

SHA

corporate social
responsibility
strategy

Índice

STRATEGY

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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.

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.

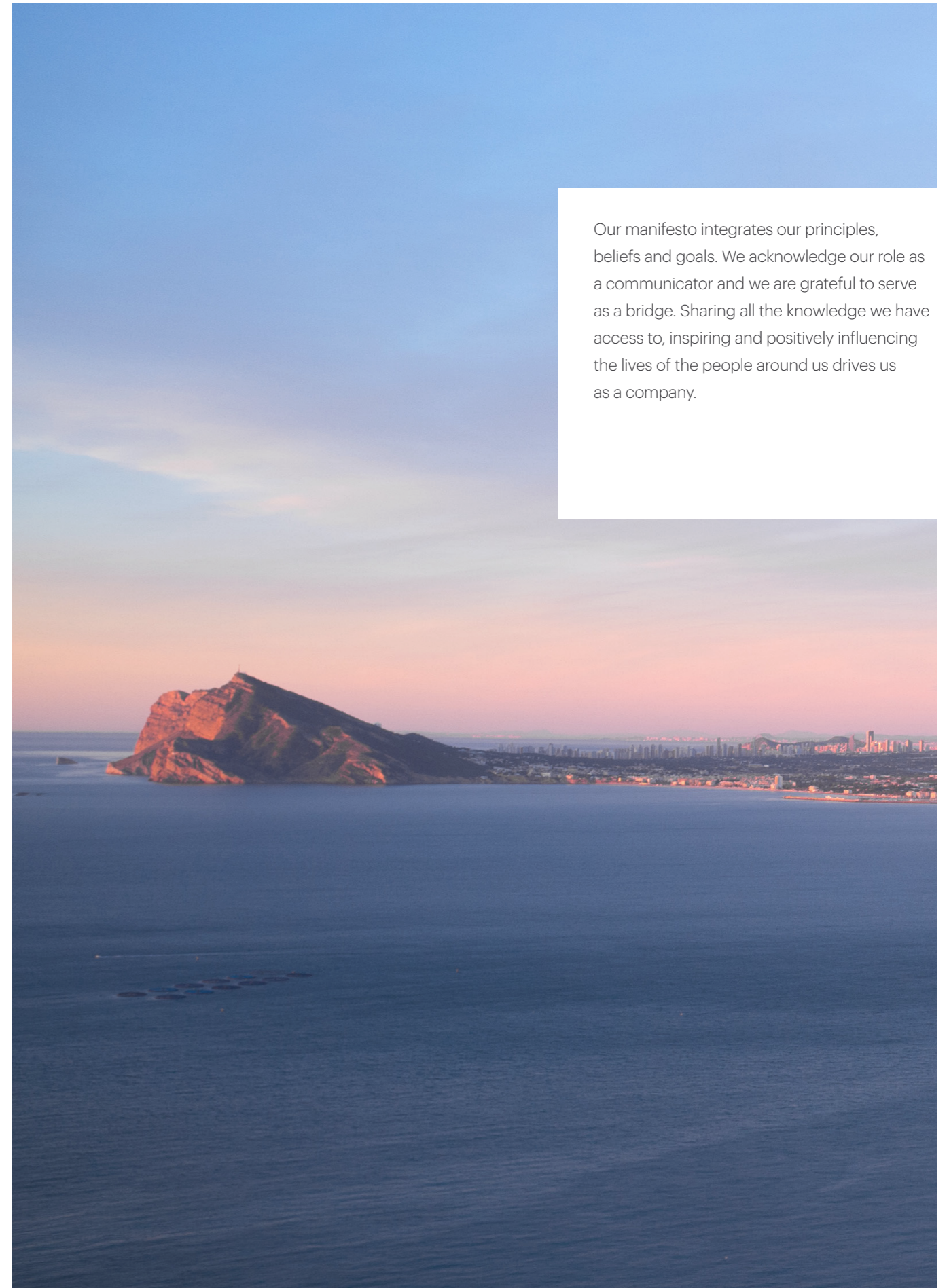
If we, at SHA, change and adapt, we are taking this small move forward and contributing to a gradual global change that will indeed affect our circle of influence and consequently the world.

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 2023, 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

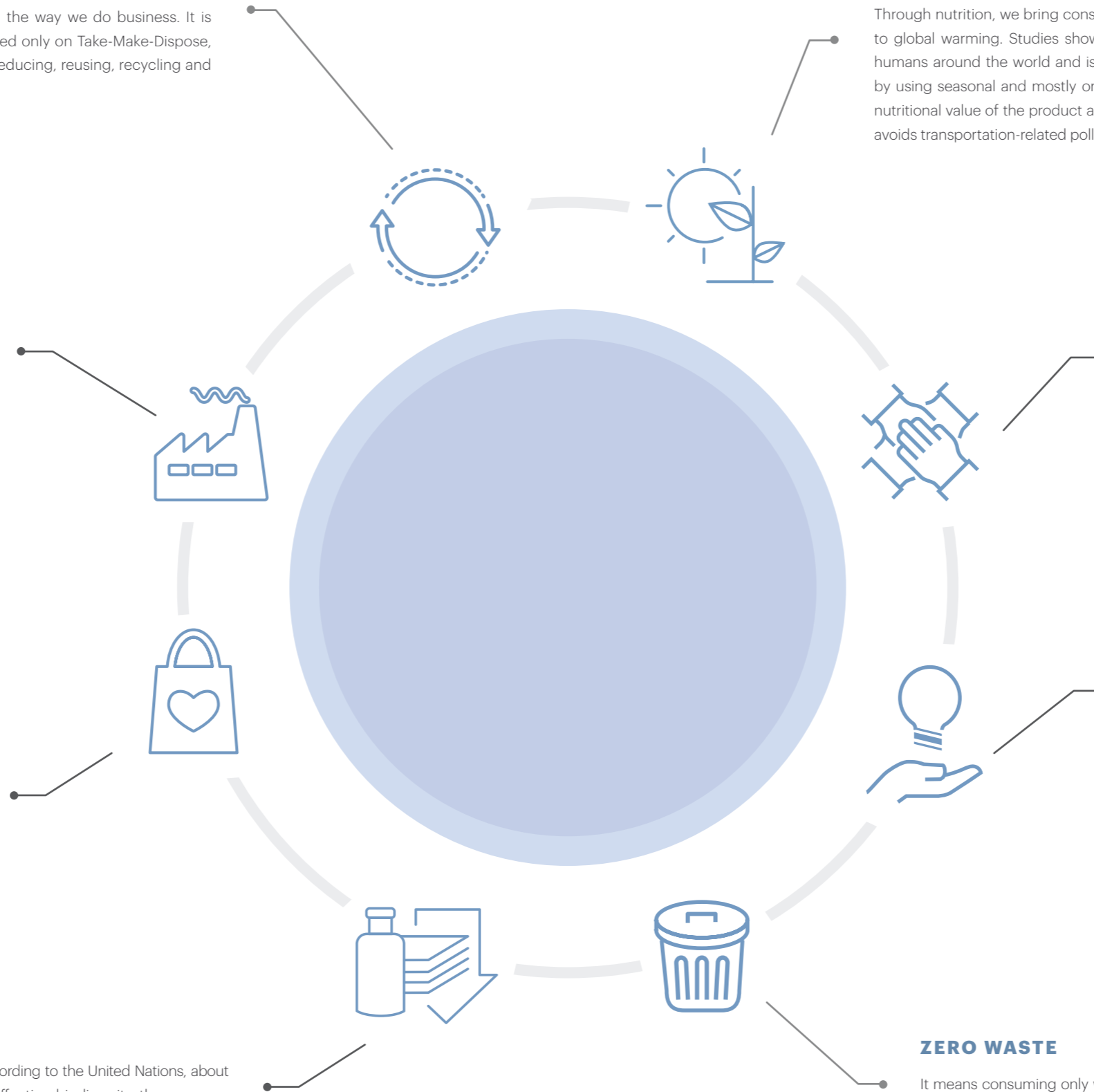
We firmly believe that our employees, whom we called Talents, are the core of our company and that by prioritising diversity, equity and inclusion, we generate respect, valuing differences and minimising prejudice. Ultimately, it unleashes several benefits, not only for the company but also for our Talents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

RAISING CONSCIOUSNESS BY SHARING KNOWLEDGE

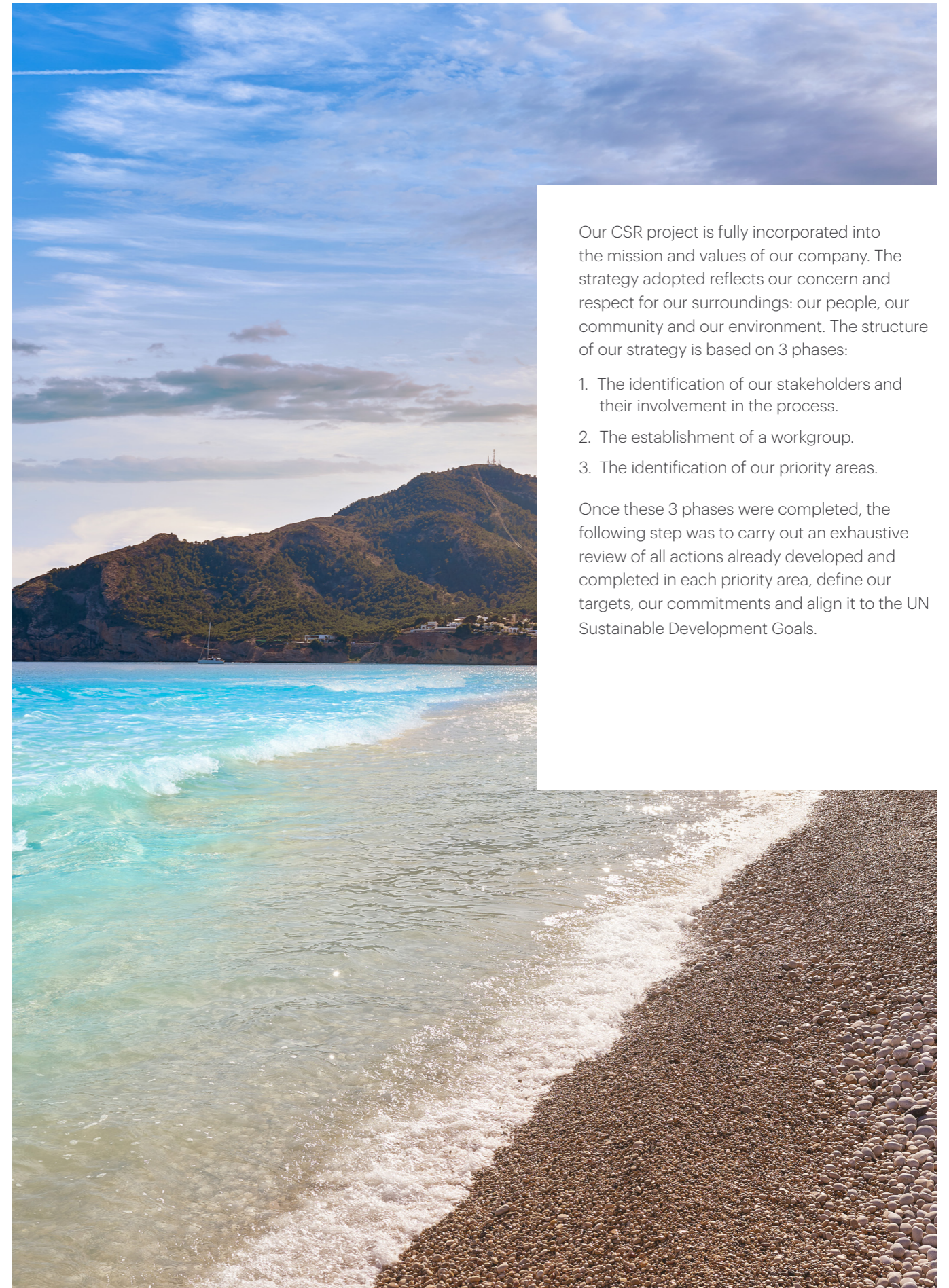
Knowledge was meant to be shared. What is the value of having the privilege of knowledge if we do not use it to nourish those around us? Thus, we seek to inspire others daily and to create a positive flow of consciousness, care, health and well-being through lectures, our magazine, talks, media articles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

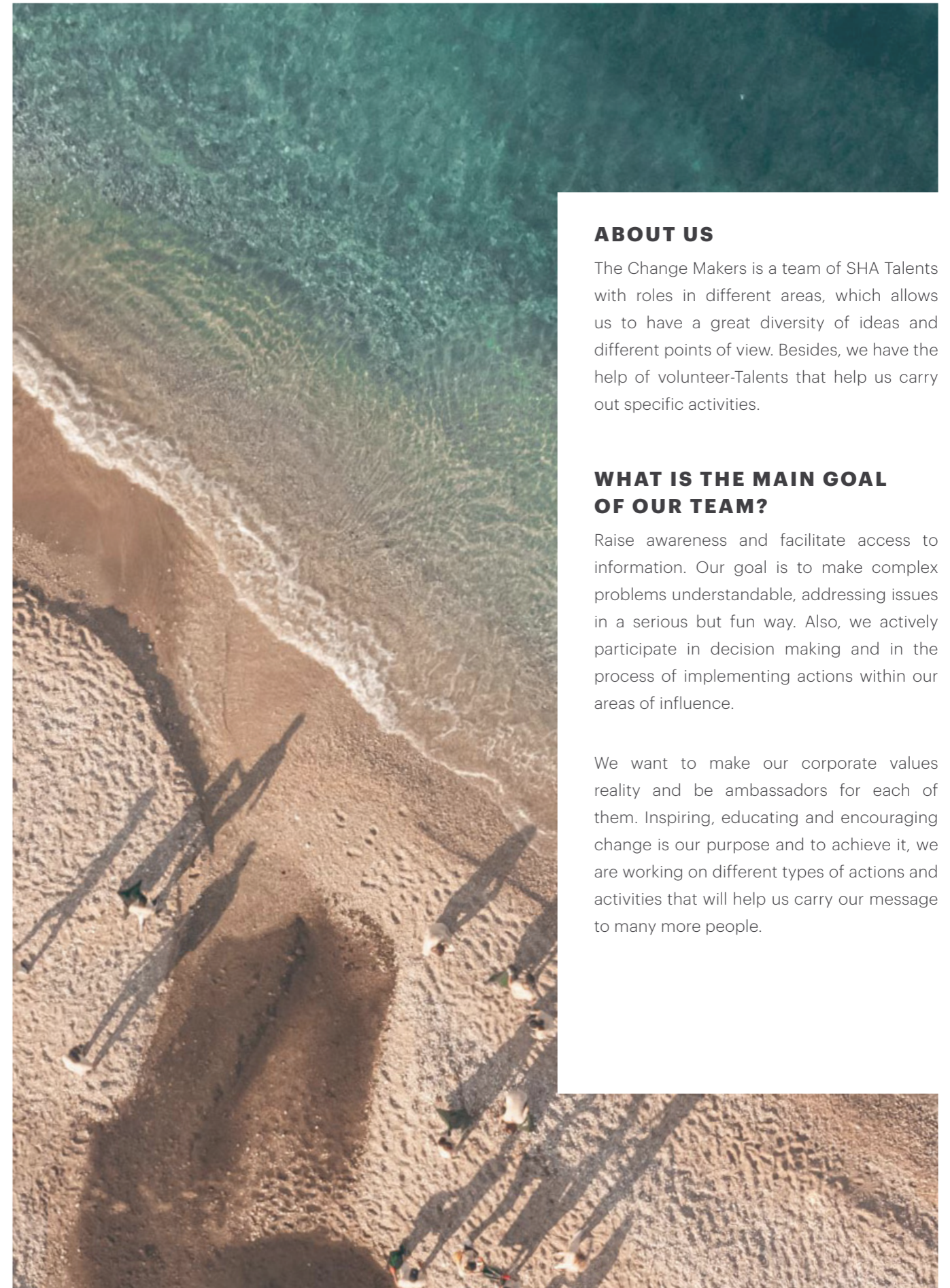
COMMUNITY

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

2023/24



The most sustainable investment in life will always be the one we make in our health. For almost two decades, SHA has worked with dedication to enrich and strengthen our greatest asset: the body and mind, promoting their optimal functioning and well-being.

The year 2023 was a journey full of effort and determination, marked by the achievement of a great goal that seemed unattainable: the SHA Mexico project, and all that was involved in preparing for its opening in 2024. In that journey, we have had the opportunity to discover a new talent in a distant land, embracing a different culture that broadens our vision and enriches our essence.

Undoubtedly, it has been a transcendental step in our mission to expand wellness globally, taking our philosophy to a new continent. It is with great joy that we celebrate the inauguration of our health and wellness temple in Mexico, a space designed to offer transformative experiences and improve people's quality of life, aligned with the highest standards of sustainability and excellence. This opening marks the beginning of a new stage, consolidating our commitment to take our holistic approach to more corners of the world.

Expansion allows us to enrich our vision by entering into other cultures and ecosystems, making a significant impact on the wellbeing of people in different regions.

Each opening is an opportunity to learn and adapt, incorporating the local essence and merging it with our integrative health philosophy. This connection with other realities inspires us to continue to refine our practices and develop initiatives that respond to the specific needs of each community, fostering a cultural exchange that enriches our mission of transforming lives through wellness.

SHA's concept, inspired by ancient knowledge of the Eastern tradition and aligned with a deep respect for nature, is based on principles of sustainability. It promotes a diet based mainly on plant-based products, prioritizing those of proximity to reduce the environmental impact of transporting goods. In addition, it encourages the consumption of seasonal foods, which minimizes the use of energy for their conservation throughout the year.

With this new opening, now in a second continent, we reaffirm our commitment to take our philosophy of conscious living to different parts of the world, adapting to each environment to maximize the positive impact on both people and the planet; therefore, our vital and inclusive proposal is fully in line with the Sustainable Development Goals of the United Nations. With the firm purpose of going beyond words, we have made a commitment to measure our progress and strengthen our actions to achieve these goals in a tangible and meaningful way, revalidating certifications such as Green Globe and Bioscore Sustainability, both with very positive results, which endorse our daily practices as innovative and authentic examples of circular economy and respect for the planet.

We believe that great advances are achieved with small progressive changes, because together they accumulate energy until they generate a great leap in quality. And whether the challenges we face are big or small, they all allow us to add and multiply. One example has been the launch of a project that advances two key pillars of our manifesto: circularity and zero waste. We implemented a recycling scheme to convert flip-flops into yoga blocks, which are used in our Mind & Body and Fitness sessions. The great learning experience for those who live the SHA experience is the enormous health advantage of living in harmony with our being, our genes and the environment. As our founder, Alfredo Bataller Parietti, likes to explain, SHA seeks to "tune reason, spirit and body to achieve a longer and higher quality life, to fully enjoy this wonderful journey and, consequently, to contribute to prolong the life of our planet".

We embrace change and, in line with our motto "Change & Change The World", we have set out to transform not only our corporate culture and our guests' experience at SHA, but also to positively influence the lives of those

around us and, as much as possible, as many lives as possible. For this reason, it fills us with great satisfaction to have established a closer link with our local community and give 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 great professionals. With the successful celebration of two editions of the SHA Healthy Fest, we have continued to spread our philosophy and extend it to more families in the area through this annual, experiential and deeply enriching activity.

We share all the knowledge we generate, convinced that wisdom multiplies when it is generous. Through our SHA Magazine, both in its digital version (blog) and in its printed version, in addition to our social networks and the admirable work of our experts and talents, who participate in forums, congresses and other international events, we spread the integrative vision and the concept of SHA to reach more and more people.

Our philosophy seeks to take care of ourselves in order to achieve optimal health, to live in fullness and to be better people, understanding that in doing so we are also taking care of those who are part of our team, our community

and, therefore, the planet.

At SHA we value words and concepts that have real and deep meaning. Our unwavering commitment to sustainability, social responsibility and conscious growth continues to drive our actions. As we look back and evaluate our achievements, we reaffirm our determination to continue innovating and collaborating to build a better future for generations to come. We will remain focused on overcoming challenges, developing transformative solutions, and positively impacting the quality of life in our communities. In addition, now joining forces and leveraging the brand with two active properties. We thank all those who have accompanied us on this path towards the expansion of our concept and we trust we will continue to move forward together towards a more sustainable horizon, always preserving our 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 core values and permeates our entire value chain. During the year 2024, we continue to row with determination, with the clear purpose of being a beacon of inspiration, environmental education and fostering change.

Leading in Circularity and Zero Waste

We understand that applying circular economy principles in our operations is fundamental for prolonging the life cycle of every part or product we use, thereby reducing our carbon footprint. In 2023, we implemented an innovative project for the design, transformation and reuse of one of our most used amenities: flip-flops. With the help of a local supplier, a flip-flop made of 100% sustainable materials was conceived, avoiding the use of plastic. In order to give them a second life, we implemented a circularity scheme with the same manufacturer who assists us in the recycling of the flip-flops to turn them into yoga blocks that we use in our Mind & Body and Fitness sessions.

For the implementation of this circularity scheme, a designated recycling container was installed at SHA's premises to collect the flip-flops once they reach the end of their useful life. At the end of the recycling process, a certificate is

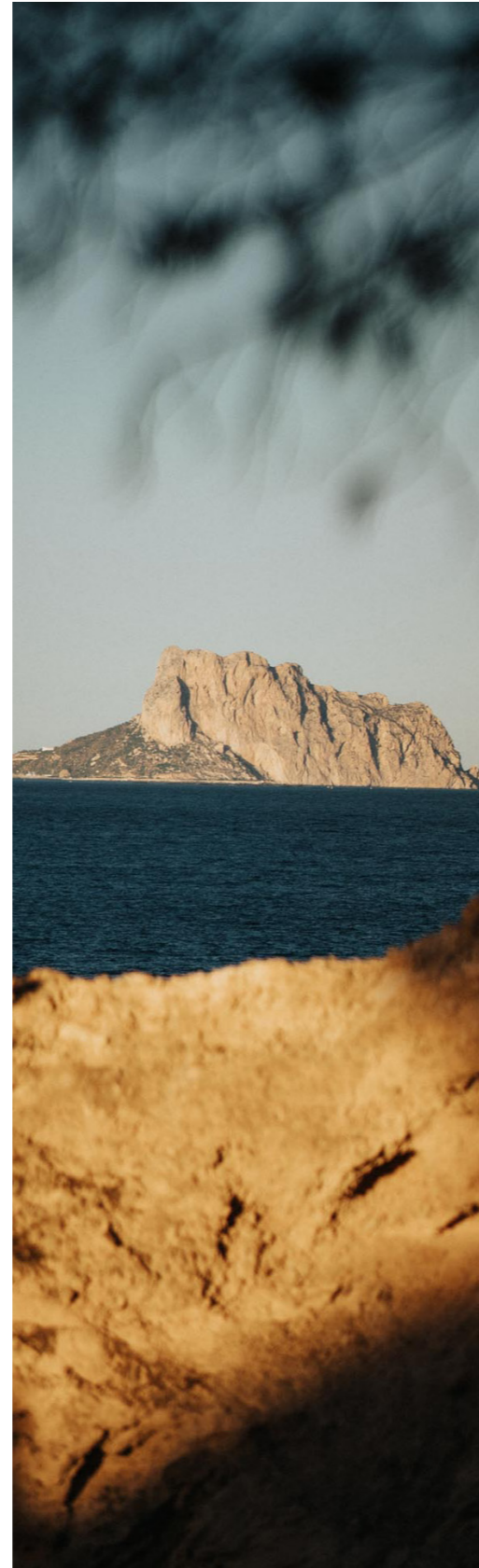
issued confirming their transformation into yoga blocks. We also took advantage of this initiative to renew our yoga mats, opting for the same sustainable material used for the flip-flops.

We continue to reforest our natural paradise

In 2020, under the slogan "The best time to plant a tree was 20 years ago. The second best time is now!", the calendar of environmental actions was launched from SHA Spain with a Reforestation Day. Since then, the commitment to reforest our natural environment has been part of our yearly corporate social responsibility calendars.

In 2023, in collaboration with the local Department of Tourism and the Environment, we recovered and developed part of a 30,000 m² land plot, planting 85 trees of three different species. This action was attended by approximately 60 volunteers, including members of the SHA team, their families and friends, as well as the youngest members of the SHA family - to start them on the path of environmental awareness at a very early age. In addition to the planting, a workshop was held on the different tree species, their importance for our ecosystem and the care they require.

Throughout these years of commitment, a total of 250 trees have been planted thanks to the efforts of our team and the partnership agreement with the manufacturer of the keys to our suites who plants 20 trees for each order of cards made of sustainable materials, such as bamboo, thus reaffirming our commitment and loyalty to the environment.



Green light for energy reduction

To address the climate emergency affecting our planet, it is essential that we all adopt rigorous measures that will reduce significantly our environmental impact, both in the short and long term. For this reason, one of our commitments has been to implement a series of actions aimed at making progress in reducing energy consumption. In 2023, we successfully completed the replacement of 100% of light bulbs with LED lamps in all areas at SHA Spain. This includes everything, from the suites to the common areas, such as the paddle tennis court, the swimming pool floodlights, the cinema room, the Art Gallery, the SHA Club, the Clinic and Wellness area, the SHAmadi restaurant, among others. We also installed sensors and programmed home automation to turn off lights when not in use. In addition, for years, we have been participating in initiatives, such as the Earth Hour, turning off all lights in our facilities or adjusting the air conditioner temperature according to the season. All these small actions have resulted in big changes, reducing the typical electricity consumption from 10,450 Wh to 4,300 Wh. Despite this significant reduction, we continue working on specific actions in the medium term to make further progress in reducing energy consumption.


PROGRESS OF COMMITMENTS MADE IN 2023

COMMITMENTS 2023	PROGRESS	COMMENTS
Initiate the process of obtaining new certifications to meet the highest standards for environmental and social performance.	In progress	We initiated the ISO 14001 certification process successfully. This standard provides the requirements for a sustainability management system for those tourist accommodations that wish to implement and develop a sustainable policy and sustainable objectives in the management of their activities, products and services. It ensures that the actions carried out are environmentally friendly, foster the local economy and provide social benefits to the host community.
Promote the principles of Circularity and Zero Waste by recycling waste materials into new products, as well as implementing km0 initiatives	Achieved	With the renovation of one of our main amenities - flip-flops, which are now sustainable - and their subsequent recycling and conversion into yoga blocks, we have reinforced three of our main pillars of the Sustainability Manifesto: Carbon Footprint and Natural Resources, Circularity and Zero Waste.
Continue contributing to a necessary change in mentality, to raise awareness and care for our environment, thanks to the Reforestation Days that take place with the support of the local government.	Achieved	In a reforestation initiative, we recovered and conditioned a large portion of a 30,000 m ² land plot with three different plant species: Pinus halepensis (Aleppo pine), Celtis australis (European nettle tree) and Ceratonia siliqua (carob), with a total plantation of 85 trees. Around 60 people participated on that day, including SHA talents, family and friends.
Continue making progress in the fight against food waste with the addition of a new feature in our SHA Talents app: the possibility to buy unconsumed food from our SHAmadi restaurant or from the Talents canteen.	Achieved	SHA is an example of minimum food waste, thanks to the personalised menus and the composting process led by SHA's kitchens. This aspect was rated very positively during the annual Green Globe certification process and can therefore be considered fulfilled, without requiring its inclusion in this report from now on.
Continue making progress with the energy consumption reduction project.	Achieved	In 2023, we successfully completed the replacement of 100% of light bulbs with LED lamps at SHA's facilities. We also installed sensors and programmed home automation to turn off lights when not in use. These small actions have produced big changes, reducing regular electricity consumption from 10,450 watts per hour to 4,300 watts per hour.
Collaborate for the reduction of the environmental footprint in the textile sector by completing the replacement of talent uniforms with more sustainable alternatives, also in order to guarantee comfort.	Partially achieved	In 2023, progress continued to be made in replacing the uniforms of the operational areas, especially in the Wellness area. Sustainable materials were included by using bio-based, natural and recycled fibres that generate less energy consumption or CO ₂ during the manufacturing process. These new uniforms also provide greater comfort for our talents, thanks to the use of such materials as organic cotton, polyamides and elastane.

RELATED GOALS

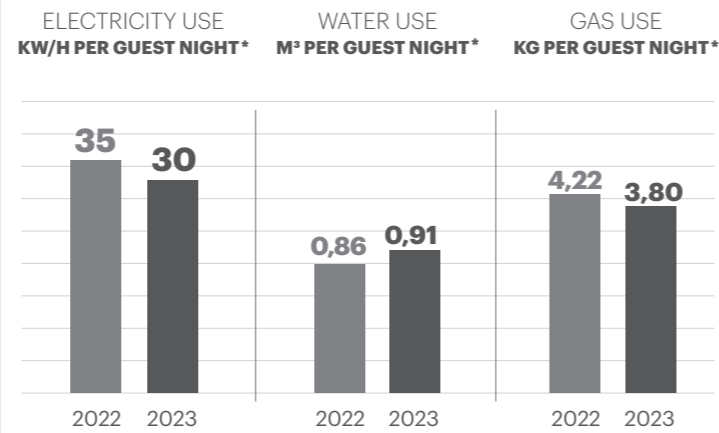


HOW WE ARE DOING

 - 373.480 units **OF PAPER CONSUMED** compared to the previous year

 **10.478 kg OF PAPER**
2.487 kg OF PLASTIC **RECYCLED**

3.858 KG 
OF RECYCLED **GLASS**



organic
GARDEN

WE HAVE GENERATED

278kg 
of compost
FOR OUR OWN
organic garden 

96% 
OF GUESTS
CONSUME INFORMATION
DURING THEIR STAY
THROUGH OUR APP

WE HAVE PICKED FROM OUR GARDEN

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

we have used them all
IN DISHES IN OUR
RESTAURANT SHAMADI 

150 
DOCUMENTARY
screenings with
EDUCACIONAL
content in our
GUEST CINEMA

Year of digitalization
-38% of
impressions
than in 2021

85 
TREES
planted

COMMITMENTS FOR 2024

CORPORATE COMMITMENTS

Promote the participation of our guests in sustainable actions, in order to offset the carbon footprint generated during their stay.

Apply the quality management system to Corporate Social Responsibility actions, through the implementation of periodic internal audits, focused on compliance with environmental standards.

To complete the offer of local organic products by expanding our own orchard.

Continue to contribute to the reduction of the carbon footprint by implementing concrete actions in daily operations in order to successfully reduce paper and plastic consumption.

Reduce pollution, save water and reduce our carbon footprint by joining the purpose of 'Clean the World', through the Global Recycling Program, giving a second life to the bars of soap used at SHA, thus promoting the principles of Circularity and Zero Waste.

COMMITMENTS TO SHA SPAIN

Initiate the process of obtaining new certifications to meet the highest standards of environmental and social performance.

Continue to promote conscious nutrition through educational activities focused on organic gardens, seasonal products and km0.

Incorporate workshops and didactic activities on the elaboration of hygiene products, using natural ingredients, in our Healthy Living Academy group activities calendar for our guests.

Promote recycling in operational areas, increasing the number of recycling garbage cans in common areas and suites.



02 TALENTS

Each year, we establish as a strategic pillar the genuine care of our talents, aware of our responsibility in the development of their careers, their integral wellbeing and the positive impact we can generate in their lives and those of their families. We are committed to creating an environment that values their growth, fosters their stability and supports their personal and professional aspirations.

For this reason, the Corporate Social Responsibility initiatives promoted by the Human Capital area are an essential priority, aimed at strengthening the sense of belonging and offering benefits that really make a difference in their day-to-day lives.

Green Consciousness

We have developed online training capsules with our own content, designed to raise awareness about how, from our individual actions, we can contribute to the improvement of the planet. These capsules seek to raise awareness among our talents and provide them with simple tools to integrate the value of CARE in their daily lives, promoting a more conscious and sustainable world.

In addition, from the Quality & Sustainability Department, we organize talks during Corporate Social Responsibility events and actions, reinforcing our commitment to generate a positive impact on the environment and promote a culture of sustainability.

RELATED GOALS



Human capital, version 2.0

One of the areas with the highest paper consumption identified was Human Capital, where we have set out to implement software that, in compliance with all legal guarantees, allows us to manage and sign contracts and legal documents electronically, eliminating the need to print. One more example of our commitment to EVOLUTION value.

Ecosystem of leaders

As a company, we understand that the success of our operation depends to a large extent on a strong bond of collaboration and teamwork among all areas and departments. To foster leadership and enhance this connection, we have implemented quarterly "Synergy Day" activities in addition to the traditional annual teambuildings, where members of management can strengthen their communication skills, deepen their knowle-

dge of each other, and build strong relationships. All this takes place in an environment of celebration and fun that reinforces our value of HAPPINESS.

Essential engagement: the role of talent ambassadors

During the Onboarding process, we prepare our talents to deeply understand the essence of our corporate culture and the importance of aligning their actions with our founding values. At the end of these training sessions, we sign together a "Talent Ambassador" commitment document. With this act, both the talent and the company assume the responsibility of living and reflecting our values in every action and decision, thus consolidating the true spirit that defines us and inspires us to take care of our talents, our mission and our environment.

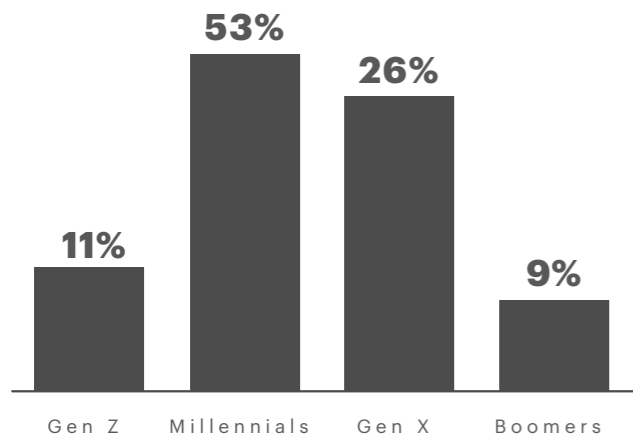


PROGRESS OF COMMITMENTS MADE IN 2023

COMMITMENTS 2023	PROGRESS	COMMENTS
Implement a new Human Capital IT system to unify the various talent management tools.	Achieved	We have incorporated a new talent management software, in a first phase, which has optimized communication and efficiency in the administration of our teams. This system has been integrated with the time and attendance software to centralize all processes on a single platform. In addition, we have eliminated the fingerprint clocking system in compliance with new legislation, which prohibits the use of biometric data for attendance registration.
Reaffirm our commitment to become an eco-friendly and 100% digitized company, by incorporating the digital signature in all Human Capital management processes.	In Achieved	The new Human Capital management tool not only represents a key step towards the total digitalization of the labor area, but also allows the electronic signature of all documents, with full legal validity. This has contributed significantly to our paper reduction policy and has facilitated more efficient and direct access to information for the entire team.
Strengthen two-way communication through the launching of periodic talent surveys, so that active listening becomes a driver for continuous improvement and satisfaction of our teams.	In progress	We have decided to maintain a single annual work climate survey to evaluate the environment in our organization. However, in phase 2 of the implementation of the new management system, we plan to incorporate a survey module that will allow us to obtain feedback on a more frequent basis. This upgrade will help us to continuously monitor the team's perception and make more agile adjustments to improve the work environment in real time.
Culminate the process of redefining the incentive and commission plans of all operating areas, incorporating indicators that allow us to enhance the assessment of performance, both individually and in teams, in addition to continuing to recognize and reward their loyalty to the company.	In progress	Incentive plans have been reviewed and restructured in most operating departments to recognize the effort and valuable contribution of our talents, with only three operating areas pending incentive redefinition in 2024.
Promote the value of happiness and enhance the feeling of celebration, belonging and union among our talents, through social and cultural activities that promote healthy living habits and integration.	Achieved	In the past, we conducted a single team development activity consisting of an annual teambuilding. Starting in 2023, we expanded our initiatives to include quarterly synergy activities between management teams. These new activities are designed to foster more effective collaboration and strengthen teamwork on an ongoing basis. We also foster the value of happiness by celebrating each of our achievements and successes with our talents: White Party in the summer, SHA Talent Awards Gala at Christmas, Family Day, CSR activities, among others.
Raise awareness of sustainability among talents, incorporating training courses in SHA Academy, as well as practical information in all internal dissemination channels, in order to raise awareness and educate on the importance of contributing proactively to responsible resource management.	Achieved	We have developed new training capsules on sustainability and social awareness on our SHA Academy platform, and we have also given introductory talks during the CSR activities carried out throughout the year, involving both talents and their families. We have also provided face-to-face training with operational talents. These initiatives are communicated and promoted through our SHA Talents App, which facilitates the launch and promotion of all sustainability activities, ensuring the active participation of our team.
Increase the number of Team building meetings among the Management Team to six-monthly activities, aimed at fostering unity and teamwork.	Achieved	Success celebrations have been held with the talents, highlighting their performance in achieving the company's results. In addition, the roadmap of the annual social activities for the talents that strengthen the link between SHA and its talents, the sense of belonging to the brand and our happiness value has been carried out.
Implement the signing of a 'Talent Ambassador Commitment' through which talent is responsible, from the moment they join, for ensuring SHA values.	Achieved	At each Welcome Training, our new talents receive and sign, together with our CEO, a letter of commitment to the SHA Spirit, thus consolidating their adherence to the values, excellence and philosophy that define our mission.

HOW WE ARE DOING

AGES OF OUR TALENTS



THE SHA TEAM



GENDER EQUALITY in management positions



DEVELOPMENT OF TALENTS

255
courses
taught

6.127
HOURS
of learning

30
INTERNAL
PROMOTIONS

Estimated investment
IN EMPLOYEE RECOGNITION

44.744 €

RETribution IN
fees and incentives

867.723 €



22.573

CONSULTATIONS IN
SHA Talents APP

MULTICULTURALITY among our Talents **29** DIFFERENT nationalities

COMMITMENTS FOR 2024

CORPORATE COMMITMENTS

Fully implement the equality plan, as well as a compensation audit, to analyze in depth the application of equality policies in the company, guaranteeing true salary equity in all pay bands and verifying that no possible gender bias occurs at every level of the organization.

Develop specific career plans by unit and business line, which clearly facilitate the growth and professional projection of our talents, boosting their development and encouraging their commitment to the organization.

Promote access to housing for national and international talents who move to live in the area, facilitating their integration and well-being in their new environment.

Implement new performance evaluation formats and protocols to identify training needs and strengthen the professional development of our talents.

Redefine the SHA Benefits program to continue establishing advantageous agreements with local companies in the surroundings of each of our properties, offering our talents significant savings and economic benefits that improve their daily quality of life.



03 COMMUNITY

Since our inception, SHA has been committed to being an inclusive and sustainable company for the local community we live with and the planet. We focus on contributing and genuinely sharing our knowledge, our philosophy and the values we stand for with the community.

Sharing knowledge to raise awareness

SHA is committed to spreading the SHA Method in its day-to-day work, and one of the ways in which it does this for the local community is by promoting holistic health through the SHA Healthy Fest. With the second edition of this event, an important step was taken to help improve the quality of life of our surrounding community. The two days were attended by nearly 200 people who participated in various activities, such as talks on health and environmental issues, focusing on: facial self-care, environmental impact through sustainable nutrition, vegetable proteins, emotional health and personal happiness, among others. In addition, there were group healthy-cooking classes with tasting, as well as individual facial care and osteopathy treatments, mind-body activities (yoga and conscious breathing with Tibetan bowls). All of this was aimed at enabling the local community to learn some of the habits that constitute a part of the SHA Method.

The event was supported and publicised by the L'Alfàs del Pi Town Council and took place at the Albir Beach Social Centre.

We care for our environmental heritage

At SHA, we understand that any action, no matter how small, can make a big global change. By organising clean-up and reforestation activities, we not only reduce the negative impact on the environment, but also strengthen group cooperation and raise awareness in society about the importance of not wasting natural resources. For this reason, and as part of our calendar of CSR activities, we carried out the third environmental clean-up in collaboration with the local government and with the participation of 27 volunteers, during which 2 km of surface of the strategic action area called "Boulevard de los Músicos" were cleaned, a green enclave whose main purpose is to provide an outlet for excess water to the sea during rainy periods. In this manner, we help to prevent common waste and microplastics from ending up in the sea and being stored in our posidonia. The environmental clean-up resulted in the collection of 450 kilos of rubbish, including bottles from hazardous chemical liquids and even mattresses and scrap metal. With this third environmental clean-up day we have collected - to date - more than one tonne of waste from our natural heritage.

Social actions

As in previous years, in 2023 a donation of Christmas hampers was made to the Social Volunteering Association (Asociación de Voluntariado Social) of L'Alfàs del Pi. Understanding the delicate situation that many families in our community live in, a selection of healthy products was prepared, so that the maximum number of people could enjoy them and share them with their loved ones on such special dates as Christmas.



PROGRESS OF COMMITMENTS MADE IN 2023

COMMITMENTS 2023	PROGRESS	COMMENTS
Continue implementing environmental management actions in vulnerable areas in the region.	Achieved	The third environmental clean-up day, carried out with the participation of 27 volunteers, benefited the local community in the vicinity of SHA Spain by cleaning about 2 km of the Boulevard de los Músicos. This enclave prevents debris and microplastics from reaching the sea during rainfall. During the day, 450 kilos of rubbish were collected, including bottles from dangerous chemical liquids, mattresses and scrap metal, in order to protect our posidonia.
Continue promoting healthy lifestyle habits within the local community by holding the second edition of the SHA Healthy Fest.	Achieved	After the great reception by the local community in the first edition of the SHA Healthy Fest held in 2022, we have continued with the commitment to share and spread knowledge, in order to help improve the quality of life of the local community and bring them closer to our healthy habits. This two-day event attracted more than 200 attendees for activities where they could learn from our multidisciplinary team through talks and healthy cooking classes. In addition, some individual treatments and group activities took place.
Organise donation campaigns aimed at local charitable associations.	Achieved	In collaboration with the Social Volunteer Association (Asociación Voluntariado Social) 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.
Continue to support sport institutions by means of sponsorship and donations through the SHA Foundation	Achieved	During 2023, a series of donations were made to NGOs and charitable institutions in the area, with a total of €5,650 donated to various causes. Although no sport sponsorship occurred this year, significant contributions were made to other organisations, so as to add value to society.
Support emerging local artists by promoting their work through our Art Gallery	In process	Throughout the year, works by well-known local artists have been exhibited in our Art Gallery. The commitment is to provide space, throughout 2024, for emerging artists from the area to exhibit their art in our gallery.

RELATED GOALS



HOW WE ARE DOING



WE HAVE COLLECTED
450 kg of rubbish
on the clean-up day,
covering **2 km**



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
170 TALKS

SHA HEALTHY FEST 2 days

10 ACTIVITIES & TALKS 

220 attendances

255 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 2024

CORPORATE COMMITMENTS

Promote social integration and the learning of healthy habits in children from the local community, opening the doors of our facilities to bring them closer to our concept.

Continue promoting healthy lifestyle habits within the local community with the celebration of the third edition of the SHA Healthy Fest.

Continue to organize donation campaigns for local charities.

COMMITMENTS TO SHA SPAIN

Make a collaboration agreement with charitable associations, such as animal protection institutions and shelters.

Collaborate with the Red Cross to organize a blood donation day, raising awareness of the importance of this action that can help save lives.

Support emerging local artists, promoting their work through our Art Gallery.

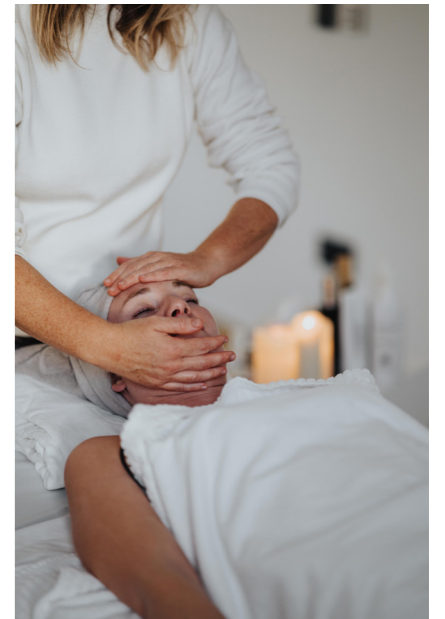
COMMITMENTS TO SHA MEXICO

Collaborate with local artisans for the creation of personalized corporate pieces, made with materials from the region.

Create governmental collaboration agreements for the recovery of public spaces to promote social coexistence.



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.**

