustainability initiative. As a signatory company, we have committed to aligning our strategies and operations with the Ten Universal Principles in the areas of Human Rights, Labor, Environment, and Anti-Corruption.

This commitment drives our responsible business practices and motivates us to take concrete actions that contribute to the achievement of the Sustainable Development Goals (SDGs).

APOYAMOS
EL PACTO GLOBAL



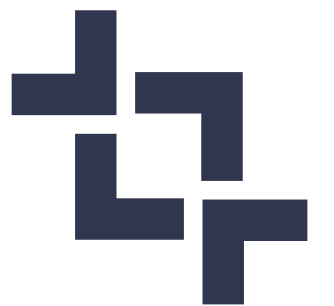
DERECHOS HUMANOS



ESTÁNDARES LABORALES



MEDIO AMBIENTE



ANTICORRUPCIÓN



Prosperidad

We promote responsible economic growth based on transparency, compliance with the law, and collaboration with committed partners. This focus drives actions that generate shared value and ensure fair and sustainable development for the company, people, and the surrounding environment.





OUR philosophy

GRI 2-1

I Mission:

To offer a new perspective of Mexico by creating comprehensive contemporary tourism experiences.

I Vision:

To connect effectively and emotionally with our clients and collaborators through our experiences.

I Values:

- Integrity
- Responsibility
- Respect
- Consistency
- Commitment
- Creativity

I Principles:

- Innovation
- Collaboration
- Empathy
- Safety
- Excellence
- Practicality
- Attracting and retaining top talent
- Results-oriented approach



Grupo Lomas is a 100% Mexican company with more than 40 years of experience in the tourism industry in Quintana Roo. We are committed to excellence, innovation, and the sustainable development of the sector.

In 2024, we took a major step in the evolution of our corporate philosophy, reinforcing our vision for the future and reaffirming our identity as ambassadors of Mexican heritage and genuine hospitality—values that distinguish us in every experience we deliver.

This renewal reflects our passion for creating unique and memorable experiences, while reinforcing our commitment to the well-being of people, the protection of the natural environment, and the positive transformation of the tourism industry and surrounding communities.

I Our Pillars:

Mexico



Sustainability



Female Talent



Art



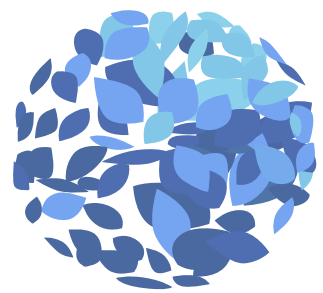
Gastronomy





CERTIFICATIONS and awards

GRI 2-28



EARTHCheck



Affiliations














VALUE chain

GRI 2-6

At Grupo Lomas, we operate a fully integrated tourism value chain, managed directly from beginning to end of the traveler’s journey—from the first interaction to post-trip follow-up. This structure allows us to deliver authentic, contemporary, and high-quality experiences aligned with our mission of offering a new perspective of Mexico.

Our services include:

-  Promotion and sales
-  Customer service
-  Destination Management Company (DMC)
-  Food and beverage
-  Weddings and event organization
-  Park and tour operations
-  Transportation
-  Post-travel service
-  Accommodation





BUSINESS units

GRI 2-2, 2-6

At Grupo Lomas, our business structure reflects our passion for providing comprehensive and contemporary tourism experiences, showcasing a new vision of Mexico through each of our services.



The original business unit that launched our operations over 40 years ago, and one of the leading players in Quintana Roo's tourism sector. Lomas Travel offers services under both B2B and B2C models, serving national and international tourists with a broad range of experiences.

As part of this unit, the following is incorporated:



The original business unit that launched our operations over 40 years ago, and one of the leading players in Quintana Roo's tourism sector. Lomas Travel offers services under both B2B and B2C models, serving national and international tourists with a broad range of experiences.

LOMAS PARKS

Offers recreational spaces that foster connection with nature, delivering exclusive experiences in the Riviera Maya:



An exclusive beachfront club located in Playa Maroma offering a relaxed, all-inclusive, and sophisticated experience, blending Caribbean-Mexican cuisine, bar service, beachfront lounging, and family-friendly entertainment including catamaran rides, ATV tours, snorkeling, and more.



An ecotourism space that invites visitors to reconnect with nature through jungle tours and rescued horses, while promoting and preserving Mayan culture.



A family-oriented water park featuring 21 slides, pools, play areas, and dining options like Aqua Bites and Nick Bistro.





LOMAS HOSPITALITY

Lomas Hospitality is our hotel division, designed to satisfy the most discerning travelers by offering unique experiences in premium destinations across the Riviera Maya and Mexico City.

Our properties include:



Ideal for those seeking romance and elegance in an adults-only setting, where every detail reflects Mexico's rich cultural heritage.



A sanctuary for lovers of freedom and nature, offering serenity, comfort, and genuine connection with the environment.



Exclusive overwater bungalows that deliver unforgettable stays with breathtaking views of the Mexican Caribbean, wellness activities, and world-class gastronomy.



A luxury family resort that combines comfort and entertainment—perfect for vacations or special celebrations.



A boutique hotel in the heart of the vibrant Roma neighborhood in Mexico City, blending historic charm with contemporary luxury.



Transportation, **included.**
Catamaran and WaveRunner, **included.**
Themed water park, **included.**
Brunch with more than 20 stations, **included.**
Cenote and underground expedition, **included.**
Ecotourism ranch, guess what? **Also included.**



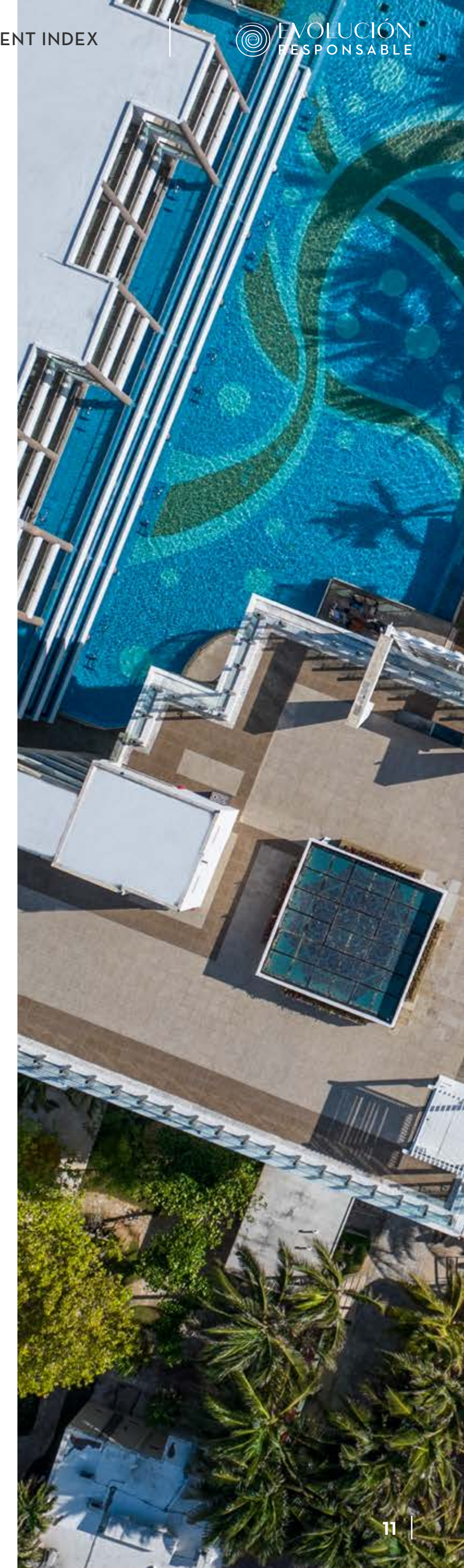
EXOTIC TRAVELERS

Exotic Travelers is the exclusive vacation club of Lomas Hospitality, designed to offer unique benefits to our members, such as personalized travel planning, special pricing, and exceptional service.

Each member enjoys exclusive treatment through various membership tiers.

LOMAS RETAIL

Lomas Retail enhances our guests' experiences through a curated selection of products and brands. It manages the conceptualization, distribution, and operation of exclusive merchandise—particularly for Nickelodeon Hotels & Resorts Riviera Maya.

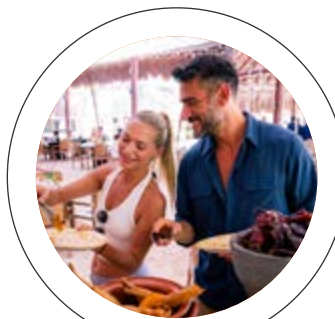




LOMAS IN FIGURES

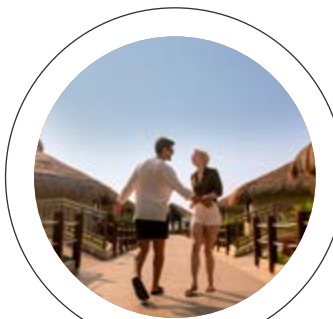
2024 indicators

GRI 201-1, 2-7



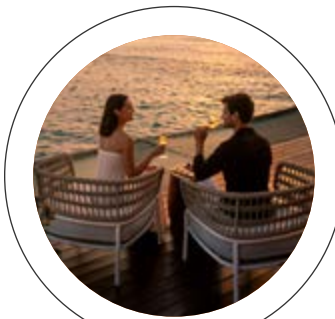
411,005

Clients



818,047

Guests



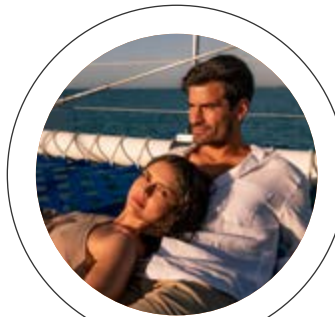
13,682

Agencies



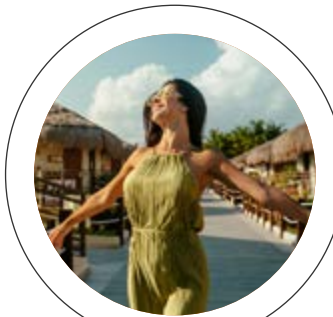
338,678

Transfers



108,680

Visitors



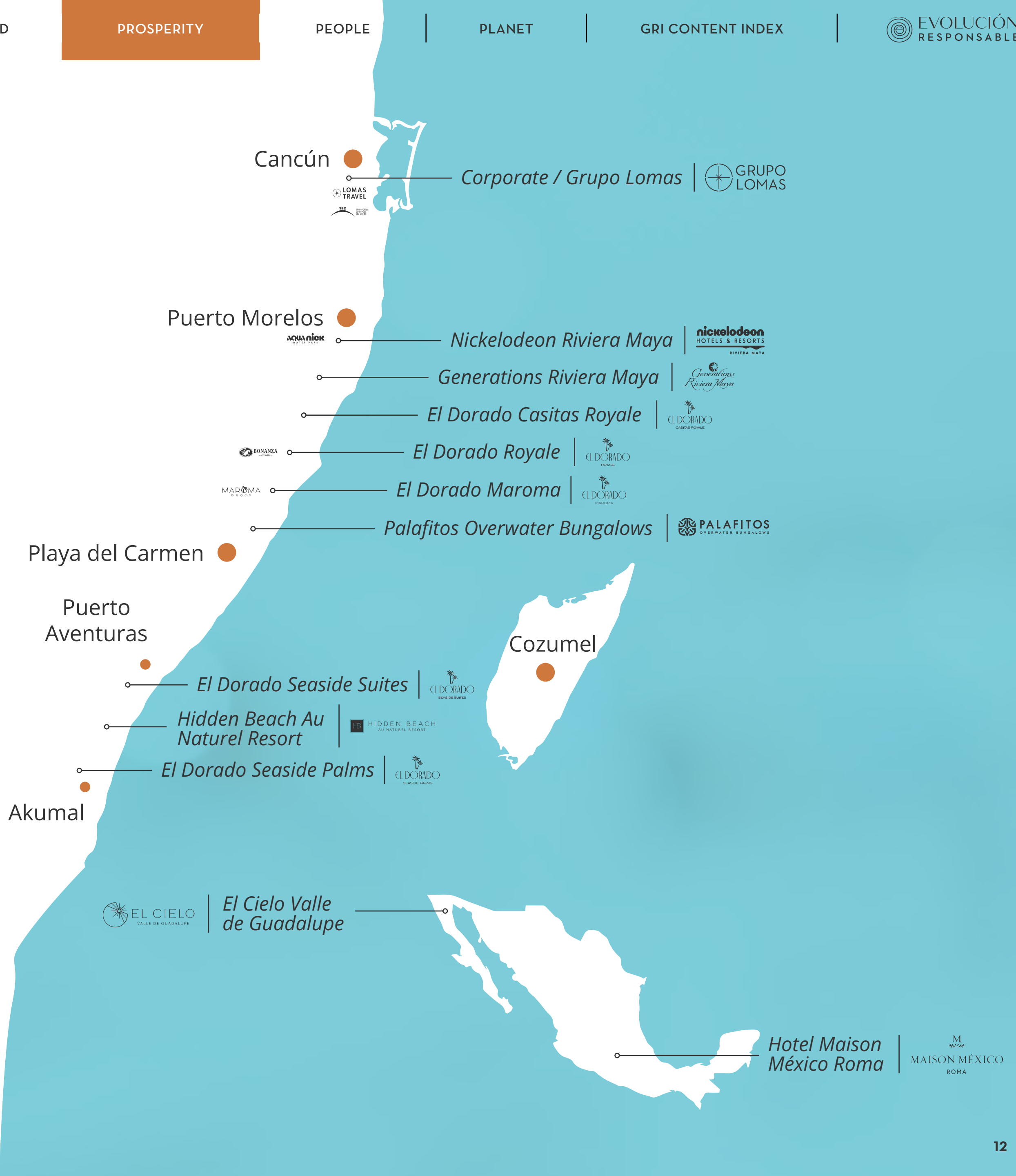
40,000

Vacation club members



5,403

Employees





C U S T O M E R satisfaction

GRI 2-25, 418-1

Customer experience is a key pillar at Grupo Lomas. We continuously measure satisfaction through internal surveys, reviews on specialized platforms, and OTA portals, as well as post-service feedback.



TRANSPORTATION



89%

91.2%

91.4%



EXOTIC TRAVELERS

PARKS

91.5%

92.1%

Grupo Lomas maintains a comprehensive approach to handling complaints, ensuring timely, empathetic responses focused on continuous improvement. Using various communication channels and a structured service model, we aim to resolve issues promptly and effectively.

Communication Channels	Complaint Management Model	Monitoring Strategy
<ul style="list-style-type: none">• Zambia (messaging)• Email• Telephone• Live chat (Live Help)• Front desk• Concierge	<ul style="list-style-type: none">• 24-hour availability• LEAP model: Listen, Empathize, Apologize, Resolve• Detailed complaint logbook (during and post-travel)• Daily reporting of reservation-related complaints	<ul style="list-style-type: none">• All post-travel complaints are escalated to the Customer Care Department• Case management by relevant area managers• Active participation from each business unit's Quality department for effective corrective actions



S U S T A I N A B I L I T Y program

GRI 2-22, 2-23, 2-24

Evolución Responsable emerged in 2024 as the renewed expression of our sustainability commitment. It is a proactive statement of our intention to adapt to a constantly changing world, while embracing our role in building a more conscious and resilient tourism industry.

Our program aims to help shape a dignified future for both people and the planet, with a comprehensive approach that promotes sustainability across all areas of the Group through three strategic pillars:



Personas



Planeta



Prosperidad



Evolución Responsable is more than a program:

It is a philosophy of continuous improvement that inspires us to act with purpose, innovate consciously, and lead by example within the Mexican tourism sector.

SUSTAINABILITY POLICY

“ Grupo Lomas acknowledges the environmental, social, and economic impacts generated by its products and services, and complies with all applicable legislation through a participatory and innovative approach. ”

Our sustainability policy expresses the commitment to integrate responsible practices across all business units, fostering a balanced development that considers environmental care, individual well-being, and organizational prosperity.



LOMAS TRAVELER:

Evolving Sustainable Awareness

At Grupo Lomas, we recognize that sustainable tourism depends not only on companies and organizations, but also on the active participation of travelers. Through our institutional commitment “Somos Lomas,” we promote a way of traveling that creates positive impacts on people, communities, and the environment.

As a group with diverse tourism operations, we assume comprehensive responsibility in encouraging sustainable practices throughout each stage of the journey. Our broad reach allows us to positively influence the behaviors and habits of thousands of travelers who trust in our services.

Inspired by the Global Code of Ethics for Tourism (GCET) and the Practical Tips for Responsible Travelers from UN Tourism, we developed a guide with 7 core principles that invite our guests to embrace their role as Lomas Travelers. This initiative encourages conscious, respectful, and responsible behavior throughout the travel experience.

Lomas Travelers act according to the following principles:





01 | We Are Community

I approach local traditions and customs with respect and openness. I participate in activities that support community well-being and engage in volunteer initiatives when possible.

02 | We Are Nature

I observe wildlife from a safe distance and do not interfere with its habitat. I do not feed animals or remove natural elements like plants, stones, or shells.

03 | We Are Children and Youth

I commit to protecting human rights and children's rights. I reject all forms of child exploitation in tourism, report inappropriate behavior, and avoid supporting activities that perpetuate this issue.

04 | We Are Safety

I research the destination and understand its regulations and guidelines. I follow safety instructions during tours and activities, especially in transport and water-based excursions.

05 | We Are Marine Life

I respect marine ecosystems by avoiding the consumption of protected species and choosing sustainable seafood. I do not touch or remove coral, shells, or sand from the ocean.

06 | We Are Ecological Footprint

I adopt sustainable habits such as using reusable bottles, reducing plastic and energy consumption, recycling, and not littering. I stay on marked trails to minimize environmental impact.

07 | We Are Respect

I treat everyone with respect, avoiding any form of physical, verbal, or visual harassment. I foster a safe and inclusive environment for all.





GOBERNANZA DE Sostenibilidad

GRI 2-13, 2-14

At Grupo Lomas, sustainability is a commitment endorsed by the Board of Directors and company owners, who provide strategic support to integrate sustainability at all levels of the organization.

This commitment is led by the Sustainability Directorate, responsible for coordinating sustainable actions throughout the Group. Our organizational structure includes a Corporate Sustainability Department, which defines strategic guidelines and oversees the implementation of programs in coordination with Sustainability Committees in each business unit.

Each committee is composed of:

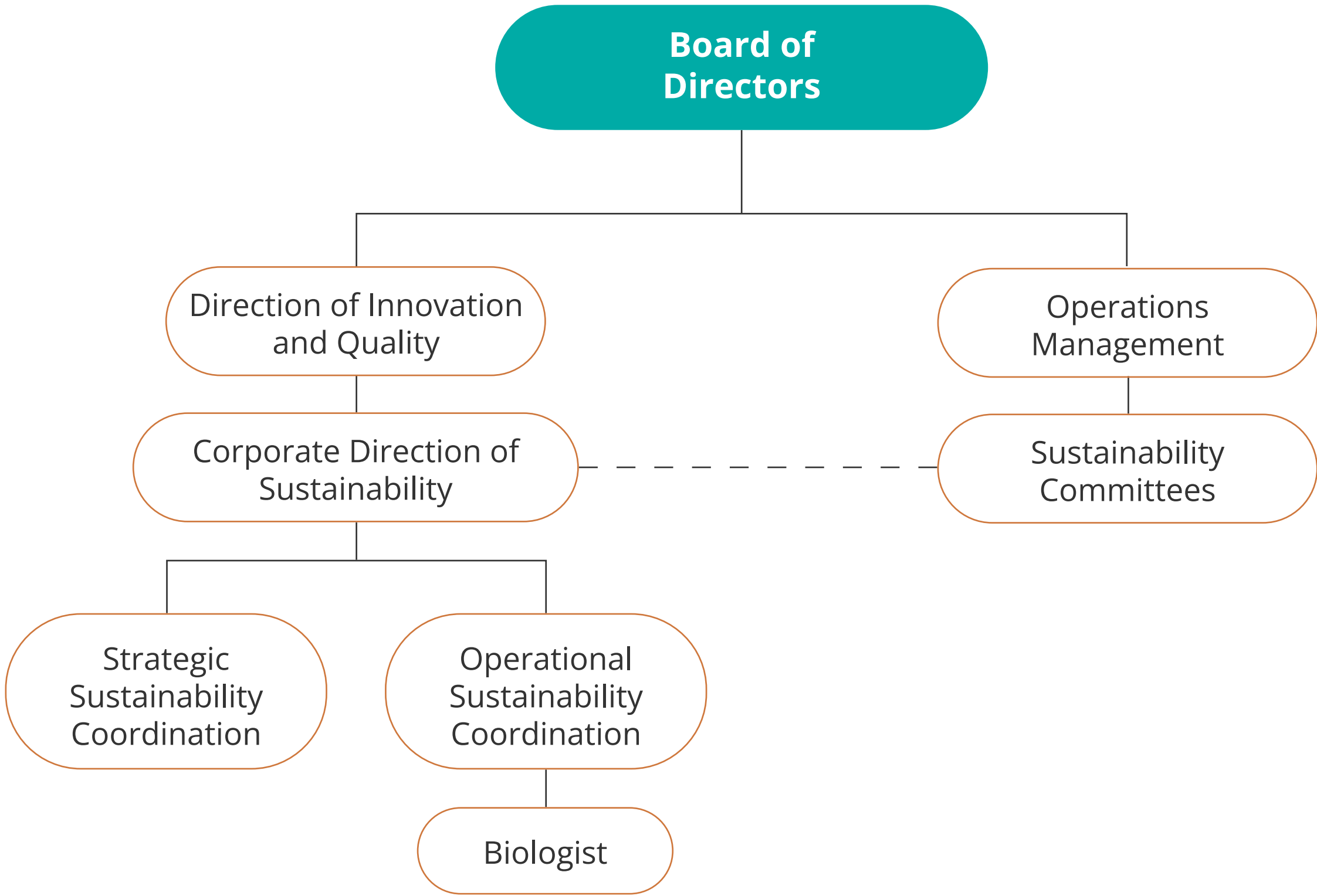
A Committee Leader, responsible for local coordination
Nine Thematic Leads, in charge of implementing actions across key focus areas:

- Energy and Resources
- Waste Management
- Diversity and Inclusion
- Community Engagement

- Communication
- Training and Awareness
- Biodiversity
- Legal Compliance
- Sustainable Procurement

A group of General Members supporting implementation and monitoring.

This collaborative structure ensures consistency in our sustainability programs, alignment with corporate objectives, and measurable positive impact across all operations.





Materiality

GRI 3-1, 3-2, 3-3

To develop our materiality matrix, Grupo Lomas collaborated with the consultancy firm Grupo Santaolaya, which applied a structured methodology combining strategic and operational criteria and incorporating the active participation of six key stakeholder groups.

Six tailored instruments were designed and distributed digitally via email. Each instrument was adapted to the level of knowledge, interaction, and observation capacity of the respective stakeholder group and included common questions to facilitate comparative analysis and identify perception overlaps.

The main goal was to identify, prioritize, and visually represent the material topics that significantly impact our organization—considering both external relevance (importance to stakeholders) and internal relevance (impact on business).

The matrix is based on two main axes:

Relevance: Reflects how important stakeholders consider each sustainability-related topic.

Impact: Measures how much each topic influences our business model, operations, and corporate sustainability strategy.

- Strategic Alignment (High Priority):**
Where company and stakeholder priorities align—high urgency and visibility.
- Active Listening (External Priority):**
Topics important to stakeholders that the company must address.
- Silent Attention (Internal Priority):**
Topics the company deems essential, though not yet prioritized by stakeholders.
- Observation (Lower Priority):**
Secondary issues that still require periodic review and analysis.



This tool not only reveals shared priorities between Grupo Lomas and its stakeholders but also informs strategic decision-making, ensuring that our actions respond to both external expectations and internal organizational needs.



RISK ANALYSIS process

GRI 205-1, 403-2, 416-1

Managing sustainability-related risks is a strategic priority to address the environmental, social, and economic impacts arising from our operations. At Grupo Lomas, risk management is integrated into our responsible and preventive decision-making processes.

This approach allows us to identify, assess, and respond to risks across all business units, strengthening our organizational resilience.

The process consists of six key stages, which help us gather and analyze relevant information to design specific actions for prevention, mitigation, and management.

RISK ANALYSIS:

STAGE 1.

Workshops with Sustainability Committees

Collaborative sessions in each business unit to identify potential risks and share technical and operational knowledge.

STAGE 2.

On-Site Inspections

Field visits to observe real conditions, identify latent risks, and verify compliance with best practices.

STAGE 3.

Document Review

Analysis of technical, operational, and regulatory documentation in each unit to detect deviations or improvement opportunities.

STAGE 4.

Impact Assessment

Evaluation of identified risks based on their likelihood and potential environmental, social, or economic impact.

STAGE 5.

Response Mechanism Definition

Development of specific actions for prevention, mitigation, compensation, or adaptation, according to the nature and severity of each risk.

STAGE 6.

Classification and Prioritization

Risks are categorized and ranked to facilitate monitoring, timely response, and ongoing follow-up.



C O R P O R A T E Governance

GRI 2-9, 2-10, 2-12, 2-13

Grupo Lomas is a 100% Mexican company undergoing a corporate governance institutionalization process to establish transparent, ethical, and professional management practices. This process strengthens strategic decision-making and is essential for ensuring the long-term sustainability of the business.

The Board of Directors comprises 12 members, with a female Chairperson—reflecting our commitment to gender equity in leadership roles.

Board Composition:

- 1 Chairwoman of the Board
- 1 Honorary Chairman
- 2 Proprietary Board Members
- 2 Related Board Members
- 3 Independent Board Members
- 1 Secretary of the Board
- 1 Statutory Auditor

As part of our 2024 progress, we formalized the creation of an Audit Committee, reinforcing control mechanisms, oversight processes, and best practices in corporate governance.



CODE OF ETHICS and conduct

GRI 2-23, 2-26, 205-1, 205-2

In 2024, we identified the need to update our Code of Ethics and Conduct as part of our commitment to corporate integrity and responsibility. We actively participated in the Corporate Integrity Coaching Program (PCIE), led by Ciudadan@s por la Transparencia in partnership with ProIntegridad. Through this program, we assessed our organization's current integrity status and adopted key strategies and recommendations now reflected in our updated Code of Ethics.

Grupo Lomas' Code of Ethics and Conduct forms the foundation of our business conduct and supports our internal policies, procedures, and guidelines. It consolidates our ethical principles, unifies decision-making criteria, and establishes a shared framework to guide our actions with integrity, respect, and accountability.

[CLICK HERE TO VIEW THE FULL CONTENT](#)



We take all concerns related to the Code of Ethics and Conduct seriously.

We offer various confidential channels for submitting questions or reports:

- 01 Confidential email
- 02 Physical dropboxes in each business unit
- 03 Periodic Human Capital surveys

We also reaffirm our zero-tolerance policy for retaliation against any employee who, in good faith, reports a potential violation of the Code or internal regulations.

The Ethics Committee is responsible for implementing, reviewing, and promoting the Code of Ethics and Conduct. Key responsibilities include:

- Managing reports and violations
- Evaluating and classifying ethical breaches
- Implementing and updating related policies
- Monitoring sanction enforcement
- Supporting ethics training efforts

This committee reinforces our commitment to transparent and responsible management aligned with the highest ethical standards.





Personas

We are committed to the well-being and development of our people and the communities where we operate. This strategic pillar promotes initiatives focused on diversity, equity, inclusion, human rights, and strengthening community ties.





LOMAS
talent

At Grupo Lomas, we recognize that our employees are the driving force behind our growth and the heart of our organizational culture. Their dedication, talent, and diversity reflect the philosophy that defines and strengthens us as a responsible company.

In line with our sustainable talent management approach, we collect and analyze key indicators that help us better understand our workforce, promote equity, and guide organizational development strategies.



5,403
EMPLOYEES





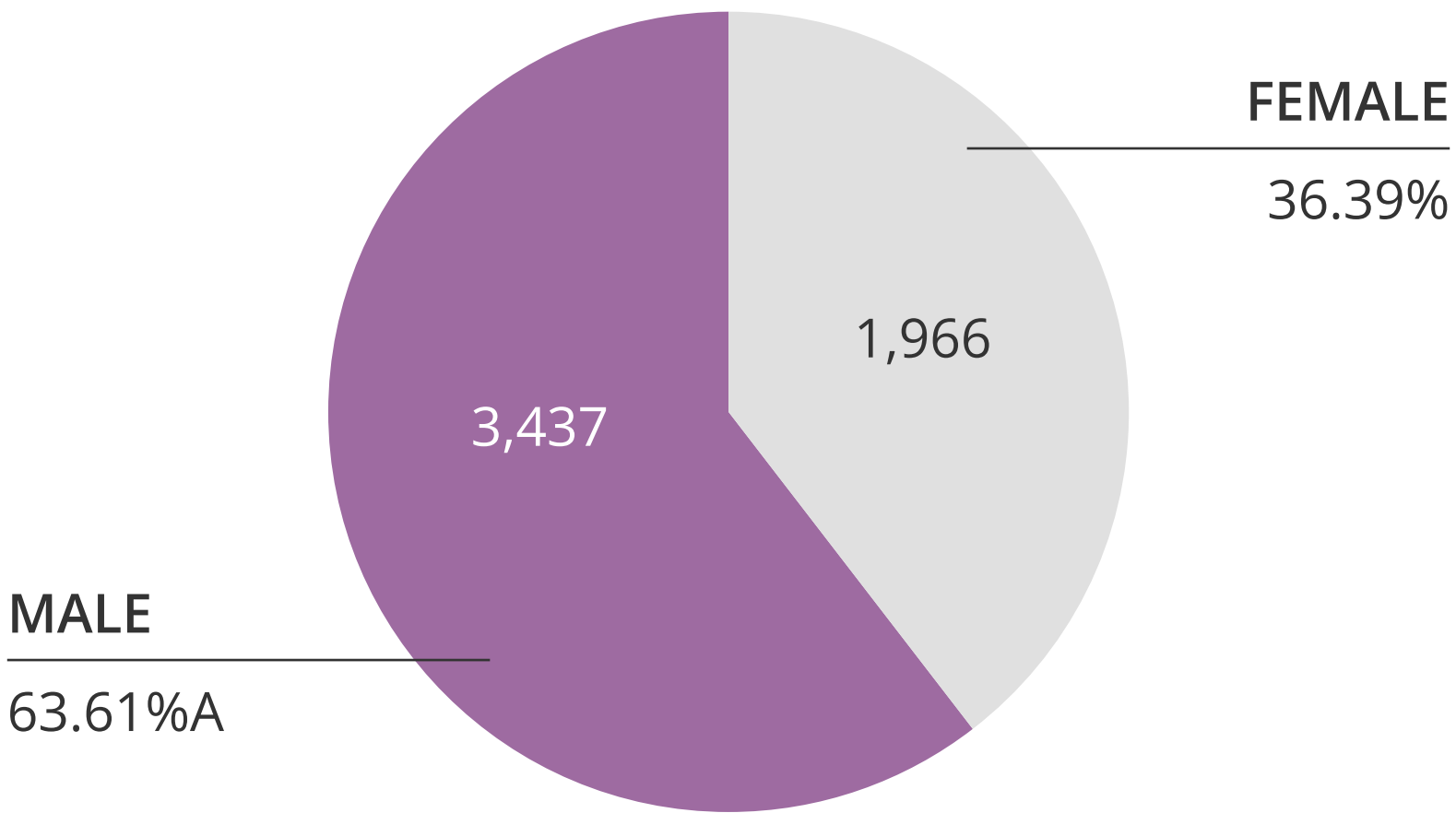
DIVERSITY, EQUITY and inclusion

GRI 405-1

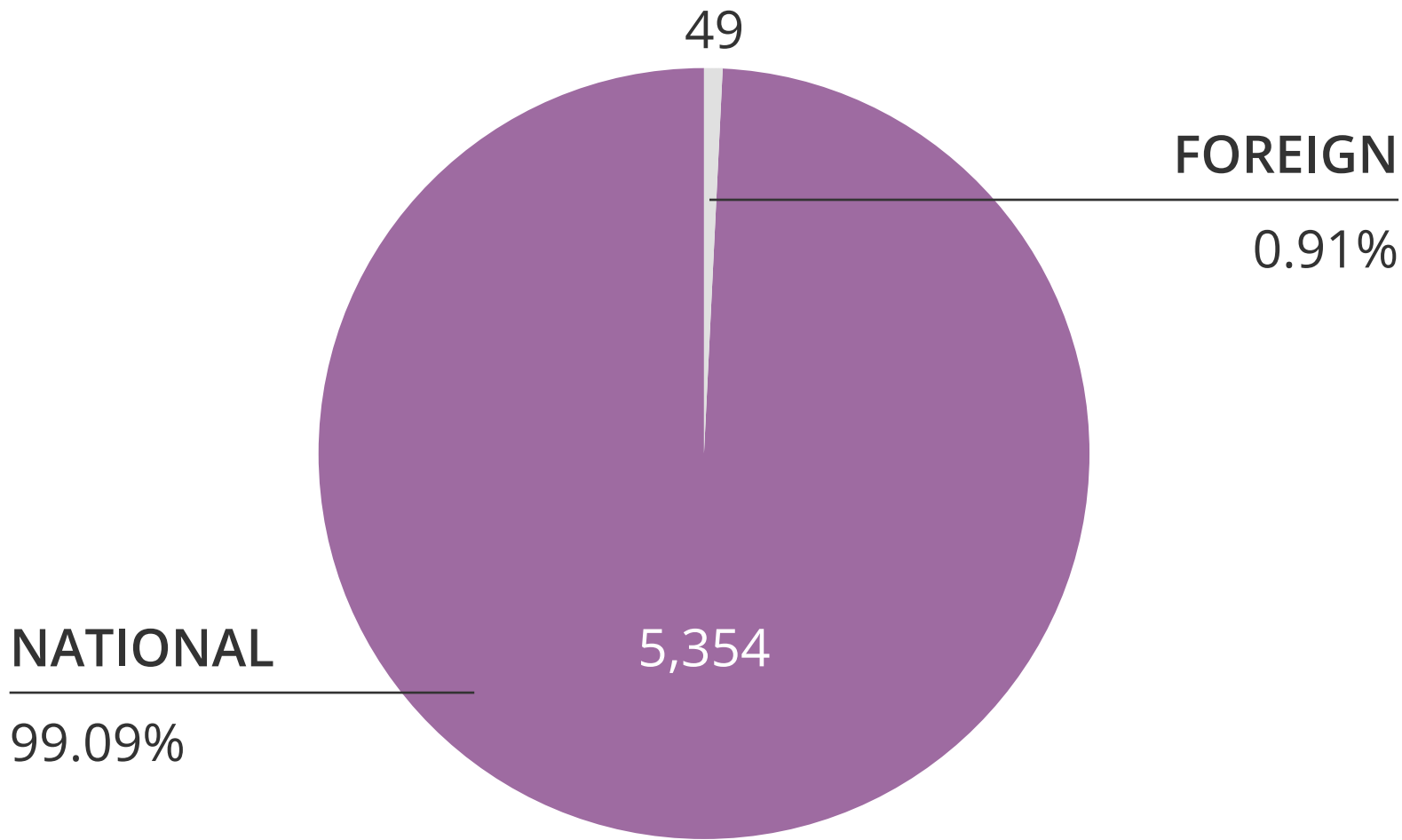
At Grupo Lomas, we believe gender equity is not only a matter of social justice—it is a key strategy to strengthen our organizational culture and competitiveness. We work proactively to create inclusive environments where human rights are respected and equal opportunities are promoted for all.

Inclutamalli:
As part of its community commitment, El Dorado Royale purchased tamales from “Manos Especiales,” an association that employs individuals with Down syndrome.

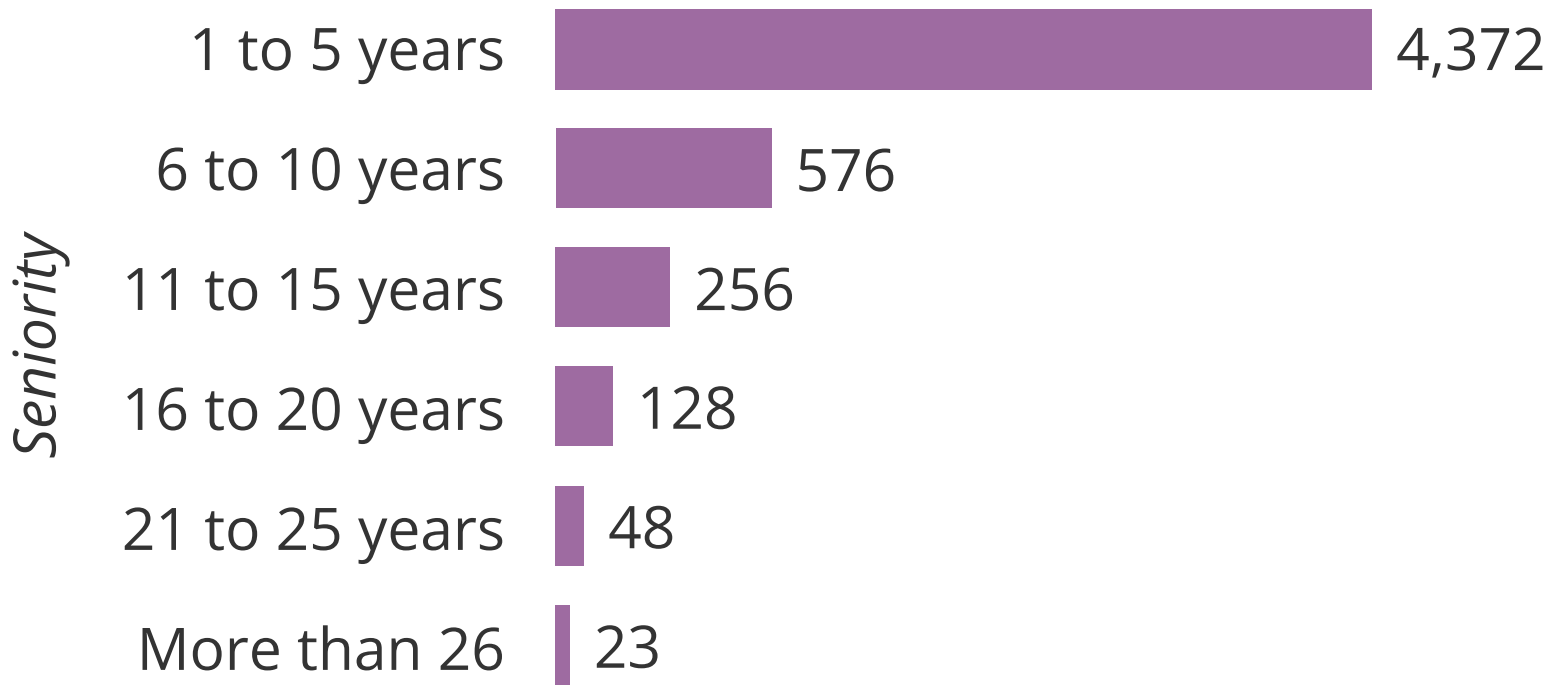
Employee composition by gender



Employee composition by nationality



Employee tenure



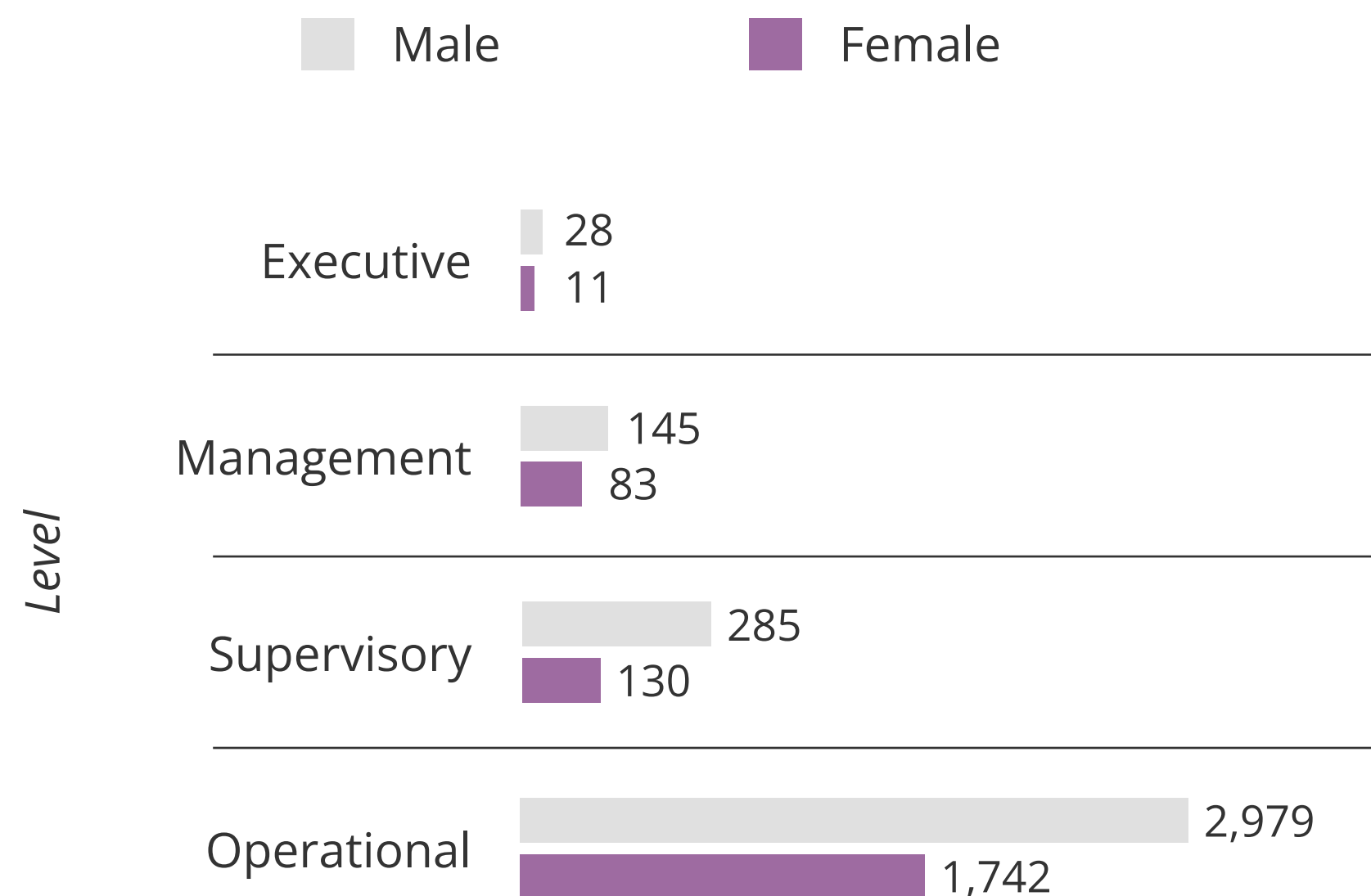
Employee distribution by generation

Generation	
Silent Generation	1
Baby Boomers	89
Generation X	1,040
Millennials	1,545
Generation Z	2,728



We are committed to developing a continuous monitoring system to evaluate the impact of our gender equity actions, identify areas for improvement, and adjust strategies based on results.

Employee distribution by job level



We are also implementing targeted actions to retain, develop, and promote women in key positions, with a specific focus on increasing female representation in executive and leadership roles.



Recognition in 2024: Women to the World Grupo Lomas was awarded the HSBC Sustainable Innovation Leaders Award, in the “Women to the World” category.



NEURODIVERSITY program



As part of our commitment resulting from the Autism Double-Checked certification, Grupo Lomas launched a Neurodiversity Program aimed at sensitizing and training employees to foster more inclusive and empathetic environments.

The objective of this program is to reinforce protocols for identifying and supporting neurodivergent individuals —both customers and employees.

Program Phases:

Phase 1 Awareness (2024):

Introduction to key concepts of neurodiversity.

Result:

1,100

employees
trained

Phase 2 Specialization

Raining on interaction, environmental adaptation, and communication strategies for neurodivergent individuals.

Phase 3 Certification

Evaluation and validation of acquired competencies and practical application.





HUMAN Rights

GRI 2-23

From its inception, Grupo Lomas has placed people at the center of every decision, guided by deep respect, gratitude, and love for Mexico. This principle is the foundation of our organizational culture and is reflected in all our actions.

In line with this legacy, we reaffirm our commitment to operate in ways that positively impact people by gradually integrating a Human Rights approach into our workplace practices and institutional relationships.

While this is an ongoing process, we are taking voluntary actions such as internal awareness efforts, collaboration with strategic allies, and risk identification within our operations, all aimed at building more inclusive, fair, and ethical environments.

This commitment strengthens our vision of being a company that not only delivers unique experiences but also promotes human dignity and well-being—with a heart rooted in people and in Mexico.



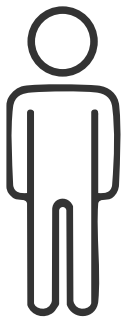


TALENT ATTRACTION and turnover

GRI 401-1, 406-1

We implement strategies to attract, retain, and develop the best talent by providing an inclusive, safe, and respectful work environment. These efforts are guided by our commitment to sustainability, diversity, and excellence.

Turnover Rate



MALE
62.80%



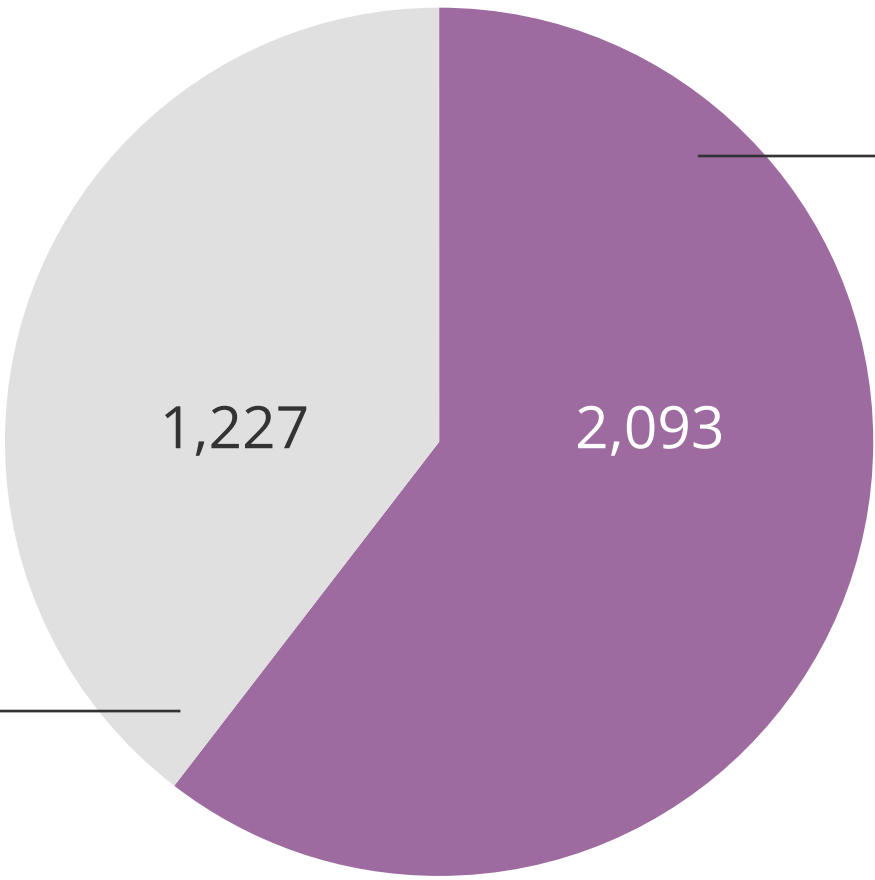
FEMALE
37.20%

Total:

5.78%

Monthly
Average

New Hires



MALE
62.80%

FEMALE
36.96%





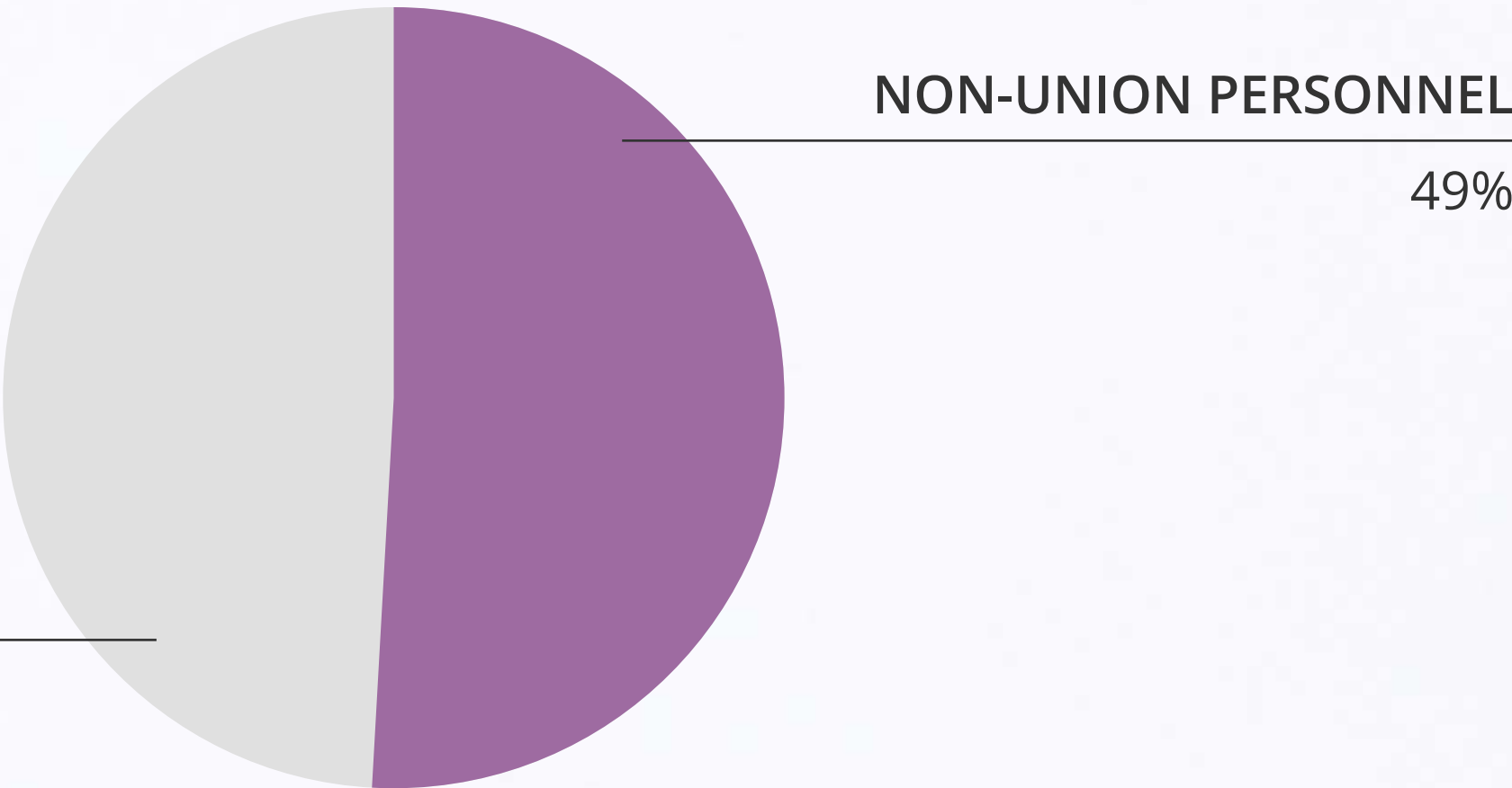
Union

GRI 2-30, 407-1

At Grupo Lomas, we fully respect and support the freedom of association and the effective recognition of the right to collective bargaining. We believe that a fair and inclusive work environment contributes to the well-being of our employees and strengthens dialogue between all parties.

Our relationship with the union is based on mutual respect, transparency, and the pursuit of agreements that benefit both workers and the organization, ensuring decent working conditions and promoting shared development.

Staff Distribution:





Compensation

GRI 401-2

At Grupo Lomas, our compensation and incentive programs are designed to fairly recognize the performance, dedication, and commitment of our employees.

Grupo Lomas:

Benefits	Workforce Impact	Quantity	Frequency	Comments
Savings fund	0.8	12%	Annual	Applies only to unionized greenhouse personnel
Bonus	4.7	1, 1.5, 2, 3, 4 ó 4.5 months	Annual, Quarterly Semiannual	Offer Letter
Grocery Vouchers	96.9	\$1,042.00	Monthly	Not applicable to Customer Service Executives and Executive Assistants
Punctuality Award	78.7	10%	Monthly	No cap. Not applicable to transportation operators, customer service executives, and executive assistant
Attendance Award	78.7	10%	Monthly	No cap. Not applicable to transportation operators, customer service executives, and executive assistants
Life Insurance	100.0	12 months	Annual	All Employees
Major Medical Expense	12.6		Annual	163 Employees
Insurance	100.0	15 K	Event-Based	All Employees
Bereavement Expenses	100.0	2 days of Home Office	Weekly	Depends on operations and workload

Lomas Hospitality:

Benefits	Workforce Impact	Quantity	Frequency	Comments
Savings fund	100.0	=>30 mil - 2%, <30 mil =>50 mil - 4%, <50 mil - 3,540 Unionized Employees 12%	Annual	All Employees
Bonus	0.9	1 or 2 Months	Annual	Executive Committee
Grocery Vouchers	100.0	\$2,489 Non-Union Employees \$3,345 Unionized Employees	Monthly	All Employees
Punctuality Award	100.0	10%	Monthly	Capped at 7,000
Attendance Award	100.0	10%	Monthly	Capped at 7,000
Life Insurance	100.0	12 months	Annual	All Employees
Major Medical Expense	1.0		Annual	Executive Committee (spouse and children under 25 years old)
Insurance	100.0		Daily	Different schedules and routes are available
Transportation	100.0		Daily	Breakfast, lunch, and dinner provided during working hours

Vacation Club:

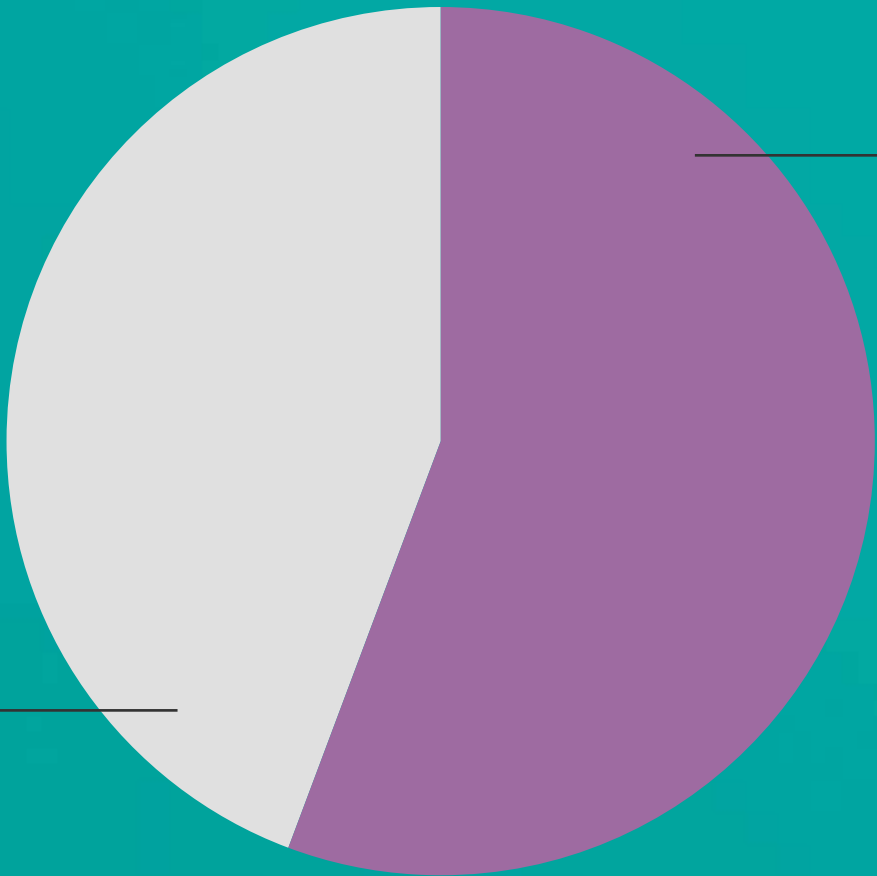
Benefits	Workforce Impact	Quantity	Frequency	Comments
Savings fund	100.0	3%	Annual	All Employees
Compensation	23.6	Based on sales	Monthly	Certain Roles
Grocery Vouchers	100.0	\$1,000.00	Monthly	All Employees
Punctuality Award	100.0	10%	Monthly	Capped at 7,000
Attendance Award	100.0	10%	Monthly	Capped at 7,000
Life Insurance	100.0	12 months	Annual	All Employees
Major Medical Expense Insurance	23.9		Annual	Certain Roles



PROFESSIONAL
development

GRI , 404-2, 404-3

We promote the growth of internal talent through merit-based promotions, with no gender distinction. Currently, performance evaluations are conducted at executive levels as part of a strategy focused on strengthening leadership and decision-making aligned with organizational goals.



MALE
58.1%

FEMALE
41.9%

420
PROMOTIONS

Performance Appraisals:
94
Executives Assessed





S U S T A I N A B L E education

GRI , 404-1, 404-2, 404-3

As part of our commitment to continuous learning, we have launched the Education for Sustainability Program, whose main objective is to raise awareness, inform, and train our employees on key topics related to sustainable development.

Training and Development

Training is a key pillar for the sustainable growth of our organization and the development of our talent. By strengthening core competencies, we drive improved performance, foster innovation, and prepare our employees to respond effectively and efficiently to the challenges of an ever-changing environment.

BUSINESS UNITS	HC	HOURS	MH
Hotels	3,763	58,747	15.6
Grupo Lomas	1,261	1,737	1.4
Exotic	353	3,934	11.1
HOURS	5,377	64,418	28.1

Our training programs are structured around key strategic areas:

- Institutional
 - Specialized
 - Sustainable Development
- Comprehensive Hygiene
 - Comprehensive Safety
 - Soft Skills

Investing in continuous learning allows us to build more skilled, engaged, and goal-aligned teams across the organization.





Throughout the year, Grupo Lomas carries out a variety of activities with our employees, designed to strengthen their sense of belonging, promote well-being, and reinforce commitment to sustainability values. These initiatives incorporate cultural, social, and civic dimensions, creating meaningful spaces for participation:

I Love México:

A campaign that promotes awareness of the country's cultural and culinary diversity, fostering pride in our roots.



WOW Moment:

An initiative designed to create unexpected, positive, and memorable experiences for our employees, with the aim of strengthening organizational culture.



Holiday Celebrations:

Themed activities that promote team cohesion and highlight the importance of our traditions.



Sports Activities:

Sports events aligned with key sustainability dates, encouraging healthy habits and team bonding.



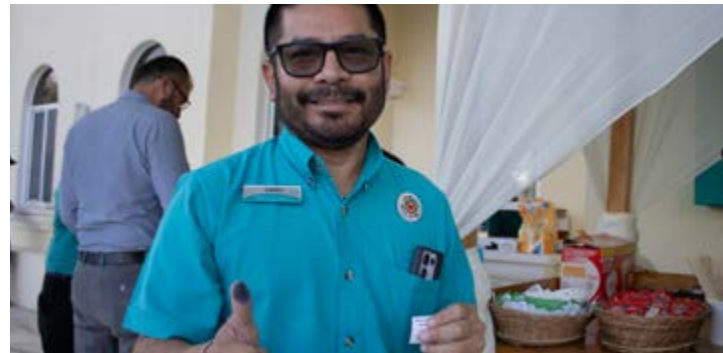
Women's Week

A dedicated space to recognize the role of women in our organization, with activities in every business unit that promote gender equity.



Vote Promotion:

An internal campaign aimed at encouraging responsible civic participation during the 2024 elections, in line with our commitment to active citizenship.



Internal Bazaars:

Spaces where products crafted or sold in our hotel stores are made available to employees.



Annual Participation:

Over 100

Activities across different Business Units

In many events, 100% of the employees in each business unit participated. In others, groups of around 30 people gathered, depending on the type and scope of the activity.

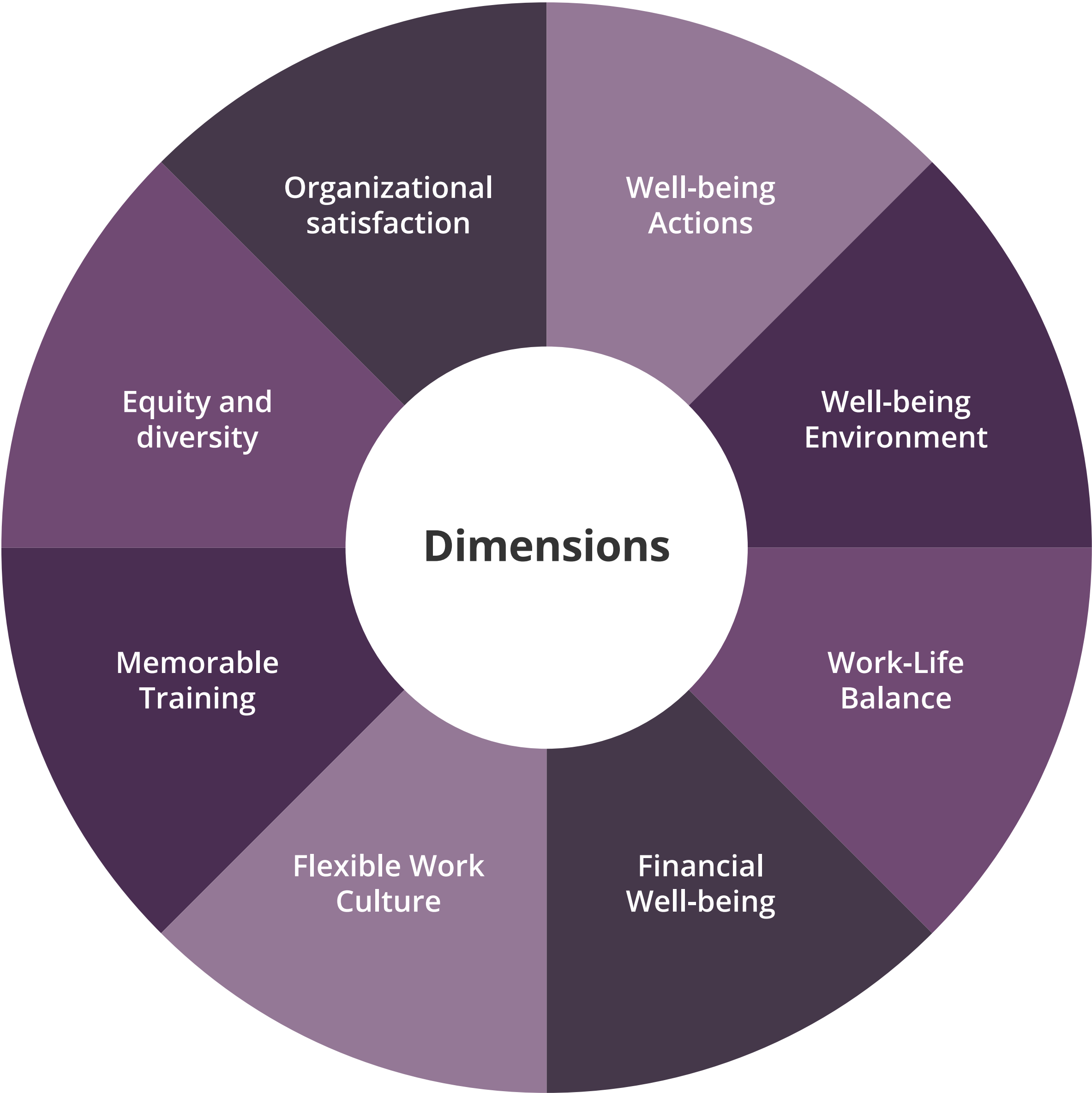


WELL-BEING AND

Human Development

GRI 403-6

In 2024, we launched the Well-being and Happiness Program, a comprehensive initiative aimed at promoting personal and professional balance through 10 key dimensions focused on enhancing our employees’ quality of life and human development.





HUMAN

Development Center

The Human Development Center (CEDEHU) **opened its doors on January 17, 2017, at El Dorado Royale**, as a symbol of gratitude and responsibility toward our team. It was an initiative driven by our founders, grounded in a clear belief: when human beings are placed at the heart of every decision, a transformative legacy is built.

CEDEHU represents our vision of growth with a human touch—empowering the talent behind the hospitality experience that defines us. From the moment someone walks through its halls, they can feel the culture that shapes who we are.

This care model has been replicated and strengthened across other Grupo Lomas destinations, incorporating similar spaces such as laundry facilities, gyms, soccer fields, and lactation rooms, reaffirming our commitment to the well-being and dignity of everyone in our family.



A space that reflects our philosophy and love for Mexico in every corner:

Restrooms	Shops
Lockers	Lactation room
Laundry	Relaxation room
Beauty salon	Computer rooms
Gym	Event and meeting spaces
Coffee stations	Chapel



H O L I S T I C Well-Being

At Grupo Lomas, the well-being of our people is a central pillar of our sustainability strategy. Through our Well-being Program, we promote quality of life for our employees with comprehensive actions focused on emotional, physical, and social balance within a healthy, respectful, and collaborative work environment.

In 2024, we strengthened the implementation of initiatives aimed at the holistic care of our teams, recognizing that well-being directly impacts productivity, workplace climate, and talent retention.

The program focused on three key areas of intervention: **Personal, Family and Work-related**, providing timely support and emotional guidance.

Key Results 2024:

2,104

Support sessions provided, distributed as follows:



54%

Personal matters



31%

Family matters



15%

Work-related matters

There was an increase in participation in well-being activities such as:

- 1) Stress management workshops
- 2) Active breaks
- 3) Psychological support sessions

These efforts aim to build a people-centered organizational culture, where well-being is not merely a complementary element, but an essential condition for sustainable and resilient development.





INTERNAL Communication

At Grupo Lomas, we promote effective internal communication as a key tool to inspire, motivate, and strengthen our connection with employees—fostering their development and sense of belonging.

Our goal is for every team member to become a brand ambassador, fully aligned with the organization’s values and objectives.

Our communication pillars are:



Communication



People and
culture



Our DNA



Sustainability

2025 Focus Area:



Female
Talent



HEALTH AND Safety

GRI 403-1, 403-2, 403-3, 403-4, 403-5, 403-6, 403-7, 403-8, 403-9

At Grupo Lomas, the health and safety of our employees is a top priority. We promote a culture of active prevention through policies and actions aimed at ensuring safe, healthy, and risk-free work environments.

Active Policies:

- Workplace Safety and Hygiene Policy
- Occupational Safety Policy

Operational Emergency Brigades in All Business Units:

These brigades are composed of trained personnel, organized according to the specific needs of each unit:

- Fire prevention and control
- First aid
- Communication and evacuation
- Water rescue
- Search and rescue

Drills:

We conduct regular drills (partial evacuations, gas leaks, fires, water-related emergencies) to improve response times, coordination, and the effectiveness of each brigade.

Ongoing Training on Key Topics:

- Specialized training based on brigade type
- Self-care and chemical handling
- Addiction prevention
- Sexual health
- Hurricane preparedness
- Occupational safety campaigns
- MHA program in collaboration with COFEPRIS

In 2024, over 414 employees participated in health campaigns focused on physical and emotional well-being.

Activities carried out:

- Vaccination campaigns
- Vision exams
- Weight, height, blood pressure, and glucose screenings
- Spirometry tests
- Hearing tests
- Musculoskeletal assessments
- Promotion of healthy consumption (e.g., Fruit Intake Day)
- Awareness campaigns: Global Handwashing Day and Breast Cancer Awareness Day



“
Grupo Lomas provides free medical care within each Business Unit. In addition, we have agreements with external hospitals that offer special benefits to our employees.
”



Accident rate:

	GL	EDR	GRM	EDM	EDS	MB
Total number of workplace accidents	35	118	52	28	66	18
Frequency rate	One accident per 958.3 hours	44.23	64.32		5.4	2
Absenteeism related to accidents	280 days of incapacity	1255 days of incapacity	129 days of incapacity	519 days of incapacity	995 days of incapacity	
Most common types of incidents	Ankle sprains caused by trips or falls from own height	- Falls from own height - Cuts	- Falls from own height - Cuts	- General discomfort - Minor wounds - Falls	- Falls - Cuts - Sprains	- Falls - Minor wounds

“ Before each road trip, transportation operators must undergo a medical check-up that includes, among other indicators, a blood pressure assessment. If they do not pass this check, they are not permitted to begin operations. This preventive measure not only protects the health of our employees but also ensures the safety of all passengers throughout the journey.





C O R P O R A T E cybersecurity strategy

GRI 418-1

In response to the growing risks posed by cyber threats, Grupo Lomas has established a comprehensive strategy to protect its information and operations. As part of this initiative, the creation of a Security Operations Center (SOC) is being promoted.

This center will enable:

- Real-time monitoring
- Timely detection and response to incidents
- Proactive threat prevention
- Compliance with regulations and regulatory frameworks



Establishing
cybersecurity policies
and strategies



Risk assessment
and management



Implementation of
security controls and
technologies



Continuous review
and improvement

The program's scope covers all Business Units, systems, networks, devices, software, and any physical or digital means that handle corporate or sensitive information—thereby strengthening operational continuity and confidence in our technological infrastructure.





Hygiene

GRI 416-1

The Hygiene Program focuses on ensuring hygienic and sanitary safety across all our facilities, protecting the health of guests, employees, and the environment.

Through the guidance and certification provided by HS Consulting, we align our processes with standards in the following areas:

- Food safety
- Pool hygiene
- Quality of municipal water
- Legionellosis prevention
- Comprehensive facility safety
- Room hygiene



This program reinforces our commitment to operational excellence, health prevention, and compliance with current regulations.





S U S T A I N A B L E Supply Chain

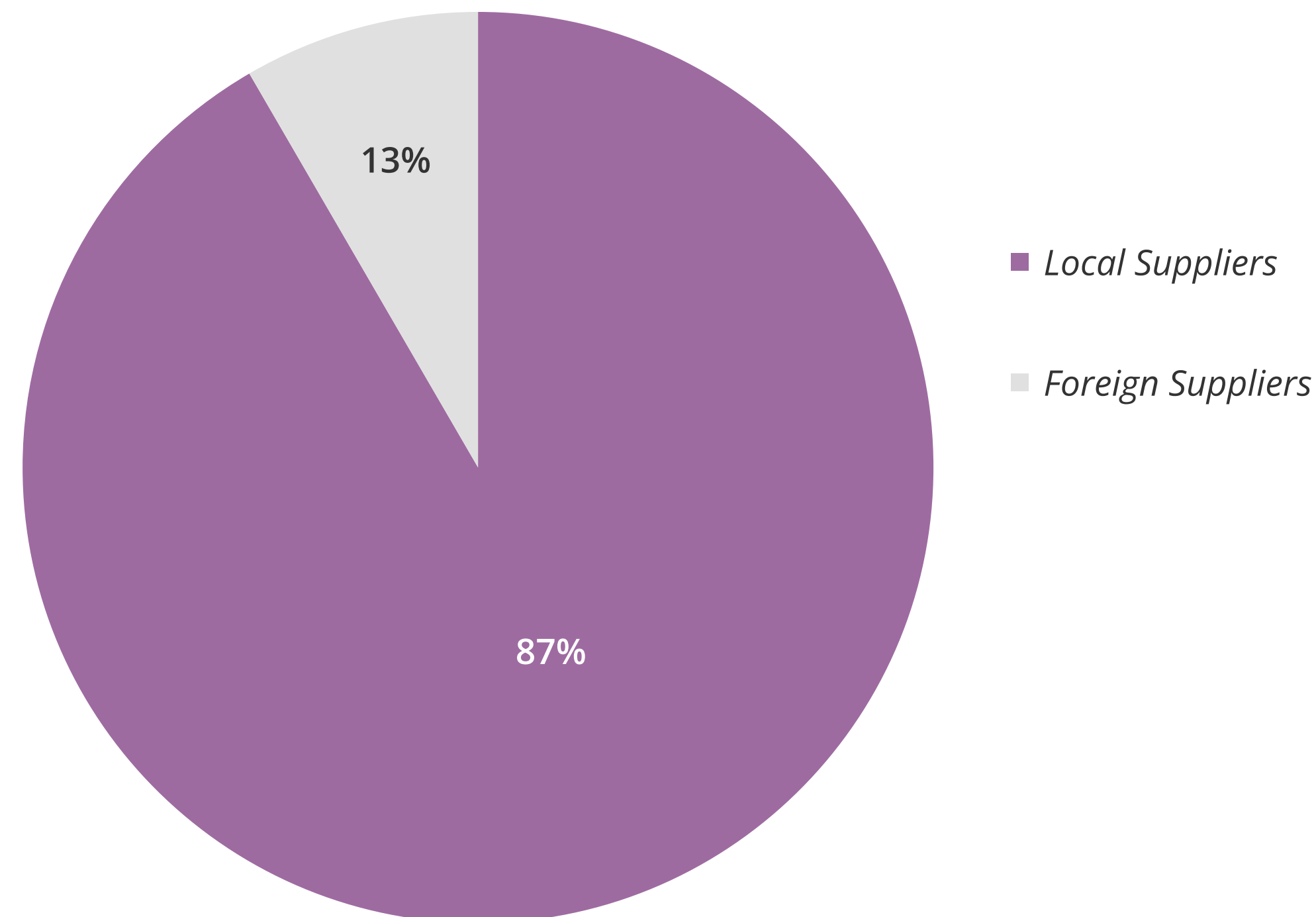
GRI 204-1

In 2024, we implemented our Sustainable Purchasing Policy, which establishes clear principles for responsible procurement by promoting ethical, transparent, and environmentally focused practices throughout all stages of the sourcing process at Grupo Lomas.

As part of this commitment, key performance indicators will be established to evaluate our suppliers, ensuring continuous improvement and greater traceability in our supply chain.

Currently, over 80% of our suppliers are local, reinforcing our commitment to local development.

Supplier Origin





VOLUNTEERING “Ángel Lomas”

GRI 203-1, 203-2, 413-1

Ángel Lomas is Grupo Lomas’ corporate volunteering program, established to set guidelines and conditions that enable our employees to actively participate in initiatives generating a positive impact in the communities where we operate. This initiative fosters a culture of solidarity, collective action, and social commitment within the organization.

In 2024, through our volunteer activities, we recorded:

More than 200

Employees actively participating

1

Environmental action

3

*Social actions
executed*

- *Beach cleanups*
- *Toy donations*
- *Food donations*
- *School space improvements*
- *Bedding donations*
- *Red Cross fundraising campaigns*





FUNDACIÓN Lomas

GRI 203-1, 203-2, 413-1

Fundación Lomas: 10 Years Transforming Lives

Since its inception, Fundación Lomas I.A.P. has been the authentic expression of a vision deeply rooted in Grupo Lomas’ values: the conviction that building a better Mexico begins with education.

2024 Results:

428

Beneficiaries served by our programs

17

University graduates from our programs

Over 950

Hours of mentoring provided to Grupo Lomas employees

Beneficiaries by educational level	
	Number
Primary School	90
Middle School	88
High School	87
University	163

“

The renewal of the Accreditation in Institutionalism and Transparency by CEMEFI reaffirms its commitment to ethical management and a focus on social impact.

”



Over the past ten years, Fundación Lomas has solidified its work around academic development, personal growth, and professional strengthening of its beneficiaries, while also fostering a culture of social responsibility and community commitment.

Areas of Action:

- Academic scholarships are granted to help young people continue and complete their studies.
- Key skills are strengthened to facilitate the labor market integration of university students.
- Food and transportation scholarships are provided to reduce economic barriers to education access.
- Support is extended to other causes through volunteer programs and donations that broaden community impact.

Now, on the threshold of its tenth anniversary, Fundación Lomas reaffirms its commitment to continue transforming lives, backed by its Board of Trustees and a community dedicated to making education a catalyst for change.

This journey has been marked by hundreds of lives impacted and many more yet to join this path.

Click here to support via Paypal.

Learn more at:
<https://fundacionlomas.org/>



Planeta

We contribute to protecting the environments where we operate through environmental education, biodiversity conservation, responsible resource use, and the implementation of sustainable practices that promote environmental well-being.





Biodiversity

GRI 304-1, 304-2, 304-3, 304-4

The natural richness of the destinations where we operate is the heart of our tourism activity. For this reason, we have made an active commitment to the protection and preservation of the ecosystems that make Quintana Roo unique. Through responsible decision-making, we aim to generate a positive impact that goes beyond our operations and contributes to the well-being of the planet.

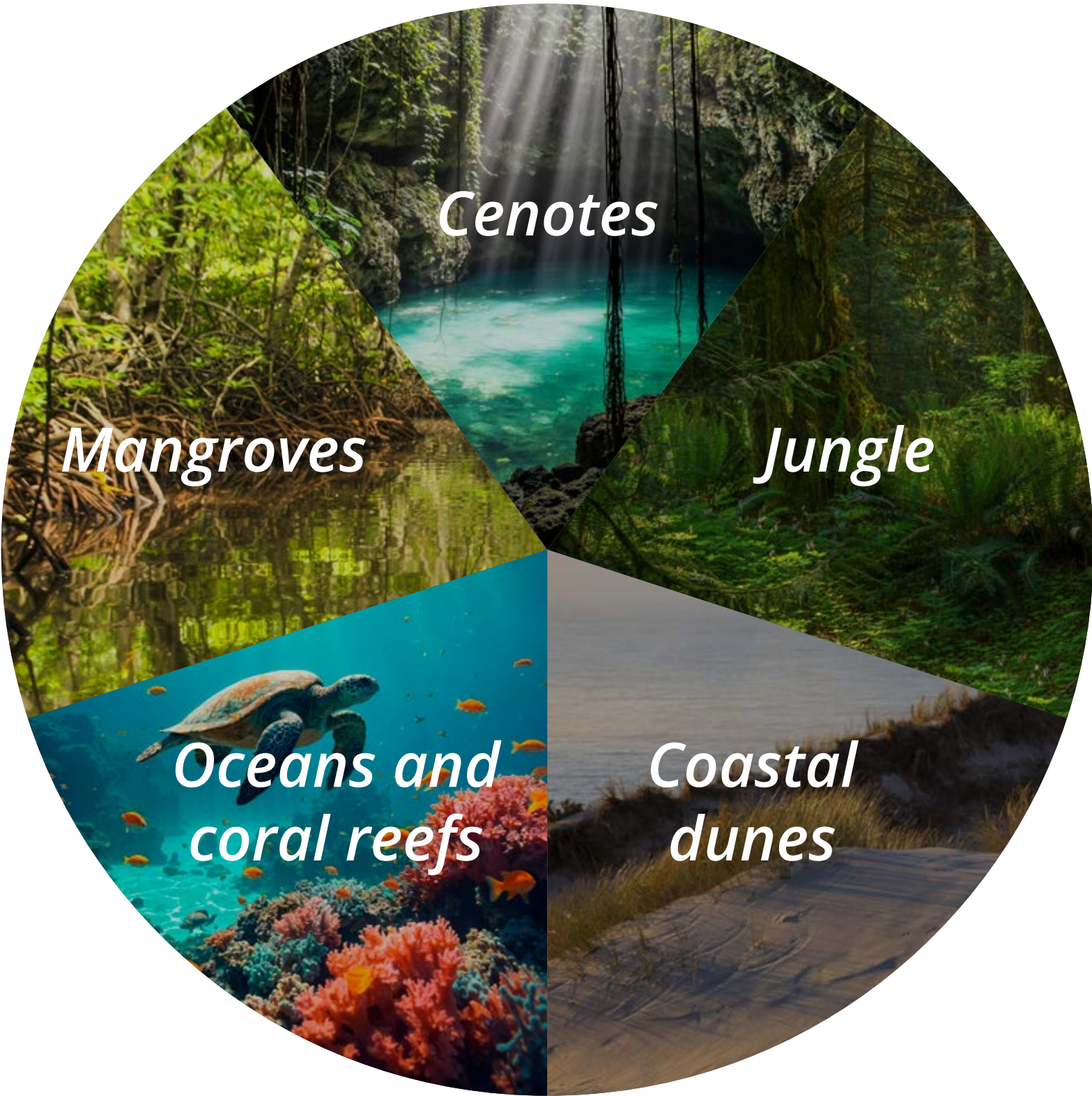
Conservation Areas



Infrastructure Areas

Our properties are characterized by maintaining a low construction footprint, prioritizing large conservation zones.

Ecosystems



With extensive conservation areas, in 2024 we began mapping wildlife across all our properties to better understand local biodiversity and strengthen our conservation efforts.



Nurseries

The plant nurseries located within our hotels reflect our commitment to flora conservation. Through these spaces, we promote the reproduction and restoration of endemic and ornamental plants, actively contributing to ecological restoration and the sustainable beautification of our surroundings.





UNITED FOR THE PROTECTION and conservation of sea turtles

GRI 304-2, 304-4

For over 13 years, we have taken on the responsibility of protecting sea turtles. El Dorado Royale and El Dorado Seaside are home to active turtle camps where, year after year, concrete conservation efforts are carried out for these endangered species. These actions include nest monitoring and protection, hatchling releases, and the implementation of protocols to minimize the impact of our operations on the beach.

However, our commitment goes beyond direct protection. We have integrated an educational and participatory component aimed at raising environmental awareness among all our stakeholders. We conduct workshops and internal training across all our business units, even those not directly involved in the camps. Additionally, we promote meaningful experiences for guests and encourage employee volunteerism—fostering a more empathetic and environmentally connected organizational culture.

2024

Results:

48,311

Hatchlings released

608

Nests protected

Over 100

**Employees participated
in the “Turtle Camp for
a Night” activity**

“

Maroma Beach’s vessels operate under strict environmental protocols, including responsible anchoring, low-impact engines, and operational practices that minimize waste.

”





ANIMAL welfare

GRI 304-2

At Grupo Lomas, we promote the ethical and respectful treatment of animals, embedding this value into our ecotourism experiences. Rancho Bonanza operates as an ecotourism space dedicated to the rescue, rehabilitation, and care of animals in vulnerable conditions, offering them a second chance in a safe and natural environment.

Currently, the ranch is home to:



24 horses



2 dogs



7 peacocks



7 donkeys



3 cats



7 goats



3 pigs

All animals receive specialized veterinary care, appropriate living spaces, and continuous monitoring 365 days a year. The ranch also **maintains an active commitment to the preservation of the Mexican donkey**, a species at risk of extinction.





At **Maroma Beach**, we have an Environmental Management Unit (UMA) dedicated to the responsible care of our camels, ensuring their well-being in full compliance with environmental regulations.

The animals receive daily checkups and monthly clinical evaluations that monitor vital signs, joint health, and overall condition. They are kept in optimal physical condition under management practices that prioritize ethical and respectful treatment. We also carefully select only those tourist activities that support their well-being and conservation.

“ **CATCAFE:** *At our hotels, we provide safe spaces for cats. All have been sterilized and are given access to food, care, and suitable resting areas. We also promote responsible adoption, contributing to animal welfare and the ethical control of the feline population.* ”



Kan Kanan means Guardian Serpent—an artificial reef designed to protect and provide habitat for a wide variety of marine species. It extends along the coastline of El Dorado Royale, El Dorado Casitas Royale, Generations Riviera Maya, and Nickelodeon Hotels & Resorts Riviera Maya. During hurricanes Delta and Zeta in 2020, and Hurricane Grace in 2021, the waves were so strong that they displaced parts of the reef structure toward the shore.





MANGROVE

recovery and reforestation

GRI 304-3

As part of our commitment to the protection, conservation, and restoration of the ecosystems in which we operate, a mangrove rehabilitation project is underway at **Generations Riviera Maya**, focused on an area severely affected by natural phenomena.

One of the most significant impacts occurred after Hurricane Wilma in 2005, which introduced large amounts of saltwater and sediments into an ecosystem that originally thrived in brackish conditions. This caused a sharp increase in soil salinity, hindering the natural growth of mangroves.

To reverse this situation, we are working to restore over **15 hectares** of red mangrove, initially focusing on reestablishing the natural flow of water within the ecosystem. Following a period of monitoring and evaluation, we carried out manual reforestation using seeds and propagules of the same species.

2013:



2024:





Energy

GRI 302-1, 302-2, 302-4

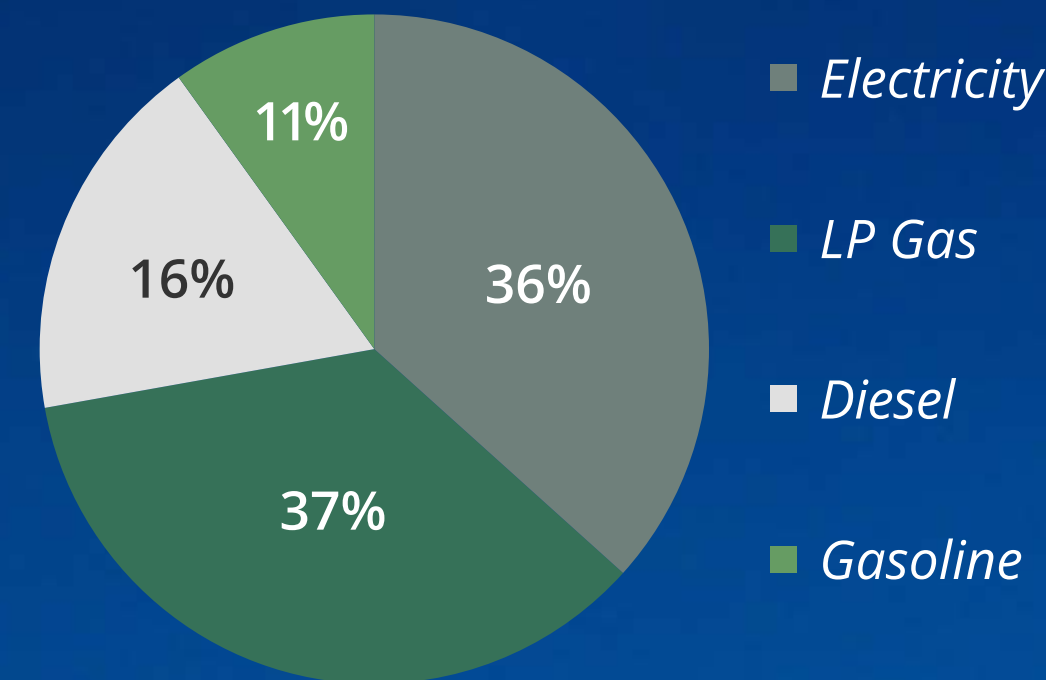
As part of our commitment to the efficient use of resources, we rigorously monitor and manage our energy consumption. Although we currently rely 100% on non-renewable sources, we are developing a strategic plan to transition toward clean energy solutions that will help reduce our environmental impact.

In 2024, our total energy consumption was **295,227,446 MJ**, distributed as follows:

Energy-related	Totals	Equivalent Energy Consumption (MJ)	Percentage representation
Electricity / kWh	29,510,159	106,236,572	36%
LP Gas / Liters	3,870,849	108,756,139	37%
Diesel / Liters	1,241,317	47,638,643	16%
Gasoline / Liters	953,033	32,596,092	11%
TOTAL		295,227,446	100%

The two main energy sources used in our operations are electricity, accounting for 37%, and LP gas at 36%. As we operate a transportation division, diesel and gasoline consumption represent 16% and 11%, respectively.

Energy Consumption Breakdown



This analysis has driven us to take decisive actions to reduce our energy consumption by setting clear targets, making specific investments, and establishing strategic partnerships. Currently, we use high-efficiency water heaters in guest rooms, reaching up to 99% efficiency, significantly reducing gas consumption.

During renovations, we are installing VFR air conditioning systems, allowing for more precise and efficient temperature control. In addition, 99% of our lighting is LED, with various areas equipped with solar-powered lighting or automatic shut-off systems to further optimize energy use.



Transportation

Aware that transportation represents a significant source of energy consumption, we have implemented several measures to reduce our environmental footprint while ensuring efficient and responsible service:

- **Rigorous Preventive Maintenance:** All our vehicles receive service every 10,000 km, optimizing performance and extending their lifespan.
- **Monitoring Technology:** Units are equipped with GPS systems that track fuel consumption and detect speeding, enabling more efficient and safer fleet management.
- **Emission Reduction:** Our Sprinter vehicles use AdBlue technology, which reduces pollutant particles in diesel engines, meeting stricter environmental standards.
- **Fleet Renewal:** We follow a policy of renewing our fleet every 3 years, ensuring that no unit exceeds 36 months of use. As of now, 90% of the fleet has been renewed since 2022.
- **Fuel Load Control:** Each operator records fuel refills at authorized stations through a validation system that uses mileage and a personal identification number (PIN), enabling traceability and control of consumption.

These actions reflect our commitment to a sustainable operating model, where efficiency and environmental responsibility go hand in hand.





Water

GRI 303-1, 303-2, 303-3, 303-4, 303-5

Water is essential to our daily operations and represents one of our most important commitments to sustainability. At Grupo Lomas, we recognize that responsible water use goes far beyond operational necessity—it is an ethical obligation to the communities and ecosystems in which we operate.

For this reason, we work closely with our operations team to ensure that every activity involving water uses it efficiently, treats it with appropriate technology, and returns it to the environment in compliance with established regulations—protecting ecological balance at every step.

Our primary water source is extraction wells, all operating under authorized concessions. To ensure this water meets required quality standards, we employ systems such as reverse osmosis, which allows us to purify it through rigorous processes, avoiding waste with high-efficiency technology.

Meanwhile, our wastewater treatment plants are designed for comprehensive water management. We use advanced biological and physicochemical methods to return water to the environment in full compliance with environmental regulations.

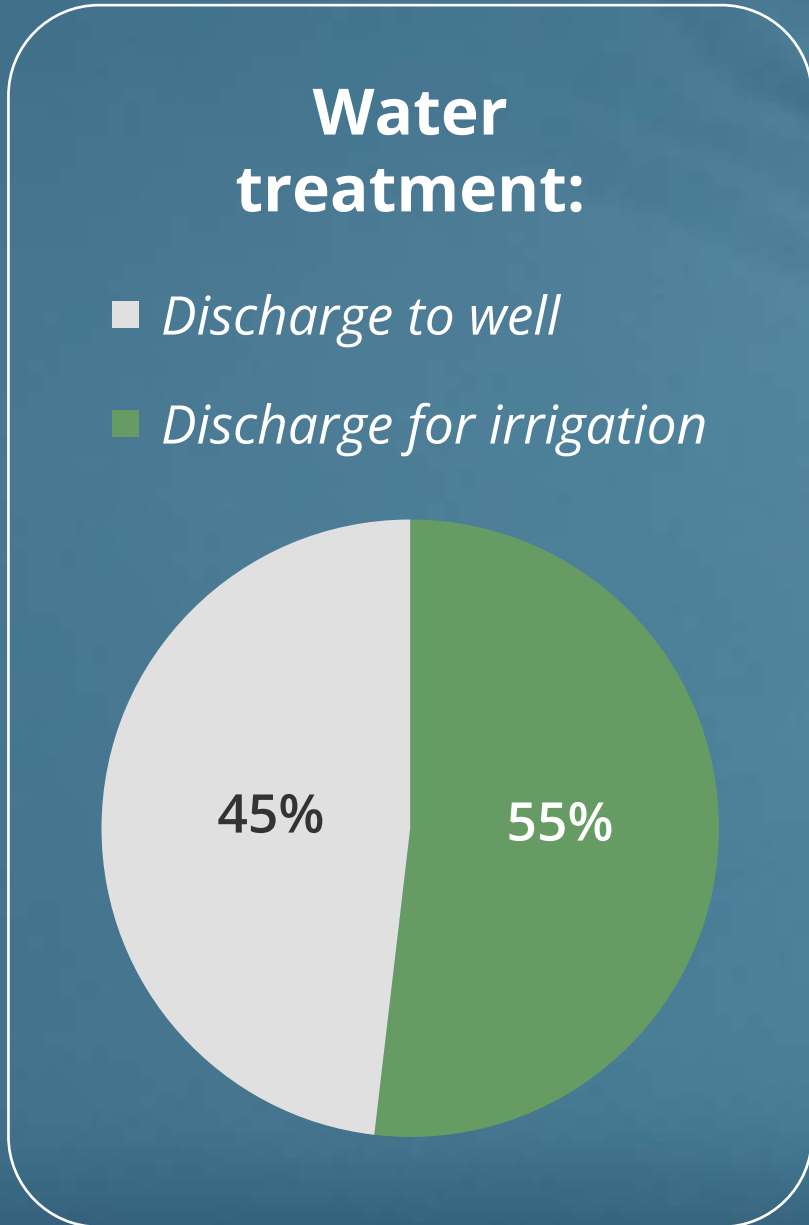
Source:

100%

well extraction

Water consumption:

1,085,438_{m³}



“ Our facilities are equipped with eco-efficient technologies, including dry urinals, Flushmate toilet systems, flow reducers on sinks and showers, smart irrigation programs for green areas, high-efficiency laundry equipment, a leak detection program, and awareness training for all staff—demonstrating our commitment to the responsible use of this vital resource. ”





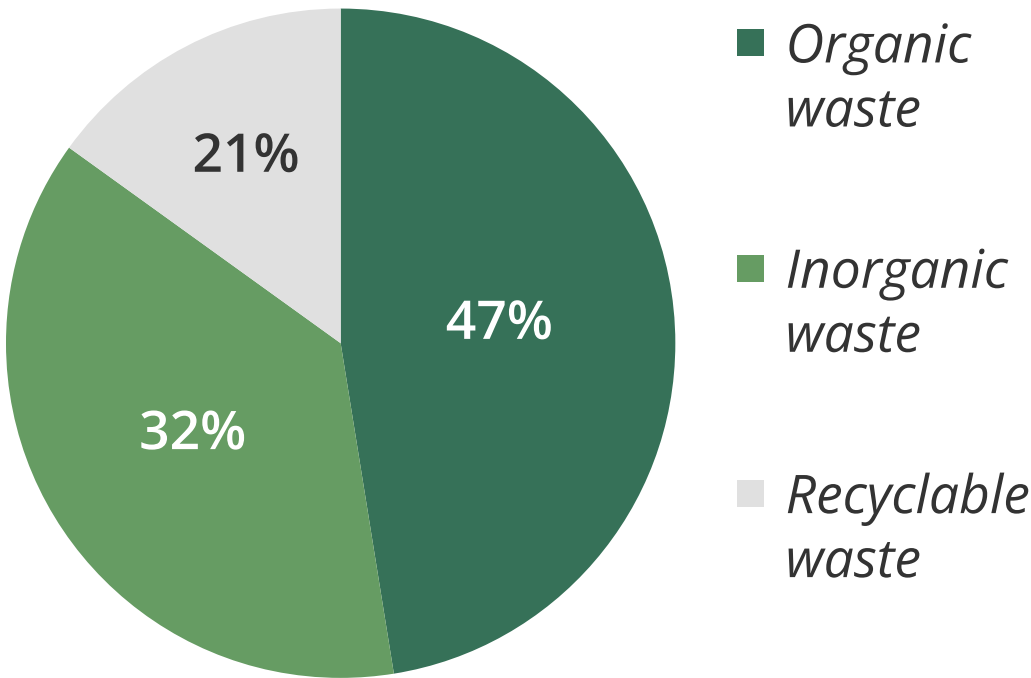
WASTE management

GRI 306-1, 306-2, 306-3, 306-4

At Grupo Lomas, we have adopted a comprehensive approach to waste management based on the principles of the circular economy, recognizing that waste presents opportunities for innovation and environmental impact reduction. Our commitment is reflected in policies and processes aligned with Waste Management Plans and international standards.

Our commitment is structured through a management hierarchy that prioritizes prevention, followed by recovery, and, as a last resort, safe final disposal.

Waste Composition (by percentage):



In 2024, we generated a total of 1,828 tons of waste, distributed as follows:

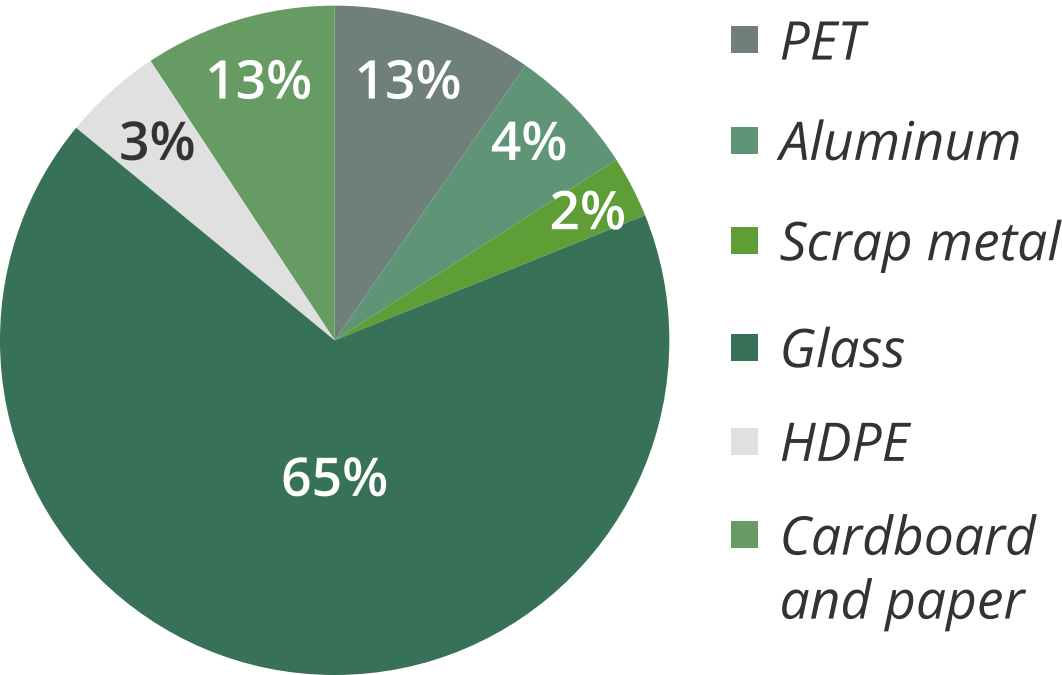
Organic waste	47%
Inorganic waste	32%
Recyclable waste	21%
Total tons	1,828

Of 100% of organic waste generated, 26% is sent to a farm for animal feed.

During 2024, we collected 382 tons of waste designated for recycling. The breakdown is as follows:

PET	50
Aluminum	17
Scrap metal	7
Glass	250
HDPE	11
Cardboard and paper	48
Total tons	382

Recycling Breakdown (by percentage):



We are currently exploring technologies and collaborative strategies to manage sargassum more efficiently and responsibly.



Emissions

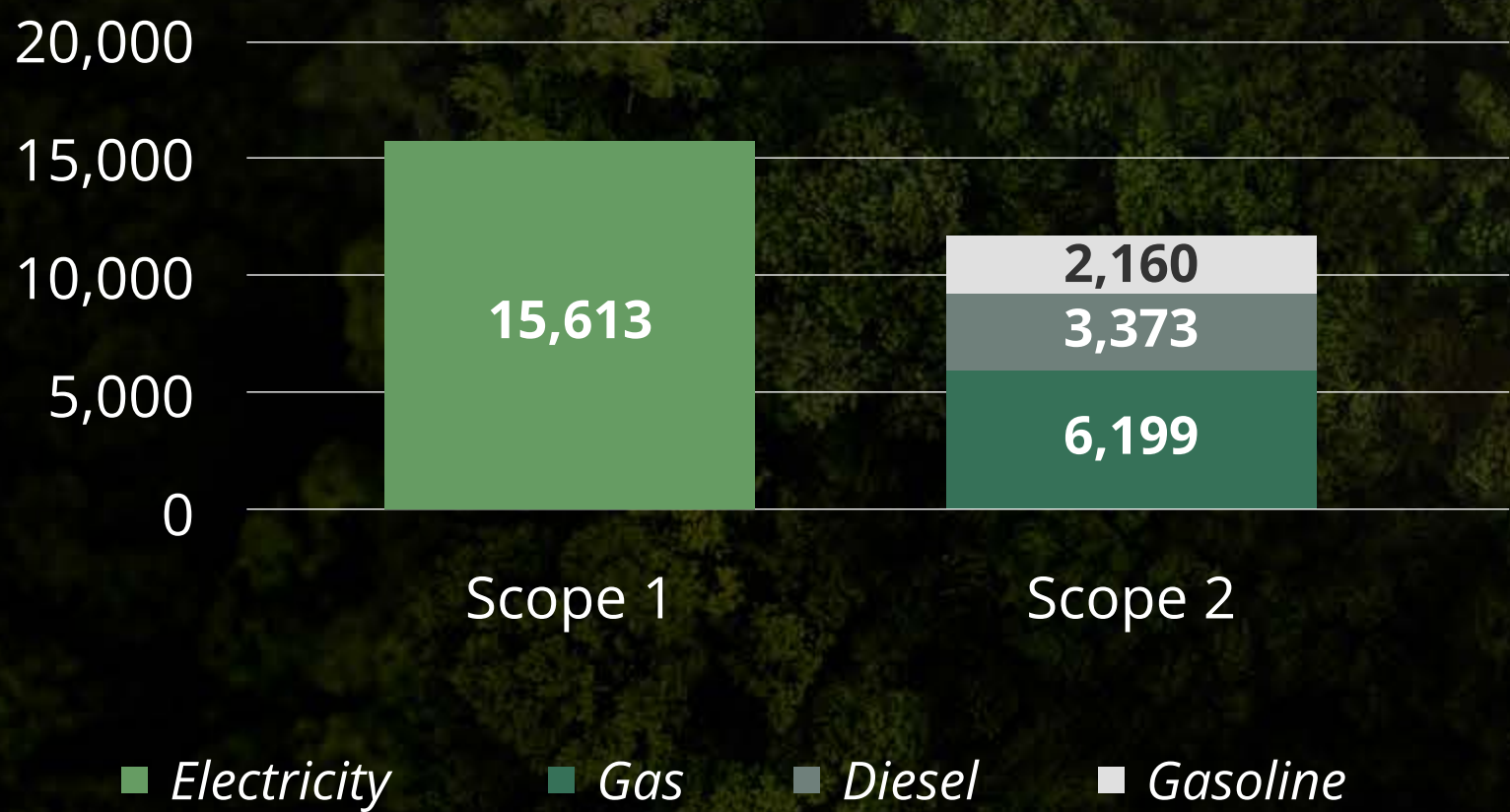
GRI 305-1, 305-2, 305-5

Climate change represents one of the most critical challenges of our time, and at Grupo Lomas, we recognize our responsibility to actively contribute to mitigating its effects.

As part of the calculations carried out with the support of the EarthCheck platform, a total of 27,345 tons of CO2-equivalent emissions were recorded in 2024.

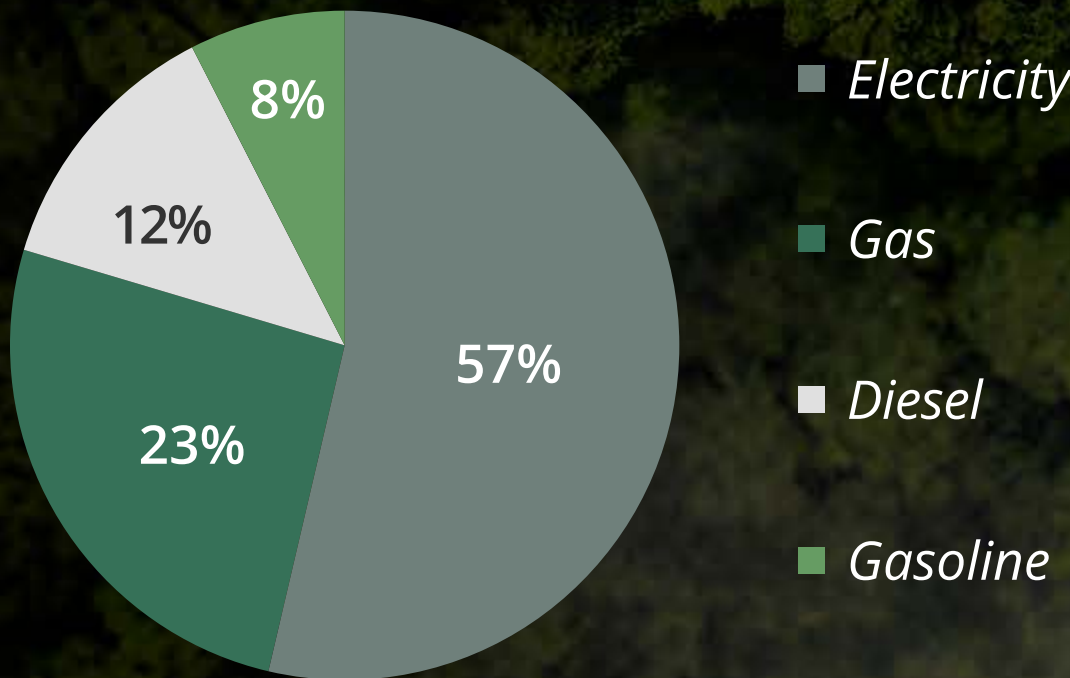
		Emissions Tonnes CO2-e
Scope 1	Electricity	15,613
	Gas	6,199
Scope 2	Diesel	3,373
	Gasoline	2,160
TOTAL		27,345

Emissions Distribution – Tonnes



It was identified that Scope 1 emissions (fuel combustion) accounted for 43%, while Scope 2 emissions (electricity) accounted for 57%, allowing us to define the focus Grupo Lomas must adopt regarding emission reductions.

Emissions Breakdown (by percentage):



In 2024, we focused on identifying the best clean technologies and collaborative strategies to reduce our emissions. These solutions will be implemented starting in 2025 as part of our commitment to more sustainable and environmentally responsible operations.



ENVIRONMENTAL activities

We encourage our employees to participate in activities that promote environmental awareness and responsibility, fostering an organizational culture committed to the environment.

- Mangrove Clean-ups
- Pet x Plant
- Recycling Day
- “Operación Hormiga”
- Rallies
- Earth Hour





GRI CONTENT index

Statement of Use: Grupo Lomas has presented the information cited in this GRI contents index for the period from January 1, 2024, to December 31, 2024, using the GRI Standards as reference.

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GRI 1: Foundation 021

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	GRI 204: Procurement Practices 2016	204-1 Proportion of spending on local suppliers	43
	GRI 205: Anti-Corruption 2016	205-1 Operations assessed for risks related to corruption	19, 21-22
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		401-2 Benefits provided to full-time employees that are not provided to temporary or part-time employees	31
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