

corporate social
responsibility
strategy

Índice

STRATEGY

Message from our Chairman & Founder	06
Corporate Social Responsibility at SHA Wellness Clinic	08
CSR & UN Sustainable Development Goals	10
Change and change the world	11
Our manifesto	12
Our strategy	16
Our commitment with stakeholders	18
Objectives by priority areas	20
Change makers team	22

REPORT 2022/23

Executive summary	26
Priority areas	28
Environment	30
Talents	34
Community	38

strategy



SHA was born as a result of my personal experience. I needed to share a treasure I had discovered that marked a turning point in my health and in my life.

SHA is sustainable, not only in the details, which grow every day, but in its philosophy. SHA understands the enormous importance of living in harmony with our own being, with our genes and with the environment, that is, in harmony with existence. Our idea is to refine our reason, our spirit and our body in order to achieve a longer and higher quality life, fully enjoying this wonderful journey and thereby contributing to prolonging our planet's life.

In giving this idea a physical shape, we have always sought to respect the balance between man and his creations. The architecture of our building, with striking gardens, fountains and almost three kilometres of hanging planters, allows each room to have a large terrace and leafy planters, to get closer to nature and help regenerate the oxygen we breathe. The planters also shelter a multitude of other living beings that contribute to creating an ecological balance, maintaining the soil, regulating humidity and stabilising the microclimate. We have draped this gorgeous green mantle on the landscape taken up by our building, demonstrating our willingness to compensate nature generously for the space we occupy.

With regard to lighting, we sought not only to minimise energy use, but also to produce the least possible light pollution, providing only minimal light in external spaces so as to not disturb the natural circadian rhythms of the creatures that live alongside us.

The SHA concept, influenced by ancient Asian knowledge and absolute respect for nature, teaches us to eat mainly vegetables, always prioritising local production, in order to avoid the environmental damage caused by the transport of goods, and seasonality, in order to reduce the considerable energy requirements of year-round cold storage.

More important is to exclude dietary products derived from land animals, which are a source of enormous environmental imbalance. Is it justifiable to destroy hundreds of thousands of hectares of forest a year to grow animal feed?

How do you explain that 95% of the world's soy production is destined for animal feed, when soy absorbs nutrients from the soil, leaving it less fertile for other crops? This occurs on a planet with more than 820 million people going hungry and with an increasingly serious danger of desertification and global warming. We must not make the situation worse.

In addition, between 5,000 and 20,000 litres of water are needed to produce a single kilo of meat. A cow consumes ten times what a human being consumes. There are already more farm animals intended for human consumption than there are people on the planet.

This is why SHA does not use any land animal products in its food.

In the last 50 years, meat production has risen 480%, from 70 million tonnes to 360 million tonnes. It is illogical that half the cereals produced around the world are fed to animals. Let's not be fooled by the ideal image of a green meadow where cows graze happily. Instead let's act on the sad reality of thousands of animals raised under painful conditions on farms so that they gain the most weight in the shortest time before slaughter.

At the health level, the recommendations of the World Health Organization and the United Nations are getting clearer all the time. There are hundreds of studies that demonstrate the direct relationship between the consumption of animal products and disease. Just look at the nutritional recommendations of the most prestigious universities, such as Harvard.

We are what we eat: our cells nourish and reproduce with the nutrients we give them. Our health depends on food. Next to breathing, eating is our most intimate relationship with the environment. Let us get back in harmony, let us stop damaging our wonderful and unique planet and let us enjoy a fuller and healthier life.



Thinking about the generations to come reminds us that we have no right to waste the planet's resources. Despite important advances in medicine, more than 8 million people die from cancer every year in the world. There are about 35 million cancer patients in the world and an estimated 50 million mentally ill people. Many studies relate these illnesses directly to food. The same goes for cardiovascular diseases, diabetes and so many others. Going out for a hamburger in an electric car won't save the planet.

The SHA method includes rationalising energy consumption, using recovered water to irrigate gardens, avoiding plastic and a host of other necessary measures today, but our commitment goes well beyond that. We prioritise natural therapies, we teach guests how to improve their life habits, their physical activity, their emotional control, and their breathing techniques and of course when it is really necessary, we turn to the advances of scientific medicine.

We are convinced that individual implementation of better life habits and small sustainable actions, applied globally, would accelerate the achievement of the objectives of the Sustainable Development Goals (SDGs) set by the United Nations for 2030. We wish to contribute to those goals with an important and necessary change of mentality that allows us to live with true conscientiousness and humanity.

A stylized, handwritten signature in black ink, reading "Bataller".

Alfredo Bataller Parietti
Chairman & Founder

Corporate Social Responsibility at SHA Wellness Clinic

Corporate Social Responsibility (CSR) is a way to achieve a positive impact on society as a whole while maximising the creation of shared value for the company itself, customers, employees, local communities as well as the environment and society.

At SHA, we strongly believe that everything can be improved. Over the years we have sought constant improvement. We are relentless in our search for innovation and alternatives that facilitate growth without negatively affecting our planet and with the certainty that we are generating a positive economic, social and environmental impact.

WE SEE CSR AS AN OPPORTUNITY

- To build trust through honesty
- To engage in a long-term thinking
- To innovate without harming the planet
- To practise our corporate values: Integrity, Happiness, Evolution, Care and Excellence

CSR & UN Sustainable Development Goals

Our CSR program is aligned with the United Nations Sustainable Development Goals, which were established in 2015 to achieve a better and more sustainable future for all, addressing the global challenges we face including those related to poverty, inequality, climate, environmental degradation, prosperity and peace and justice by 2030.



Change and change the world

WHAT IS CHANGE?

CHANGE means being or doing differently.
It means to exchange one thing for something else.
It requires movement and initiative. No one can change without wanting to change.

HOW DO WE CHANGE?

We believe that small moves make big movements and we are committed to changing not only our corporate culture and the lives of our guests but many others as well.

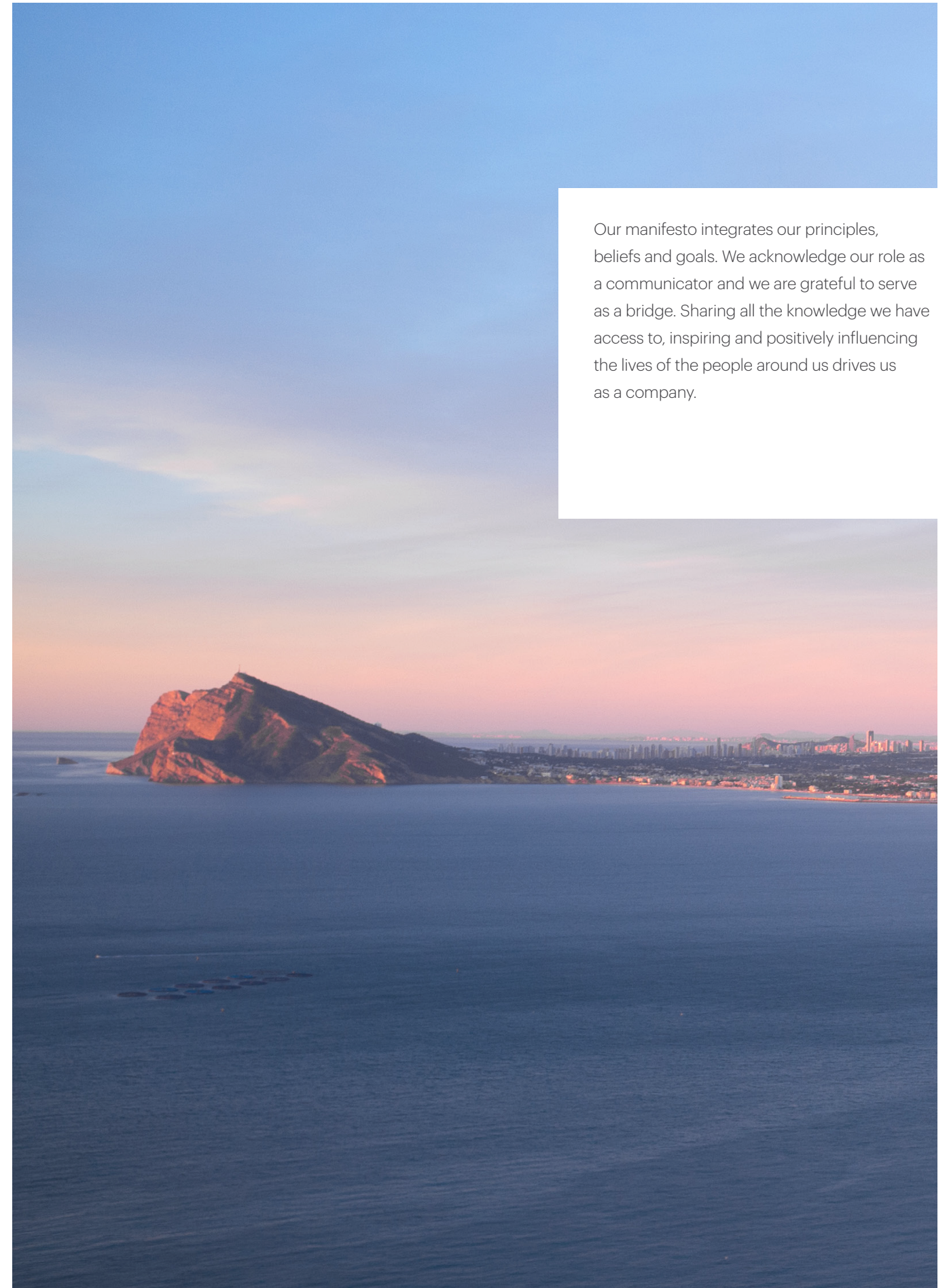
If we, at SHA, change and adapt, we are taking this small move forward and contributing to a gradual global change that will indeed affect our circle of influence and consequently the world.

This is our motto and to symbolise it we created a special logo to reflect this process of influence, highlighting the environmental impact of our decisions and the power of change.



Our manifesto

Our manifesto integrates our principles, beliefs and goals. We acknowledge our role as a communicator and we are grateful to serve as a bridge. Sharing all the knowledge we have access to, inspiring and positively influencing the lives of the people around us drives us as a company.



CIRCULARITY

Our planet needs us to rethink our behaviour as consumers and the way we do business. It is past time to discard the predominant linear economic model, based only on Take-Make-Dispose, and choose the path of sustainability and circularity, focusing on reducing, reusing, recycling and redesigning our resources, materials and products.

CARBON FOOTPRINT & NATURAL RESOURCES

We are determined to reduce our carbon footprint and consumption of water and energy resources. In addition to applying a series of corrective and preventive measures in our daily operations to achieve this reduction, we are constantly encouraging our guests and staff to change small habits which will help us to consume sustainably.

ECO COSMETIC & SUSTAINABLE FASHION

Cosmetics and the fashion industry are following the progress of sustainability. After all, luxury does not need not be, nor should it be, related to exploitation and animal cruelty. SHA already offers a wide range of organic, natural and cruelty-free products. Nevertheless, we are committed to continuing on this path and by 2022, to doubling our offer of ecologically responsible and cruelty-free alternatives.

BEATING PLASTIC AND PAPER CONSUMPTION

Plastic and paper consumption are very present in our daily lives. According to the United Nations, about 13 million tonnes of plastic is dumped into the oceans every year, affecting biodiversity, the economy and our health. While plastic has many valuable uses, our society has become addicted to single-use or disposable plastic. With regards to paper, 4 billion trees each year are cut approximately to make paper, which accounts for 35% of the total trees cut in the world. It is possible to reduce this negative impact by investing in technological innovations that replace paper use or if we choose to use recycled paper since its production uses less energy, water and produces fewer carbon emissions than the manufacturing of non-recycled paper.

CONSCIOUS NUTRITION

Through nutrition, we bring consciousness about meat consumption since it is a huge contributing factor to global warming. Studies show that the livestock sector absorbs more than 8% of the water used by humans around the world and is responsible for 18% of greenhouse gas emissions globally. Furthermore, by using seasonal and mostly organic products in our kitchens, we guarantee the freshness, flavour and nutritional value of the product and at the same time promotes environmentally friendly consumption that avoids transportation-related pollution.

EQUITY, DIVERSITY AND INCLUSION

We firmly believe that our employees, whom we called Talents, are the core of our company and that by prioritising diversity, equity and inclusion, we generate respect, valuing differences and minimising prejudice. Ultimately, it unleashes several benefits, not only for the company but also for our Talents and our society.

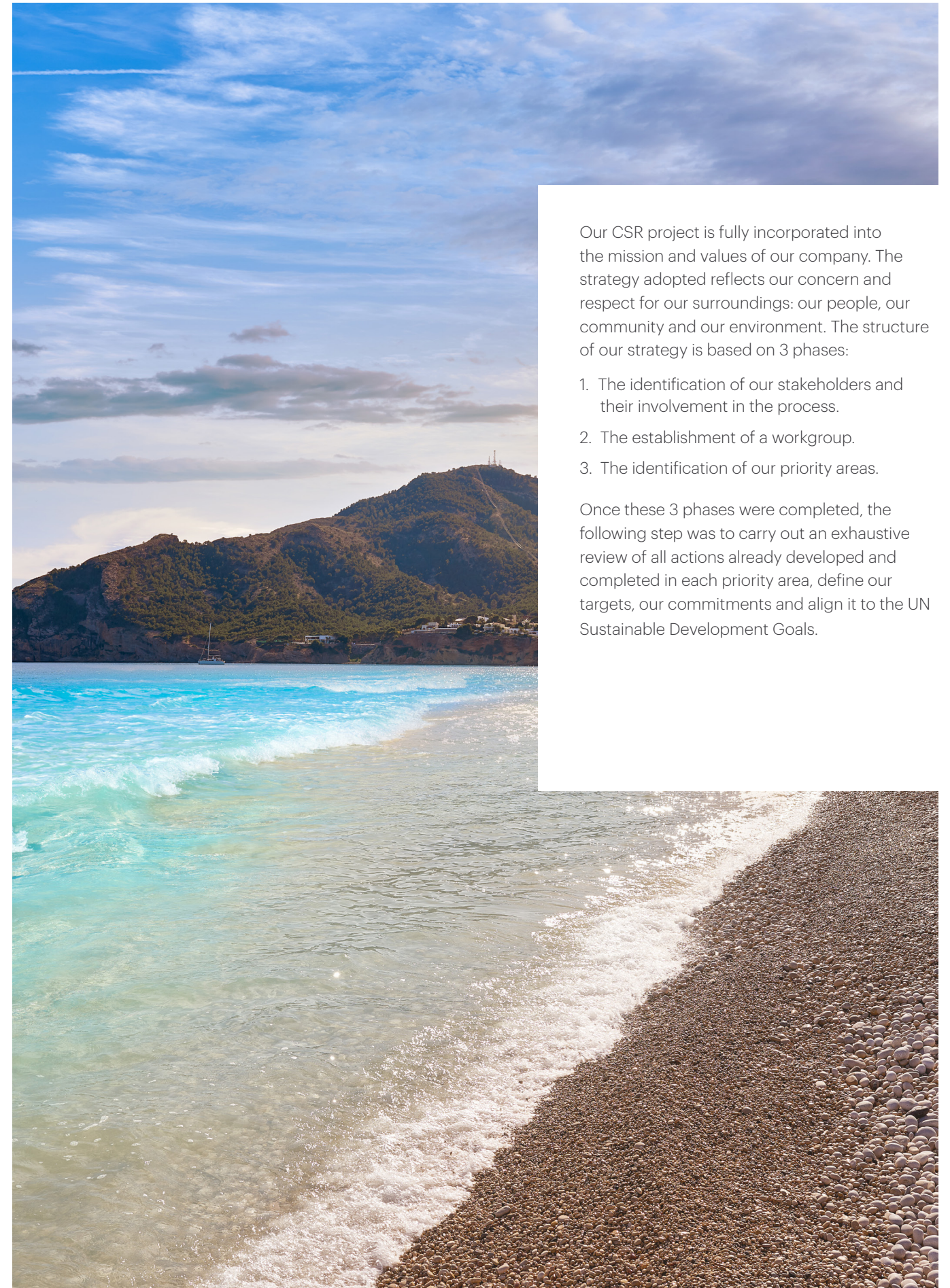
RAISING CONSCIOUSNESS BY SHARING KNOWLEDGE

Knowledge was meant to be shared. What is the value of having the privilege of knowledge if we do not use it to nourish those around us? Thus, we seek to inspire others daily and to create a positive flow of consciousness, care, health and well-being through lectures, our magazine, talks, media articles and social media posts.

ZERO WASTE

It means consuming only what we need, being responsible and using the necessary means to avoid waste, as well as being interested in the origin of the product and being aware that wasting food not only has an economic cost but also a social impact. More than a trillion tonnes of food are thrown out per year, while a ninth of the world's population is underfed. The wasted food also represents 8% of the greenhouse effect that the planet suffers.

Our strategy



Our CSR project is fully incorporated into the mission and values of our company. The strategy adopted reflects our concern and respect for our surroundings: our people, our community and our environment. The structure of our strategy is based on 3 phases:

1. The identification of our stakeholders and their involvement in the process.
2. The establishment of a workgroup.
3. The identification of our priority areas.

Once these 3 phases were completed, the following step was to carry out an exhaustive review of all actions already developed and completed in each priority area, define our targets, our commitments and align it to the UN Sustainable Development Goals.

Our commitment with stakeholders

WHO IS INVOLVED?



HOW ARE THEY INVOLVED IN THE PROCESS?

GUESTS

Our most valuable advisors and supporters. We rely on their opinions to continue growing and striving for excellence through various tools such as feedbacks, meetings with our Management Team and Customer Satisfaction Questionnaires.

TALENTS

A fundamental part of what we are as a company and are key to the diffusion of our knowledge. Through Satisfaction Questionnaires on a quarterly and annual basis, performance appraisal meetings held throughout the year and biannual All Talents meeting, we are able to monitor their satisfaction and act to meet their expectations.

PARTNERS

Help us boost our business in an increasingly competitive and innovative market. We maintain a direct relationship with travel agencies and tour operators through FAM Trips as well as with international PR that help us expand our concept across borders via media coverage.

COMMUNITY

Our local community contributes to our identity as a company, it is part of SHA. Through active participation in local associations and collaboration with local suppliers, promotion of local heritage as well as healthy habits among community members, we ensure social development.

SUPPLIERS

Through a clear and objective Purchasing Policy, our Purchasing Department maintains a close relationship and open communication with our suppliers. Thus, allowing us to trade fairly, transparently and always respecting the environment as well as monitoring compliance.

Objectives by priority areas

01 ENVIRONMENT

We have established an environmental responsibility policy with an ethical approach. New eco- innovative initiatives are constantly explored to continue improving on this path of caring for our greatest treasure, the planet.

OBJECTIVES

- » Implementing a Circular Economy
- » Promoting a conscious nutrition
- » Promoting a culture of care and responsibility for our environment within our sector
- » Reducing natural resource consumption



02 TALENTS

Since SHA's creation, we have made it clear in our minds and in our operations that more than employees, we have Talents. Those who always accompany us on the quest for excellence, demonstrating professionalism and human quality.

OBJECTIVES

- » To ensure rights, equality and inclusion through fair policies
- » To ensure equitable and fair professional development
- » To ensure the optimal balance between professional and personal lives
- » To encourage good work through recognition and corporate events
- » To promote healthy habits in daily life
- » To encourage caring for our environment
- » To have a contagious and exponential effect on the lives of our Talents

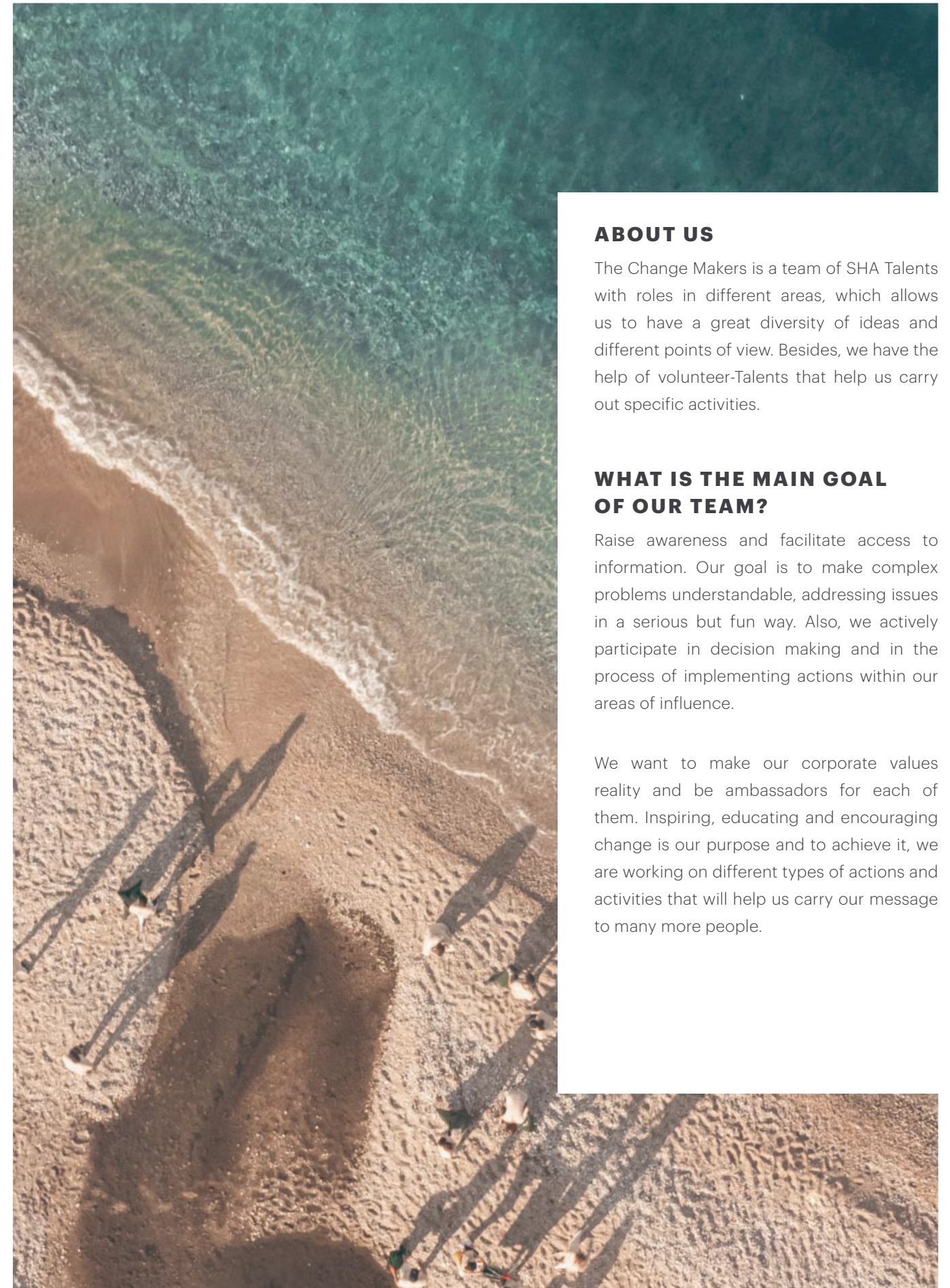
03 COMMUNITY

We are located in a privileged area and settled in a multicultural community that enriches us in many ways. Our purpose is to be a leading organization in our community, bringing conscious awareness for complex issues through an easy approach, allowing those around us to relate these topics with their daily routines.

OBJECTIVES

- » To promote a healthy lifestyle by generating awareness through knowledge
- » To encourage caring for the planet
- » To boost local trade and entrepreneurship
- » To promote local artists and local heritage

The Change Makers Team



ABOUT US

The Change Makers is a team of SHA Talents with roles in different areas, which allows us to have a great diversity of ideas and different points of view. Besides, we have the help of volunteer-Talents that help us carry out specific activities.

WHAT IS THE MAIN GOAL OF OUR TEAM?

Raise awareness and facilitate access to information. Our goal is to make complex problems understandable, addressing issues in a serious but fun way. Also, we actively participate in decision making and in the process of implementing actions within our areas of influence.

We want to make our corporate values reality and be ambassadors for each of them. Inspiring, educating and encouraging change is our purpose and to achieve it, we are working on different types of actions and activities that will help us carry our message to many more people.

report

2022/23



At SHA we firmly believe that there is always room for progress. Over the course of our trajectory, we have always strived to become the best version of ourselves, looking for new and creative ways to grow without harming our environment. We are convinced that the actions we promote and implement at SHA have a positive economic, social, and environmental impact on our immediate environment, and also provide inspiration for the current and future generations.

One of the main commitments we made for the year 2022 was the digital transformation of all our internal procedures. We are proud to have successfully completed the project for the digitalisation of all operational areas of SHA with the design and implementation of customised applications for information flow and process management, which has allowed us to grow sustainably in paper savings, something that allows us to reduce the negative impact on the environment, in addition to improving guest experience and facilitating the tasks of our talented personnel.


The implementation of the principles of circular economy plays a key role in our operations. Knowing this, we are pleased to have achieved another important milestone in 2022 by making another sustainable transformation: the final switch to ecological materials for our corporate items, reinforcing the use of 100% sustainable and

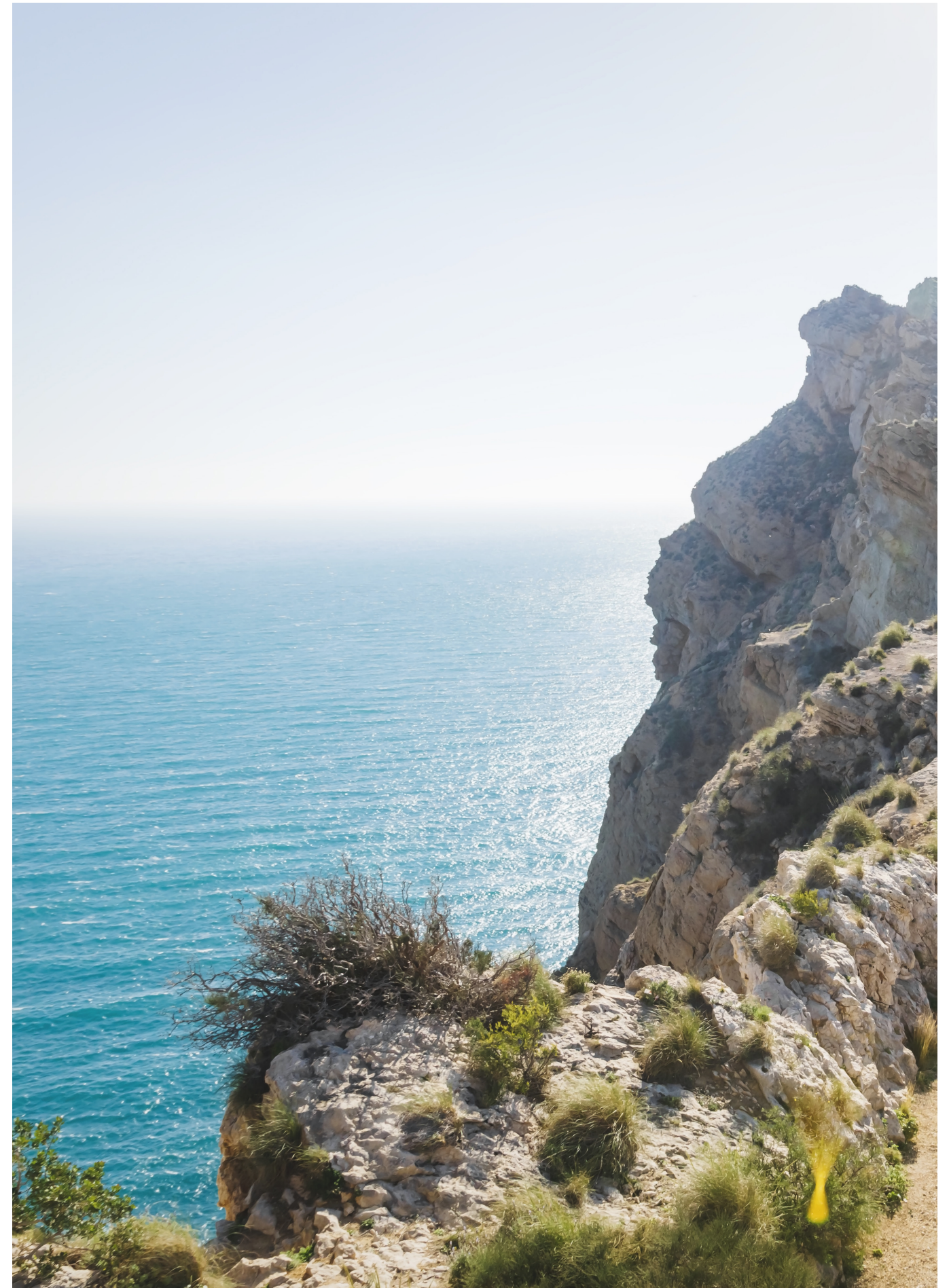
recyclable materials, which is key for extending the life of the products and, thus, for reducing our environmental impact in terms of carbon emissions.

On the other hand, it gives us great satisfaction to have established a closer connection with our local community and to share with them a little piece of our concept of integrative and conscious health, in order to improve their quality of life through valuable knowledge imparted by our outstanding professionals. With the successful celebration of the first edition of the SHA Healthy Fest, we have taken the first step towards our objective to generate a favourable impact on the overall wellbeing of the people in our immediate community and, thus, contribute to improving their health. Thanks to the great success of this event, the goal is to continue spreading our philosophy and bring it to more families in the area every year with the annual holding of this experiential and deeply enriching activity.

As a sign of the hard work carried out by our team, we are particularly proud to have obtained the Bioscore certification, an important seal that recognises the achievements of those companies which apply the criteria for global sustainability in their businesses. We are proud to know that, during the certification process, both the environmental commitments achieved and the care we provide to our talented personnel and the community were highly valued, as evidenced by the highest certification awarded by Biocore Sustainability: the A+ seal.

Our uncompromising commitment to sustainability, social responsibility, and conscious growth continues to be, and will always be, the driving force behind our actions. As we reflect on our achievements to date, we reaffirm our determination to continue innovating and collaborating for a better future for the generations to come. We will continue to work diligently to overcome challenges, implement new and impactful solutions, and contribute significantly to improving the quality of life of the community, both the local and global one. We thank all those who have participated in this journey and we hope to continue moving forward together towards more sustainable horizons, always preserving our essential values of honesty, transparency, and solidarity.


Juan Pablo Barassi
Chief Operating Officer



Priority areas



We have focused on three areas of maximum priority to group all the actions and commitments acquired: environment, talents and local community.

The environment surrounds us and affects the way we inhabit planet Earth. The environment is everything: the air we breathe, the water, the plants, the animals, etc. So we must take ownership of this issue through actions which allow us to control and minimise our carbon footprint.

Our talents are the visible face of our services and embody our company's values on a day-to-day basis. It is essential that we commit ourselves to them and guarantee their satisfaction and well-being.

The community is formed by the place which welcomed us and of which we are already a part. Contributing to the awareness of its population and sharing our knowledge with them ensures sustainable development.

01

ENVIRONMENT

Our commitment to the environment is rooted in our fundamental values and it permeates our entire value chain transversally. During the year 2022, we continue to row with determination, with the clear purpose of being a beacon of inspiration, environmental education, and fostering change. In this constant search for more sustainable practices, we give priority to the use of 0 km materials and resources of natural origin. We have also completed the transition to the automation and digitisation of our operations, further enriching the experience for both our guests and our valued team.

Bioscore Sustainability Certification

We are convinced that the concern for the environment and good business practices are synonymous with greater responsibility for actions that have an impact on the environment and more thoughtful planning and decision-making processes. Therefore, we committed to meeting the Bioscore Sustainability evaluation criteria in the same manner as we did with the Green Globe certification. Our dedication to environmental protection and corporate social responsibility was evidenced by the highest certification, the A+ seal, awarded to us by Biocore Sustainability. This positions us as a

RELATED GOALS



brand committed to providing quality service that is environmentally, socially, and economically responsible. It also underscores the efforts of our talented personnel to ensure the best possible treatment of guests and contributes to the transition of the tourism sector towards a model focused on sustainability.

Celebrating global digitisation

The digitalisation and automation of our processes has always been one of the strategic factors in our company. With great pride, we were able to celebrate the completion of the company-wide project for the digitalisation of the operational areas.

This transformation has had a visible impact at the social, business and, above all, at the environmental level. Thanks to the development of new digital tools to meet communication and management needs, we have achieved a drastic reduction in the exchange of physical documentation, increased guest satisfaction and agility, efficiency, and autonomy on the part of our talented staff.

Km 0 bottled water

At SHA we always opt for sustainable alternatives. In the past, we provided our guests with water in glass containers which, after use, were returned to the supplier for bottling at the source. Since 2022 we have successfully introduced a new system, which allows the filtering, filling, and bottling of water to be carried out within our facilities to ensure circularity and avoid the CO2 emissions generated by the transport of these bottles.

Sustainable transformation: permanent transition to environmentally friendly materials

We understand that implementing



circular economy principles in our operations is key to increasing the life cycle of every component or product we use, thereby decreasing our carbon footprint.

In 2021, we started opting for the use of more durable, sustainable and recyclable materials. As a result, and comparing with the previous year, we have managed to replace all supplies and corporate items with more sustainable alternatives, made of such materials as bamboo, vegan leather, ceramics, stone paper, recycled paper, organic cotton, among others, thus permanently reducing the use of disposable plastics.

PROGRESS OF COMMITMENTS MADE IN 2022

COMMITMENTS 2022	PROGRESS	COMMENTS
Complete the replacement of amenities and corporate materials in the suites with more sustainable alternatives.	Achieved	We have been very successful in phasing out disposable plastic containers used for in-suite amenities and replacing them with ceramic dispensers with refills made from biodegradable material, the same as the slippers in the suite, which have been replaced with a more sustainable alternative. In addition, other corporate items have been improved by incorporating more environmentally friendly materials, such as vegan leather and recycled paper.
Finalise the replacement of 100% of light bulbs with LED lamps.	Achieved Partially	A 5% progress has been achieved in the replacement of LED bulbs, with only 10% of the planned target pending.
Replace bottled water in suites with km 0 origin alternatives.	Achieved	En 2022 logramos implementar un nuevo sistema de filtrado, rellenado y embotellado de agua, el cual nos permite que esta labor se realice dentro de nuestras instalaciones, evitando así la huella de carbono que generaba el transporte de dichas botellas por parte del proveedor.
Launch the energy consumption reduction project	Achieved	An ambitious energy efficiency improvement and energy consumption reduction project was initiated with the support of an external consultant qualified in said field. As a result, from 2023 onwards we will work on different processes and initiatives with the objective of reducing our current electricity consumption by 30%.
Continue the replacement of uniformity with more sustainable alternatives.	In progress	During the year 2022 we continued progressing with the replacement of the uniformity of the operational areas, this year focusing on the Wellness area. Sustainable materials have been implemented using bio-based, natural, and recycled fibres that consume less water, energy, and CO2 during their production process. Similarly, our talented employees have been provided with greater comfort, thanks to the use of such materials as organic cotton, polyamide, and elastane.
Obtain the Bioscore sustainability seal	Achieved	In line with our goal for continuous improvement of our management systems, we assess our environmental performance on an annual basis with the help of the Bioscore platform, taking into account the industry's best practices and identifying opportunities for improvement. Likewise, Bioscore Sustainability recognised our commitment, awarding us the A+ seal, which places us at the top level for sustainability and eco-sustainable commitment.
Control production and reduce kitchen waste	In progress	Thanks to the healthy nutrition concept we offer at SHA, we generate minimal waste, as our service is focused on personalised menus and diets. However, in line with two of the principles of our Manifesto, namely, Conscious Nutrition and Zero Waste, we have launched a project to control and manage organic and inorganic waste, with the goal to count and, consequently, further reduce the waste generated in our kitchens.
Finalise the company's digitalisation process, incorporating the F&B and Rooms section areas	Achieved	With the digitisation of 100% of the operations of the F&B and Rooms areas, greater flexibility and efficiency has been achieved in internal management, in the management of guest requests, facilitating on-screen access and visualisation of all relevant guest information. Also, the use of paper has been eliminated in the entire internal process, streamlining operational procedures and, as a consequence, increasing the satisfaction of our guests by improving their experience.
Enhance car sharing through our SHA Talents application	Reprogrammed	The magnitude of the digitisation project and the implementation of the new Applications in the company in the financial year 2022 prevented us from achieving this milestone, and we decided to postpone it for the financial year 2023.

HOW WE ARE DOING



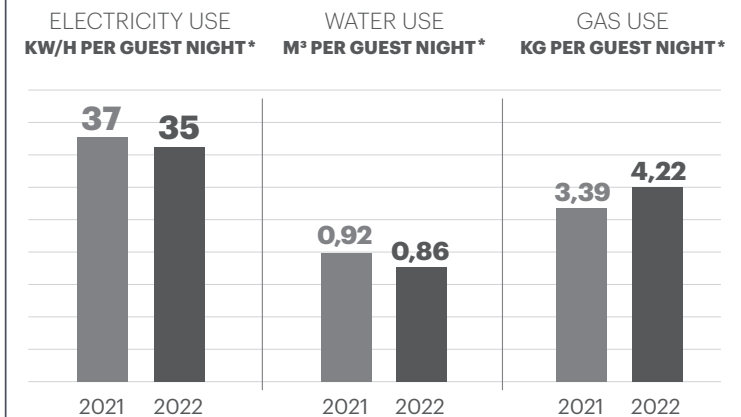
- 462.850 units
OF PAPER CONSUMED
compared to the previous year



12.725 kg OF PAPER
2.432 kg OF PLASTIC
RECYCLED

4.643 KG
OF RECYCLED
GLASS





organic
GARDEN

WE HAVE GENERATED

300kg
of compost
FOR OUR OWN
organic garden





83.97%
OF GUESTS
CONSUME INFORMATION
DURING THEIR STAY
THROUGH OUR APP




WE HAVE PICKED FROM OUR GARDEN

LEAVES OF
20 AROMATIC PLANTS **& 18** FLOWERS OF PLANTS

we have used them all
IN DISHES IN OUR
RESTAURANT SHAMADI



198
DOCUMENTARY
screenings with EDUCACIONAL
content in our **GUEST CINEMA**



Year of
digitisation

-47% of
impressions
than in 2021



COMMITMENTS FOR 2023

- » Initiate the process of obtaining new certifications to meet the highest standards for environmental and social performance.
- » Seek alliances with partners that will enable us to address challenges and promote actions for the benefit of the planet and of local communities.
- » Reinforce the principles of Circularity and Zero Waste through the recycling of waste materials to transform them into new products, as well as the implementation of km 0 initiatives.
- » Allow our guests to become aware of the effects of their stay on the environment by enabling the option to calculate their carbon footprint through our application and, in this way, support emission-free tourism.
- » Promote the participation of our guests in sustainable actions with the purpose to offset the carbon footprint generated during their stay.
- » Continue contributing to a necessary change in mentality, in order to raise awareness and care for our environment, with the help of the Reforestation Days held with the support of the local government.
- » Establish a collaboration agreement with local NGOs, such as 'Xaloc' or 'Oceanografic', dedicated to the conservation, research and raising awareness of our marine environment.
- » Continue making progress in the struggle against food waste with the incorporation of a new functionality to our SHA Talents application: the possibility to buy food not consumed in our SHAmadi restaurant or in the Talents canteen.
- » Continue to make progress on the project for the reduction of energy consumption.
- » Complete the replacement of 100% of light bulbs with LED lamps.
- » Contribute to the reduction of the carbon footprint by promoting car sharing through our SHA Talents application.
- » Collaborate to reduce the environmental footprint in the textile area by finalising the replacement of uniforms for talented employees with more sustainable alternatives, in order to guarantee their comfort.

02 TALENTS

Since the creation of SHA, we have been aware that Human Capital is one of our strategic pillars of service and excellence. This emphasis on the value of the team has always been related to the search for talent, not only for their professionalism, training, or experience, but also for their human qualities and respect for our corporate values.

For this reason, one of our priorities as a company is to take care of talent by working every day on our Brand Promises.

Improving work-life balance

One of SHA's main objectives has been to promote the work-life balance of our talented staff. To this end, we have established a policy for planning shifts and schedules allowing our talented staff to plan their schedules in advance, thus ensuring a balance between their personal and family needs and the professional sphere.

On the other hand, we have improved the Annual Plan for Leaves by adapting it to the needs of our talented personnel and of operations, guaranteeing the planning of their leave sufficiently in advance, so that they can organise their personal leisure time.

Finally, flexible working hours were implemented in the administrative departments, as well as the possibility to work uninterrupted working days during the month of August and on Friday afternoons, which meant significant improvement, highly valued by the team.

RELATED GOALS



Individual growth and development

We improved and created new incentive plans and commissions by incorporating indicators that allow us to improve the evaluation of both individual and team performance, recognising and also rewarding loyalty to the company, with the goal to promote the growth and desire to excel of our talented personnel.

The indicators of the new incentive plans have been analysed and established, so that their contribution to the company's strategic levers is recognised, individually and as a team. In addition, a loyalty bonus has been introduced in each of the new plans to reward length of service in the company.

To improve information transparency, all indicators of the incentive plans are reflected individually in the SHA Talents application, allowing talented employees to have up-to-date information on their monthly performance, in real time.

Creation of the SHA Trainers team

Our talents' journey is a priority for our brand. For this reason and in order to help them in their professional development, we have created a team of SHA Trainers, comprised of talents with an outstanding track record and a strong commitment to the company, who are given also an incentive for the leadership roles they perform:

- Support in the onboarding process, where they become hosts and responsible for the adaptation, training and development of new talents.
- Develop training plans enabling all teams to continue to evolve in their professional careers.
- Be a role model for new hires, demonstrating and nurturing corporate values and organisational culture.



Brand engagement - Social actions for talents

It is our responsibility to promote a sense of belonging and bonding among our talents, through social and cultural activities that promote healthy lifestyle and integration habits, such as the "Family Day", "White Party", the Christmas Gala "SHA Talent Awards", "Wellness Day", as well as different Corporate Social Responsibility actions.

Dream & Values

Commitment to our brand values is part of our corporate identity. For this reason, we continue to improve with the help of actions that ensure that it is implemented in a real and lasting way.

We have defined the behaviours that truly represent us as a brand and those that we should not accept, so that our team has greater clarity on the expected attitudes, always aligned with our corporate culture.

The Human Capital department has analysed the Talent Journey and has implemented specific actions to foster the culture and values throughout

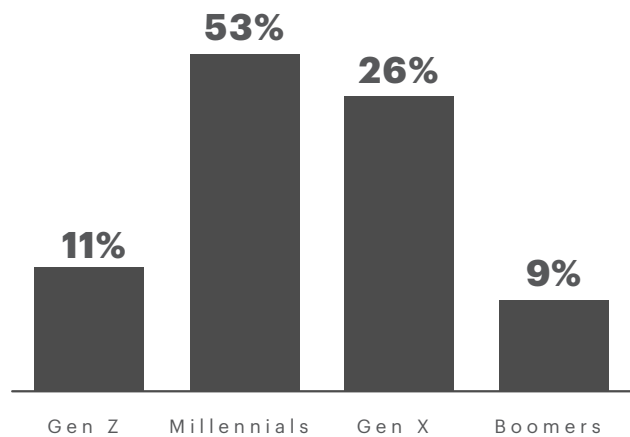
the entire trajectory of talent at SHA: upon joining, during their journey at SHA, and when their contractual relationship with the company has come to an end. In addition, a training capsule has been created, so that the management team and managers can become familiar with and implement all these actions related to our SHA Spirit.

PROGRESS OF COMMITMENTS MADE IN 2022

COMMITMENTS 2022	PROGRESS	COMMENTS
Improve the work-life balance and the sense of fairness for our talents, optimising the planning and management of resources, with an efficient management of the leave and shift plan, to promote the balance between professional and personal life.	Achieved	Both individual and departmental actions have been carried out with regard to work-life balance, such as the management of working hours, observance of the leave plan adapted to both operational needs and to those of our talents, as well as the implementation of interrupted working day in August and on all Fridays throughout the year.
Promote the progress and desire for improvement of talents through existing incentive plans and commissions, incorporating indicators allowing to enhance the assessment of both individual and team performance, recognising and rewarding their loyalty to the company.	In progress	The incentive plans of most operational departments were revised and restructured to recognise the effort and value contribution of our talents, with only 2 pending operational areas for redefinition of incentives for 2023. In addition, a loyalty bonus was introduced to reward them for their years of service within the company. In total, an estimated investment of € 842,543 was made as remuneration in the form of commissions and incentives for our talents.
Implement the behaviours defined in our "Dream and Values" that promote the company's values in a practical way, enabling us to identify quickly those behaviours that are unacceptable inside the organisation.	In progress	The SHA Spirit has been redefined. It is a document defining our dream and our values in a clear and concise way, allowing our talents to know and live the SHA culture. A list of behaviours that define us, as well as those that do not represent us, has been created for better implementation and understanding. In addition, the Human Capital Department has analysed the Talent Journey and has implemented specific actions to promote our corporate culture.
Foster a sense of belonging and bonding among our talented staff through social and cultural activities that foster healthy living and integration habits.	Achieved	We have resumed the in-person celebrations that, as a result of COVID-19, were being held online: our White Party in summer, the SHA Talent Awards Gala for Christmas, the Family Day, and other corporate social responsibility activities, as well as the various Team Building activities to share not only business strategies, but also activities fostering bonding and teamwork.
We continue developing projects to improve our facilities, a commitment we have made to our entire talented staff to make their day-to-day life more enjoyable.	Achieved	In 2022, the relaxation room in the Clinic & Wellness Area was refurbished and reconditioned. Its internal area is equipped with a fridge, an office-type space, and a healthy snack or fruit service. In addition, in the outside area, talented staff can enjoy vending machines and an outdoor relaxation area with a pergola.
Relaunch the SHA Benefits programme to enhance the benefits enjoyed by our talented staff.	Reprogrammed	As an initial phase for the re-launch of the programme, our partner companies were contacted to update the contracts and discounts already offered. In addition, new partners were brought on board to improve the benefits offer, although this is still at a preliminary stage.

HOW WE ARE DOING

AGES OF OUR TALENTS



THE SHA TEAM

♂ 40,83% ♀ 59,17%

GENDER EQUALITY
in management positions



DEVELOPMENT OF TALENTS

250
courses
taught

6.163
HOURS
of learning

59
INTERNAL
PROMOTIONS



Estimated investment
IN EMPLOYEE RECOGNITION

36.224 €

RETribUTION IN
fees and incentives

842.543€



22.573

CONSULTATIONS IN
SHA Talents APP

MULTICULTURALITY among our Talents **30** DIFFERENT nationalities



COMMITMENTS FOR 2023

- » Improve two-way communication by launching regular talent surveys, so as active listening to become a driver for the continuous improvement and satisfaction of our teams.
- » Implement the new Human Capital ERP, in order to consolidate the different talent management tools.
- » Finalise the process of redefining the incentive and commission plans for all operational areas, incorporating indicators that allow better evaluation of performance, both individual and in teams, as well as to continue recognising and rewarding staff loyalty to the company.
- » Continue progressing towards our commitment to be an eco-friendly and 100% digitised company, by incorporating the digital signature in all Human Capital management processes.
- » Promote happiness as value and strengthen the feeling of celebration, belonging, and bonding among our talented staff, through social and cultural activities that foster healthy living and integration habits.
- » Raise awareness about sustainability among talented employees by incorporating training courses at SHA Academy, as well as practical information on all channels for internal dissemination, in order to raise awareness and educate about the importance of contributing proactively to the responsible management of resources.
- » Continue generating a sense of community and increase the level of knowledge through interactive games for the talented staff, with different themes on healthy lifestyle, sustainability, general culture, SHA Spirit, SHA Tools, SOP's.
- » Increase the number of team building meetings for the Management Team, with activities held every six months, for the purpose of fostering bonding and teamwork.
- » Implement the signing of a 'Talent Ambassador Commitment' with which the talent commits, from the moment they join, to uphold SHA's values.

03

COMMUNITY

Since our beginning, at SHA, we have been committed to being an inclusive and sustainable company for the local community we live with and for the planet. We focus on contributing and sharing in a genuine way our knowledge, our philosophy and the values we uphold with the community.

With this social commitment we are repaying the trust placed in us, not only by our guests and talents, but also by the surrounding community.

SHA Healthy Fest: sharing knowledge to raise awareness

The commitment to share and disseminate knowledge is an important part of our DNA. In fact, SHA was born precisely for this purpose: the SHA Method to reach as many people as possible. This is the reason why the SHA Healthy Fest was created, a space where group activities, both physical and intellectual, take place and where the residents in the community can learn how to achieve their optimal state of physical, mental, emotional and spiritual health through learning new healthy living habits. By celebrating our first SHA Healthy Fest, we have taken the first step towards making an impact to improve the state of health of our most immediate community.

The two-day event totalled nearly 200 attendees in different activities, such as presentations (“How to strengthen your immune system”, “Keys to an energetic breakfast”, “Learn how to manage your

emotions”, and “Discover the benefits of acupuncture”), in addition to group healthy cooking classes. Some individual treatments (acupuncture) and mind-body activities (yoga and a sound therapy session with Tibetan singing bowls) were also carried out, so that the local community could learn some of the habits that our SHA Method includes. The event was backed and publicised by the Alfàs del Pi Town Council which provided the use of the facilities of the Albir Beach Social Centre.

Promote and care for local heritage

At SHA we know that any gesture, no matter how small, is important and can lead to a major global change. By organising clean-up and reforestation campaigns, we achieve, on the one hand, a reduction in the negative impact on the environment and, on the other hand, we strengthen group cooperation and raise social awareness of the need to not waste natural resources. For this reason, and as part of our calendar of corporate social responsibility activities, we organised an environmental clean-up of the beaches and coves of L’Albir, with the cooperation of the local government, which resulted in the collection of 600 kilos of rubbish.

The 30 participating volunteers, including talents from different areas of the company who are members of our Change Makers Team, covered an area of seven hectares, removing a large amount of polluting waste from the environment. Besides plastics, glass, and common packaging, household appliances, garden furniture and even mattresses were found. All of them ended up in the appropriate containers for each type of waste.

Social campaigns

As in previous years, in 2022 a donation of Christmas hampers was made to the Social Volunteering Association of L’Alfàs del Pi. Given the delicate situation that many families in our community are experiencing, a selection of



Sponsorship

At SHA Foundation we believe in health, sports, and supporting the new generations, which is why, during the 2022 season, we contributed with a social contribution of €7,500 to the L’Alfàs del Pi Youth Football Club, sponsoring this team during the 2021-2022 season.

PROGRESS OF COMMITMENTS MADE IN 2022

COMMITMENTS 2022	PROGRESS	COMMENTS
Organise a beach cleaning day	Achieved	With excellent results and great success, an environmental cleaning day was held with the participation of more than 30 volunteers, during which 7 hectares of beaches and coves of L’Albir were cleaned and which resulted in the collection of 600 kilos of rubbish.
Promote healthy lifestyles among the community by celebrating an open-door day.	Achieved	With the celebration of the first edition of SHA Healthy Fest, we took the first step to improve the state of health of our neighbours from the local community and to bring them closer to our healthy lifestyle habits. This two-day event attracted nearly 200 attendees to activities where hundreds of people were able to learn from our multidisciplinary team who shared their knowledge in talks and healthy cooking classes. In addition, they performed some individual treatments and group activities.
Organise donation campaigns for local charities	Achieved	In collaboration with the Social Volunteering Association of L’Alfàs del Pi, a donation of hampers was made so that the most vulnerable families in the area could enjoy a selection of healthy products during the Christmas season.
Support for emerging local artists, promote the dissemination of their work.	Reprogrammed	Throughout the entire year, works by renowned local artists have been exhibited in our Art Gallery. The commitment is to provide space, in 2023, for emerging artists from the area to exhibit their art in our gallery.
Continue to provide assistance to Ukrainian refugees residing in the area.	Achieved	Jobs were offered to Ukrainian refugee women in the area, in addition to providing shelter to some families through our SHA Foundation.
Support sports institutions	Achieved	During the 2022 season we made numerous social contributions to local sports clubs in the form of sponsorship.

RELATED GOALS



HOW WE ARE DOING



WE HAVE COLLECTED
600kg of rubbish
on the clean-up day,
covering **7 acres**



SOLIDARITY ACTION

20

CHRISTMAS BASKETS
of healthy food delivered
to the ALFAZ DEL PÍ
Social Volunteering Centre



during this year
WE HAVE HOSTED
365 DAYS
OF LOCAL
ART EXHIBITS

SHA *talks*



our professionals
HAVE SHARED
their knowledge in
88 TALKS

**SHA HEALTHY
FEST** 2 days

10 ACTIVITIES
& TALKS

200 attendances

295 WALKS
THAT PROMOTES
OUR LOCAL HERITAGE

TWELVE DIFFERENT
ACTIVITIES
WITHIN OUR
Healthy Living Academy,
which transmitted the
SPANISH CULTURE
to our guests

79

POSTS
ON SOCIAL NETWORKS
WITH CONTENT
RELATED TO
**SOCIAL CORPORATE
RESPONSABILITY**

106
articles

ABOUT HEALTH, ART
nutrition & sustainability
published in
SHA MAGAZINE



COMMITMENTS FOR 2023

- » Further develop environmental management activities in vulnerable areas of the region.
- » Continue to promote healthy lifestyle habits in the local community by holding the second edition of the SHA Healthy Fest.
- » Promote the social integration of, and the learning of healthy habits by, children with disabilities, opening the doors of our facilities to bring them closer to our concept.
- » Organise donation campaigns targeting local charitable associations.
- » Collaboration agreements with charitable associations, such as animal protection institutions and shelters.
- » Hyper-personalisation of the SHA Privileged guest loyalty programme, promoting the participation and involvement of our guests in environmental and social initiatives, in order to reward those guests who repeatedly place their trust in us, and highlight the different aspects of sustainability.
- » Open the doors of SHA to our main stakeholders, such as taxi lines, restaurants in the area, and other suppliers, through integration and appreciation days for their service and contribution to our philosophy.
- » Continue to support sports institutions through sponsorship and donations through the SHA Foundation.
- » Support for emerging local artists, promoting their work through our Art Gallery.

The Change Makers Team





There is **no plan B for our planet and our health.**

We are what we breathe,
we are our **choices**
and our **actions.**

Let's go a step further,
the extra mile to be
part of a **positive transformation.**

Beyond caring
and protecting our
environment
**let's change it
for the better.**

