deLuna HOTELS

Pillar Economic

Real sustainability only with real profitability.

Introduction

At deLuna Hotels, we are convinced that sustainability can only be maintained over time with a solid economic foundation.
That's why we understand profitability not as an end in itself, but as the tool that makes everything else possible.
Thanks to responsible management we can continue investing in our hotels, incorporate new technologies, train our team, improve the experience of our guests, promote social and environmental projects and continue growing sustainably.
Our goal is not to achieve short-term results, but to build a strong company, prepared to face the challenges of the future and capable of continuing to generate value for people, the territory and society.
Because only an economically sustainable company can maintain a real and lasting commitment to sustainability.

Our management model

We believe that a responsible company should manage every resource with the same care it gives to its guests.
That's why our economic model is based on efficiency, continuous improvement, and constant reinvestment. We don't seek growth at any cost, but rather to grow responsibly, ensuring that every decision strengthens the project in the long term.
Profitability allows us to continue evolving, adapting to an increasingly changing environment and maintaining our commitment to quality, innovation and sustainability.
We understand growth as the ability to create more value for everyone: guests, team, suppliers, collaborators and community.

> *“Growing responsibly means creating value for everyone.”*

Reinvest to continue growing

At deLuna Hotels we understand that a company never stops improving.
A very important part of the resources we generate is continuously reinvested in our establishments and in our management model.
Room and common area renovations, facility modernization, incorporation of new technologies, accessibility improvements, sustainability projects and the creation of new services are all part of a permanent evolution strategy.
Every investment pursues the same goal: to offer a better experience to our guests and strengthen the company to face the challenges of the future.
Because we believe that the best investment is always the one that generates long-term value.

> *"The best investment is the one that generates long-term value."*

deLuna Hotels

Innovate to provide better care

Innovation is central to our business strategy.
We don't incorporate technology to replace people, but to allow people to dedicate more time to what truly adds value: listening to, serving, and surprising our guests.
That's why we're committed to digital tools, artificial intelligence, process automation, and technological solutions that simplify administrative and operational tasks.
The implementation of platforms like Canary has made it possible to improve the guest experience through more streamlined processes, enhance services such as online check-in, and facilitate personalized offers during the stay.
Similarly, the incorporation of collaborative robots frees up thousands of hours of operational work each year, allowing our team to focus on providing closer and more personalized care.
For us, innovation only makes sense when it simultaneously improves the customer experience, team well-being, and organizational efficiency.

> *"Innovate so that people can dedicate more time to caregiving."*

Training is also an investment

Investing in people is one of the most profitable decisions a company can make. Therefore, we have developed a comprehensive continuing education program that allows our team to adapt to the new challenges of the sector and continue to grow professionally.

Training in sustainability, accessibility, customer service, first aid, artificial intelligence, new technologies or leadership represents a direct investment in the quality of service that our guests receive.

Each new piece of knowledge acquired strengthens the company and contributes to offering an ever-improving experience.

> *“Investing in people is investing in the quality of service.”*

Efficiency that generates value

Efficiency is not just about reducing costs. It's about making better use of available resources.
Optimizing processes, reducing waste, analyzing indicators, or incorporating new management tools allows us to be a more competitive organization and, at the same time, reduce our environmental impact.
Many of our investments generate shared benefits.
A technological improvement can simultaneously increase guest satisfaction, facilitate the team's work, reduce energy consumption, and optimize operating costs.
That is why we understand efficiency as one of the pillars on which a sustainable company is built.

> *"Efficiency is not about doing less, it's about using each resource better."*

Investing in our environment

deLuna Hotels' growth also seeks to generate opportunities for those who are part of our community.
Whenever possible, we collaborate with local suppliers, companies, and professionals, establishing stable relationships based on trust, quality, and mutual benefit.
This commitment strengthens the business fabric of Granada and contributes to generating wealth and employment in the territory where we carry out our activity.
We believe that a company truly grows when it also helps those around it to grow.

> *“A company truly grows when it helps its environment to grow.”*

A better experience is also sustainability

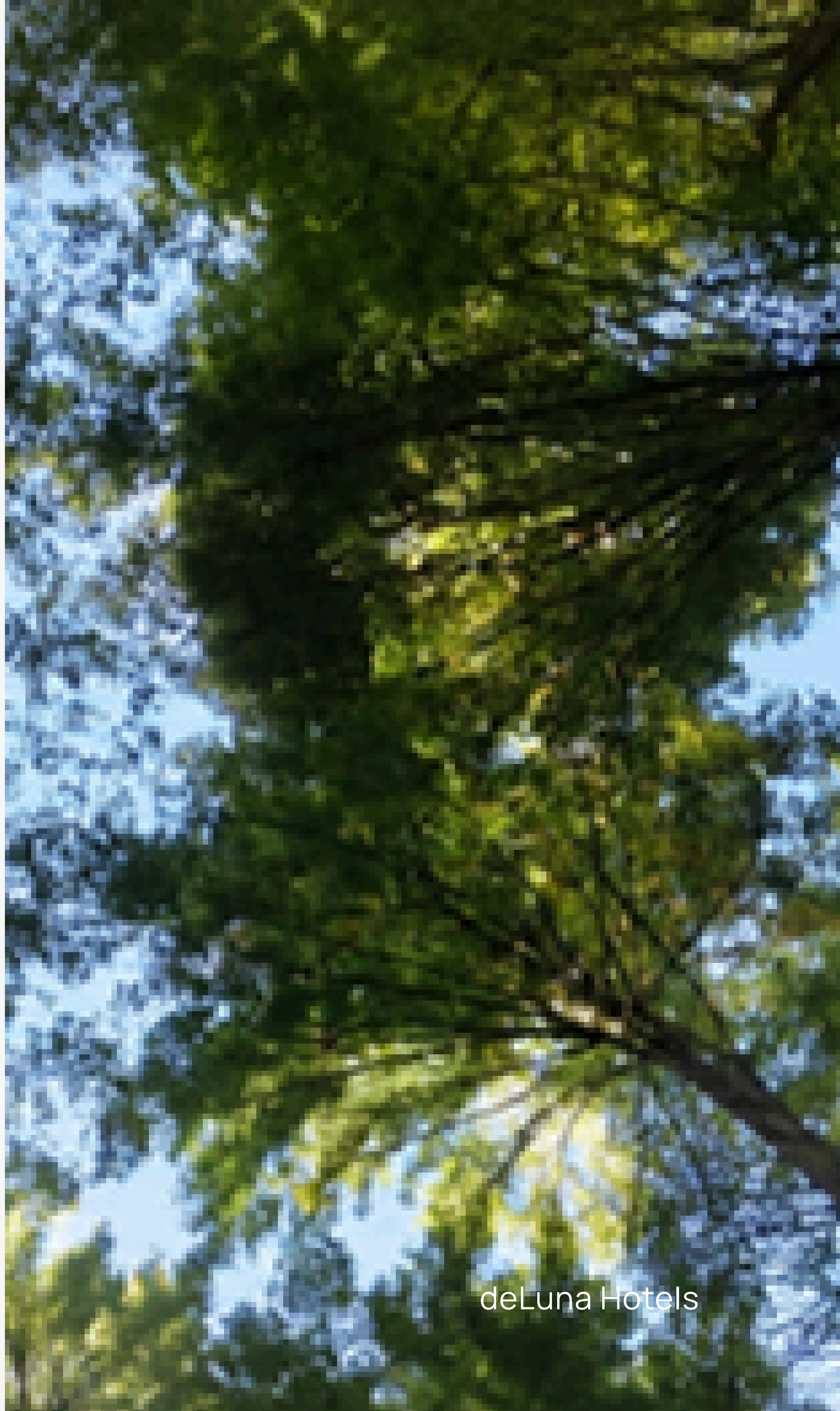
Economic sustainability is not built solely through efficient management.
It is also built by offering experiences that our guests want to repeat and recommend.
Every improvement in our facilities, every technological innovation, every investment in training or every advance in quality has a common goal: to increase the satisfaction of those who choose us.
Guest loyalty, recommendations, and trust are among deLuna Hotels' most valuable assets and represent the best guarantee for continued sustainable growth.

> *"A memorable experience also builds the future."*

We measure to keep improving

Continuous improvement requires making decisions based on objective information. Therefore, we constantly analyze indicators related to guest satisfaction, operational efficiency, productivity, digitalization, innovation, and sustainability.
This data helps us identify opportunities for improvement, prioritize investments, and evaluate the impact of the decisions we make.
Because we believe that responsible management always begins with understanding reality.

> *"Knowing the reality helps us make better decisions."*



Real-world examples of innovation

Our financial commitment translates into concrete decisions that improve efficiency, the guest experience, and the daily work of our team.

CANARY

Digitizing check-in, upselling and improving the guest experience.

COLLABORATIVE ROBOTS

More than 3,600 hours freed up per year to dedicate more time to the customer.

ARTIFICIAL INTELLIGENCE

Support for decision-making, automation, and process improvement.

CONTINUOUS REFORMS

Ongoing reinvestment to improve quality, accessibility, and competitiveness.

> *"Innovation is demonstrated through concrete actions."*

Looking to the future

We will continue building a solid, innovative business model prepared to face the challenges of the future.
We will continue to reinvest in our hotels, incorporating new technologies, promoting the training of our team and continuously improving the experience of our guests.
Because we are convinced that profitability is not the destination, but the engine that makes it possible to keep moving forward.
Only an economically strong company can continue to care for people, protect the environment, promote local culture, and maintain a strong commitment to good governance.
At deLuna Hotels, we understand profitability as the ability to continue building the future. Because only a financially sound company can continue to generate a positive impact on everything around it.

> *"Profitability is not the destination, it is the engine that makes it possible to keep moving forward."*

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