



ESG REPORT 2025

PURO HOTELS

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ABOUT THIS REPORT

WELCOME TO PURO ESG REPORT 2025

Our second ESG report documents the **Environmental, Social, and Governance (ESG)** performance and progress of all entities within the PURO Hotels Group between 2023 and 2025, including PURO Hotell Holding AS, PURO Hotels sp. z o.o., all subsidiary hotel operating companies, PURO Hotel Development sp. z o.o., and all PURO-owned investment companies (collectively referred to as the “PURO Group” or “PURO”). This report was prepared in accordance with the Global Reporting Initiative (GRI) framework to ensure that the most relevant topics are comprehensively addressed.

The CEO of PURO Hotell Holding AS ensures that ESG policies and strategies are regularly discussed at Management Board meetings and implemented across the organization. The content of this report has been presented by the CEO to the Supervisory Board and duly approved.

Stakeholder engagement is central to our approach and continues to shape our ESG strategy. Key stakeholders who contributed to this report include the Owners, PURO Group Management, Team Members, major hospitality brands, and our ESG partners – Innowo and Scandinavian-Polish Chamber of Commerce (SPCC), the Norwegian Embassy, Serduszko dla Dzieci, Fundacja Ocalenia and Mær en tri poeng. We partner with organizations that prioritize sustainable development, and our hotels proudly hold recognized sustainability certifications.

This report highlights our accomplishments and ongoing commitment to creating a positive impact across the three ESG pillars: environmental protection, social accountability, and governance. We also acknowledge the challenges ahead, which continue to drive our ambition to co-shape a more sustainable and responsible hospitality industry.

MESSAGE FROM CEO

Dear partners, guests and colleagues,

In 2023, I had the privilege of presenting PURO Group's first ESG report. It highlighted our concerted efforts in hotel operations, development, and construction in Poland. It also outlined our plans for international expansion – which are now coming to fruition.

The past few years marked an important chapter in the development of Puro Hotel Holding – especially in light of recovering from the Covid-19 pandemic. We are now at a time when the pace of the hotel and tourism industries is accelerating, and the demands for sustainability, responsibility, and good governance are increasing – for good reason. As a hotel operator, we have a clear responsibility to conduct our business in a way that creates good guest experiences and reduces our environmental impact, while strengthening our contribution to society and ensuring responsible business practices.

Since the publication of our last report, we have developed our ESG framework. We have continued systematic surveys of our emissions, energy, and water consumption across the hotel portfolio. This gives us a strong factual basis for how we can further reduce our environmental impact. At the same time, we have invested in energy-efficient solutions, adjusted our waste management practices, and expanded our work with circular concepts in both operations and procurement.

Our greatest asset is the people who make up Puro Hotel Holding. We pride ourselves on offering safe workplaces, opportunities for personal growth, and an inclusive working environment.

Over the past year, we have increased our focus on skills development, diversity, and efficient environmental measures – because a sustainable hotel experience starts with employees who feel valued and are offered new opportunities.

When it comes to responsible governance, we have strengthened our framework for ethics, supplier control, and data protection. We have also maintained our dialogue with suppliers and partners, because we know that real sustainability is created together – not alone.

We still have a long way to go. Yet, we are determined to be a positive force in the industry. Our goals are clear: continuous improvement, transparency, and long-term, responsible business practices.

Please take the time to read the report. Its publication coincides with our first international opening, scheduled for the second half of 2026. We hope it will serve as proof of our progress and a guide for bold future initiatives beyond Poland, across other European cities.



Thank you to everyone who has been part of the journey so far – our employees, guests, partners, and local communities. Together, we create hotel experiences that do good for both people and the planet.

Finally, congratulations to the colleagues involved in the making of this report.

Hans Grønnestad
CEO, PURO Hotell Holding AS

PARTNERS' MESSAGE



“When we received the invitation to design a complete hotel (PURO Warszawa Stare Miasto) together with PURO, it was beautiful. It felt like an organic progression, since the brand has used our furniture over the years and found quality, beautiful aesthetics and function in our products.”

Enrico Fratesi
Co-Founder of GamFratesi

OUR STORY

Every journey starts with a purpose.
Business. Tourism. Leisure.

Knowing the reason for one's travels is a compass that points the way. This idea has always guided PURO.



Our journey began eighteen years ago, when Norwegian Genfer Group AS set out to reshape Poland's hotel landscape. With PURO, a new kind of hospitality was envisioned – led by generosity and design, rooted in cultural authenticity and community, and offering experiences with substance. Places that live with their Guests and breathe new air into the city. Service that evokes warmth and attention to detail, attuned to the needs of modern-day travelers.

Today, with eight boutique properties across Warsaw, Kraków, Poznań, Wrocław, Łódź and Gdańsk, and with openings planned in Budapest and Prague for 2026 and 2027, and a third property in Warsaw, PURO upholds its founding vision of creating spaces that feel as good as they look. Yet this ambition extends beyond the hotel experience. It informs our company's everyday commitments and future direction, shaped by the first steps towards international expansion.

At PURO, the ongoing work towards sustainability, responsible governance and positive social impact is an extension of the spirit of hospitality we offer each day. We believe this keeps us attentive to the challenges ahead, and motivated to openly share our progress every step of the way.

The journey continues.

PURO Łódź Centrum

PURO Hotels are always set in the heart of the city or its most vibrant neighborhoods, inviting guests to explore the local scene just steps away from a comfortable stay.



OUR BRAND

Our DNA is what makes PURO, PURO. These are the qualities that are always true to us and that Guests can expect from us, anywhere, anytime.

WHAT YOU SEE:

City-centre locations

PURO Hotels are never isolated destinations. They are always located in city centres or the most vibrant neighborhoods, inviting Guests to discover the place from the comfort of a stay close to where the city lives.

Open, lived-in spaces

PURO's spaces draw on Scandinavian principles of minimalism, authenticity and functionality. They are designed around the concept of an open house, inviting everyday interactions between travelers, locals, and creatives.

Superior art & design

Art and craftsmanship are central to PURO. The details of the interior design, curated objects, and artworks we surround our Guests with nod to our Nordic roots, local creativity and commitment to quality.

WHAT YOU FEEL:

Warm, attuned hospitality

Our hospitality style is informed by our roots: warm, genuine and proper. We are attuned to what Guests need and create a sense of connection through service that is approachable, never too casual and always on point.

Attention to detail

Our thoughtfulness, from service excellence to the gifts design, means we treat every detail with the importance it deserves. It's a level of care and consideration that makes what we do difficult to replicate.

Generosity and commitment

We go the extra mile, as we believe in creating environments people want to stay in and feel they belong. From rooms to shared spaces, fixtures to furnishings – we invest generously in the quality and style of our world, putting more in so our guests get more out.

WHAT GUIDES US?



Creating experiences of style and substance

We invest generously in the quality and style of our world. By partnering with leading international architecture and interior design studios, we pursue excellence in every detail, shaping spaces with vivid and lasting presence.

Each PURO property draws from the urban history of its surroundings, rooting the hotel within the local landscape and opening a dialog with its community.

Being true to who we are

Authenticity is at the core of PURO. It forms the foundation of our approach: to offer stays that matter as much to us as they do to our Guests. This dedication shapes not only the Scandinavian-inspired design of our hotels but also the quality of our service – always attuned to Guests' needs and reflective of our vision of warm, thoughtful hospitality, where every detail is treated with consideration.

Building connections

Timeless spaces. Trusted work relationships. Guests who return. There is an unparalleled value in things that last. At PURO, longevity finds expression in both the design of our hotels and the relationships we build with travelers, cities, communities, team members, and partners – through genuine attention and transparent communication.

OUR LOCATIONS

Currently, eight PURO Hotels and twelve dedicated F&B concepts operate across six Polish cities, with the first international openings in Hungary and the Czech Republic planned for 2026 and 2027.

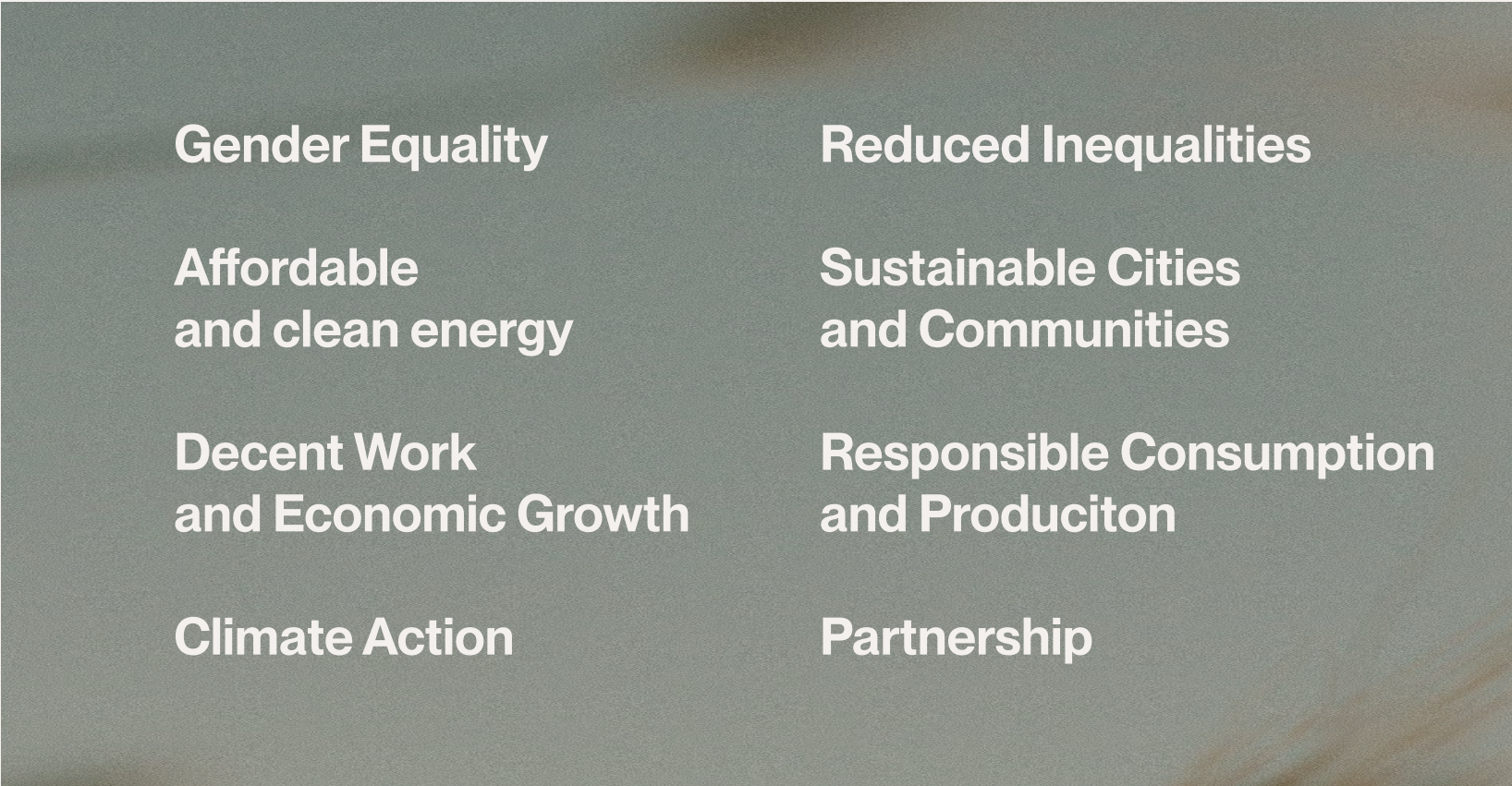
Over 3 million
Guests in 2025

Over 600
Team Members



POWERED BY THE UN SUSTAINABLE DEVELOPMENT GOALS

Our ESG strategy is built on the foundation of the UN Sustainable Development Goals, guiding us to promote health and well-being (Goal 3), gender equality (Goal 5), and access to clean energy (Goal 7). We foster inclusive growth through decent work and reduced inequalities (Goals 8 & 10), while helping shape more sustainable communities and responsible consumption patterns (Goals 11 & 12). Climate action remains central to our efforts (Goal 13), supported by strong partnerships that amplify our impact globally (Goal 17). Together, these priorities drive our commitment to creating long-term value for people, society, and the planet.*



*UN Sustainable Development Goals

OUR ESG FRAMEWORK

We recognize the responsibility that comes with operating within new urban settings – from environmental impact to accountability toward local communities and transparent governance. Our ESG program not only seeks to minimize negative impact but also to leave a positive mark on our locations and the people who shape them. It is our priority to communicate transparently, both about our progress and ongoing challenges, demonstrating our commitment to the three pillars of our ESG framework.



KEY ACHIEVEMENTS

AT A GLANCE

1. Polenergia

We signed a 10-year agreement for renewable energy sourcing with Polenergia.

2. Leed Gold

We fulfilled our commitment to certify all operating properties with LEED Gold, awarded to buildings demonstrating a high level of environmental performance, as the first operating brand in Poland.

3. Booking.com

We are proud to hold the Sustainable Certification on Booking.com

4. Digital University

We successfully completed a 5-year partnership with Digital University, a mentoring program supporting young women from challenging socioeconomic backgrounds in starting their careers.

5. Training

We provide training programs for dedicated Team Members on current topics, including anti-mobbing, DEI, human rights, human trafficking and information security while also raising awareness and sensitivity to these issues.

6. Energy efficiency

We invest in energy-efficient systems from the earliest stages of design to ensure optimal energy performance throughout the entire lifecycle of our projects. This approach not only reduces operational costs but also significantly minimizes the environmental impact of our developments.

7. Partnerships

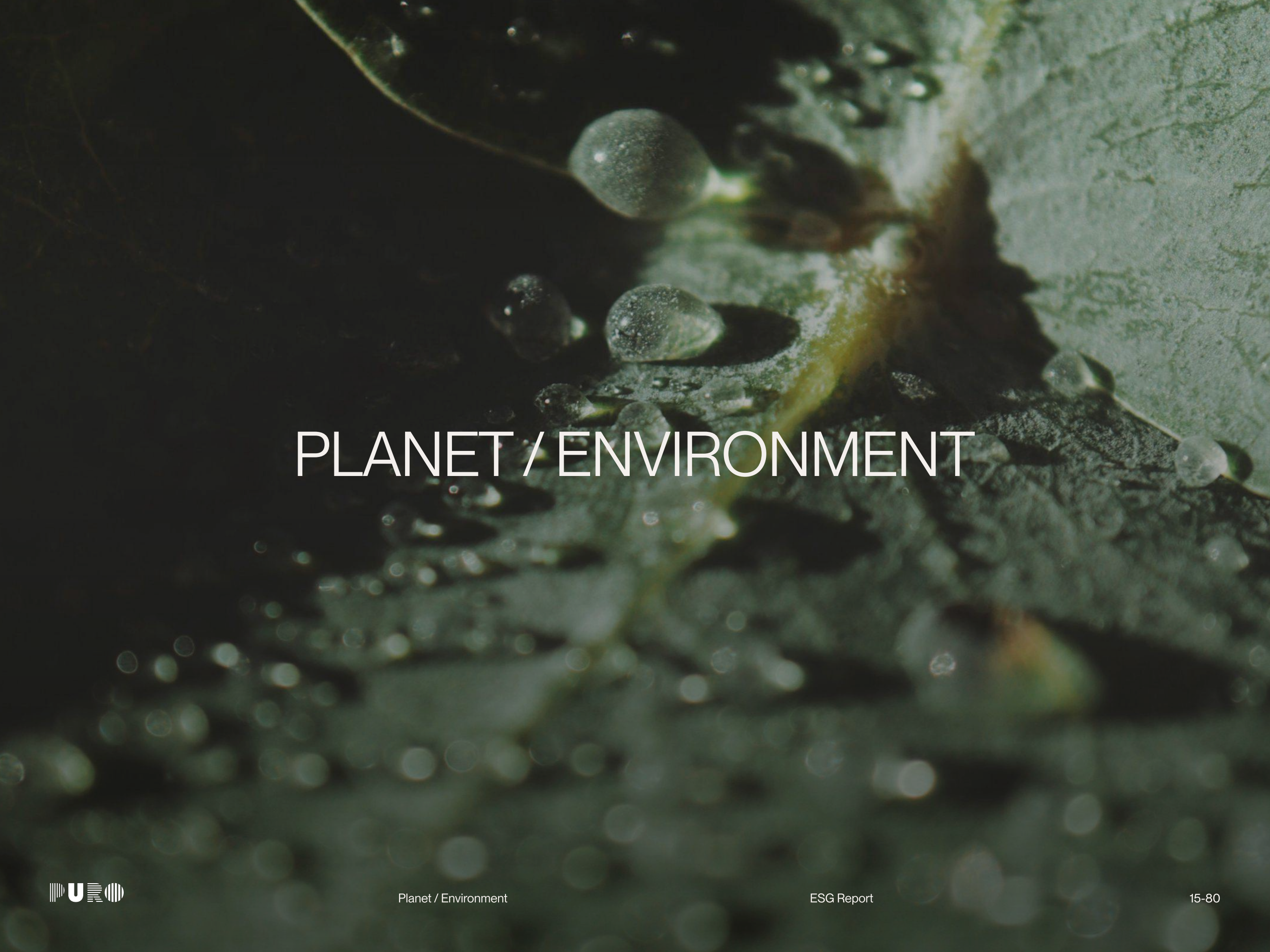
We strengthened and established new partnerships in environmental and social responsibility with organizations such as SPCC, the Norwegian Embassy, and Innowo, as well as formed new strategic partnerships with foundations supporting local communities.

8. Women's positions

We increased the proportion of women in senior positions from 46% in 2023 to 49% in 2025.

9. DEI Policy

DEI policy ensuring zero tolerance for discrimination and formalised the equality and inclusive culture PURO has practiced from the beginning of its journey.



PLANET / ENVIRONMENT

OVERVIEW

According to the World Economic Forum, failure to address climate change has been ranked as the top global risk, affecting communities, lives, and economies worldwide. Research conducted in 2023 by the World Sustainable Hospitality Alliance predicted that the hotel industry must reduce its carbon emissions per room by 90% by 2050 to prevent forecast from increasing overall carbon pollution*. Our environmental efforts have focused on managing our sustainability impact through efficient building management systems, we transitioned to renewable energy, and are continuing circularity initiatives.

We believe that sustainability is increasingly important to our Guests, Team Members, local communities and to the long-term success of our business.

**[World Sustainable Hospitality Alliance. \(2023\). Global Hotel Decarbonisation Report.](#)

Renewable energy remains our focus

We have deepened our reliance to 100% renewable energy sources from wind and photovoltaics by signing a 10-year agreement with Polenergia.

LEED Gold Certification

All of our operating properties have obtained LEED Gold certification, marking progress in sustainable building management. We were the first hotel in Poland to certify hotel operations, not only buildings.

Miljøfyrtårn certification

Haugesund Football Klub became the first club in Norway to be certified with Miljøfyrtårn, a certification awarded to businesses that meet measurable requirements for sustainable operations, including waste management and energy efficiency. The club serves as an environmental lighthouse, offsetting its carbon footprint by purchasing climate quotas and reducing emissions by 5 tons through reforestation.

Food waste & resource management

We have successfully eliminated all single-use plastics from our rooms and introduced a cleaning-on-demand option to reduce water consumption. We also continue to monitor and optimize food waste from our buffets.

Future challenges

Sustainable development remains our priority, with a strong focus on reducing our carbon footprint through more efficient building management, durable procurement practices, and the implementation of a benchmark reporting system for electricity, gas, and water consumption. PURO will continue to optimise on the work already started on utilities consumption and waste.

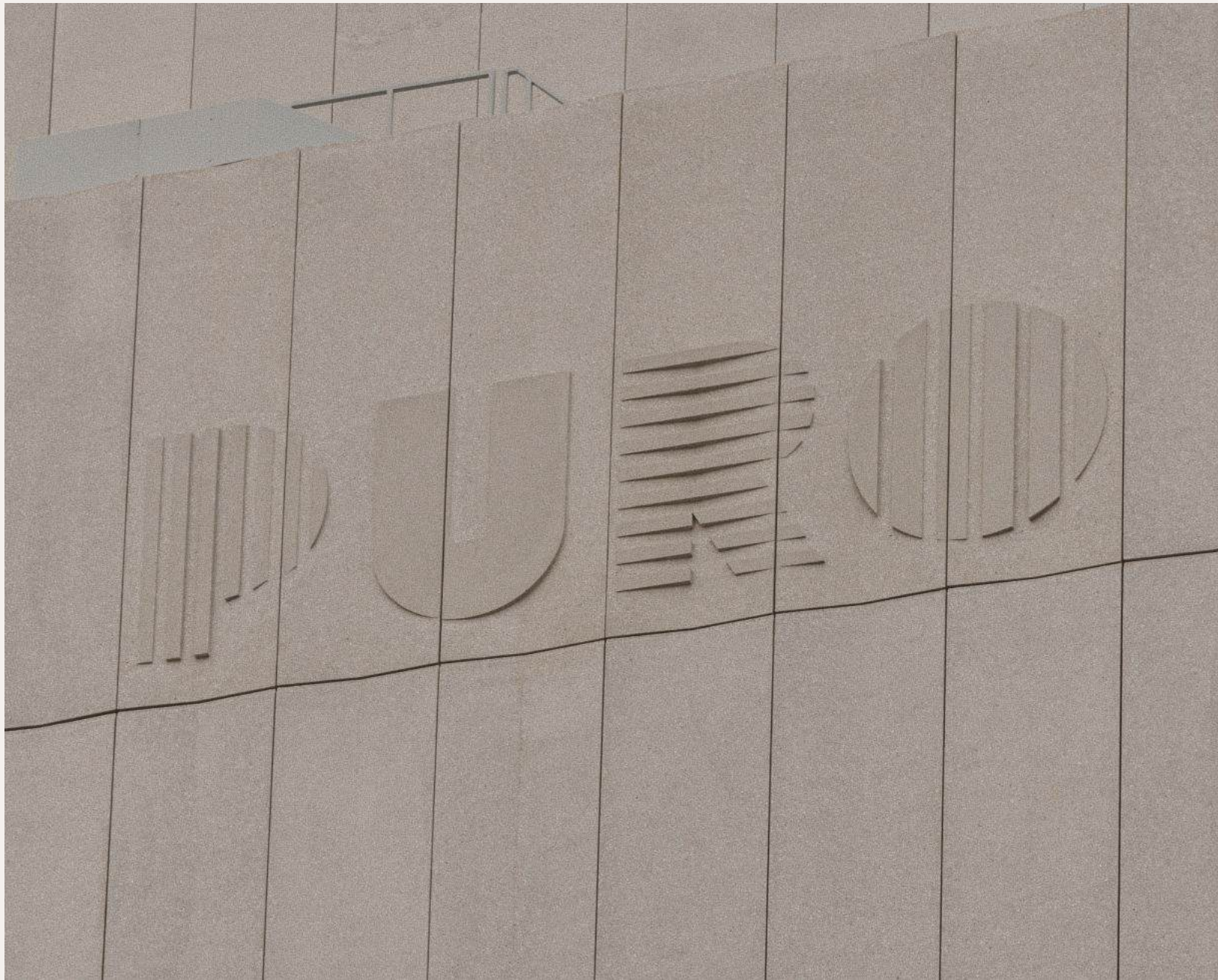
GREENHOUSE GAS EMISSIONS

ALL PURO HOTELS ARE LEED GOLD CERTIFIED

“The fact that all of our properties have obtained LEED Gold certification demonstrates the consistency of our ESG policy.”

Przemysław Wieczorek,
President of the Management Board
at PURO Hotel Development sp. z o.o.

BUILDING MANAGEMENT



Decarbonizing our operations through building management systems

From the outset, we have been committed to the highest standards of building efficiency, designing and constructing our hotels with modern energy-saving technologies. In collaboration with the sustainability consultancy JWA Sp. z o.o., we have reviewed solutions to limit energy and water consumption, as well as manage waste. These efforts have earned all of our properties LEED Gold v4.1 certification, which evaluates building standards, energy efficiency, water conservation, site and material selection, and waste minimization. Looking ahead, we aim to introduce a benchmark reporting system to improve resource management across both existing and future properties – in accordance with the LEED certification standards.



ENERGY CONSUMPTION

We are aware that energy consumption contributes to environmental degradation through increased carbon emissions and resource depletion, potentially affecting local communities' access to clean air and water. We are strongly focused on developing sustainable energy practices by deepening our reliance on renewable energy sources, which now constitute 100% of total energy consumption across all properties.

By signing a 10-year contract with Polenergia – Poland's largest private energy group, building a zero-carbon economy through renewable energy generation – we aim to minimize the environmental impact of our operations. We have also implemented a manual reporting system to compare consumption based on room occupancy and the corresponding periods in previous years.

Energy consumption performance vs. Industry Benchmark (Poland)*

While the data shows that our overall energy consumption levels have remained relatively stable, without a clear downward trend, we continue to maintain a consistently stronger position compared to the broader market.

Although we are not yet seeing a measurable year-on-year improvement, our energy efficiency per occupied room remains below the industry benchmark in Poland. This indicates that our operational baseline is solid, even as further opportunities for optimization remain.

100%
OF TOTAL ELECTRICITY
SOURCED FROM
RENEWABLES

YEAR	ENERGY CONSUMPTION PER OCCUPIED ROOM mWh
2022	53
2023	48
2024	47
2025	45
Industry benchmark	56

*Hotel Sustainability Benchmarking Index 2025: Carbon, Energy, Water, and Waste

“We optimise our carbon footprint with BMS automation systems that monitor energy, gas, and water consumption 24/7 and optimize the operation of the installations.

Air conditioning operates automatically based on presence in the room, seasonally adjusting the temperature between stays – it turns off when a window is opened. Energy efficient LED lighting with motion and door handle sensors and smart energy cards that remember settings further reduce energy consumption. The efficiency of the systems is ensured by regular servicing of grease filters, heating and cooling exchangers, and ventilation.”

Paweł Retelski

Project Director at PURO Hotel Development

WATER CONSUMPTION

Optimizing water management

The hospitality industry is one of the largest consumers of water. According to the World Sustainable Hospitality Alliance, hotels use approximately 1,500 litres of water per room per day*. At PURO, we believe access to clean water is a basic human right, and working towards smarter water usage is a priority. This effort begins during construction, where we install water-saving features such as low-flow showerheads, toilets, and tap aerators.

Water efficiency is integrated into our properties from the design stage through low-flow installations and optimised building systems.

We implement operational practices such as on-demand cleaning and guest engagement initiatives to manage water consumption within our hotels.

*Hotel Sustainability Benchmarking Index 2025: Carbon, Energy, Water, and Waste

Water consumption performance vs. Industry Benchmark (Poland)*

A similar pattern as in energy consumption can be observed in water consumption. Over the reporting period, total water usage and consumption per occupied room have not yet demonstrated a consistent reduction trend. However, despite this stability, our performance remains more efficient than the Polish industry benchmark. This suggests that our current water management practices are effective, while also highlighting potential to drive additional efficiencies in the future.

YEAR	M ³
2022	249.61
2023	270.83
2024	272.40
2025	268.50
Benchmark / occupied room	297.70

A QUIET IMPACT

- We ensure efficient water consumption to:
- Max. 6 litres per flush
 - Less than 9 litres per minute in showers
 - Less than 8 litres per minute in taps
 - Less than 3.5 litres per basket for dishwashers

CIRCULARITY & WASTE MANAGEMENT

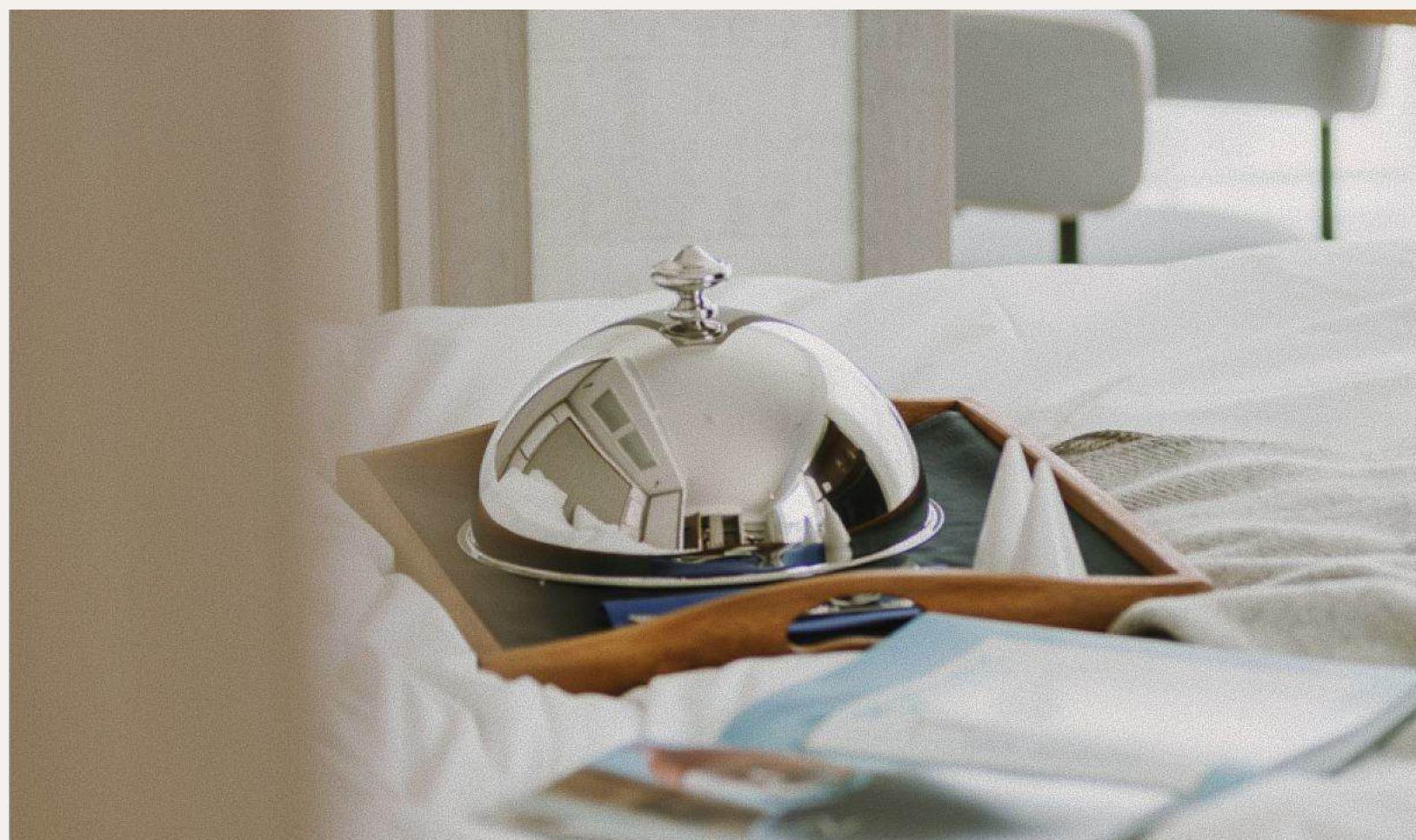
GENERAL WASTE & FOOD WASTE MANAGEMENT

100%
100% COMPLIANCE FOR
HACCP REQUIREMENTS

Sustainable waste management

Thoughtful waste management enables a sustainable shift in a world with finite resources. At PURO, we believe that efficient waste management contributes to maintaining safe and compliant environmental conditions across our operations.

We prioritize proper disposal of hazardous waste to prevent soil and water contamination and protect local ecosystems. Our operations follow HACCP (Hazard Analysis Critical Control Point) – a universal framework for food safety management and control in the food industry. We monitor food waste production monthly to identify areas for optimization, while raising awareness across the organization through training and dedicated pilot projects. The digitalization of our operations has also helped reduce paper consumption.



SUPPLIERS & SUSTAINABLE PROCUREMENT

From locality to supplier accountability

Locality is one of PURO's guiding values – approximately 80% of the products and services purchased for hotel operations are sourced from domestic suppliers. It is our way of supporting the regional economy while reducing our carbon footprint by minimizing transportation needs.

We focus on partnering with local entrepreneurs, shaping our supply chain relationships in line with our responsible procurement policy.

All our food suppliers comply with the HACCP (Hazard Analysis and Critical Control Points) framework, and we evaluate our key partners based on their environmental and social practices to ensure alignment with our long-term goals.

This approach enables us to offer the highest product quality while advancing our internal policies and contributing to a more responsible hospitality industry.



5
FROM 4 TO 5 TRUSTED
FOOD SUPPLIERS
PER HOTEL

90%
APPROX. 90%
OF OUR SUPPLIERS
ARE ECO-LABELLED

“Sustainable procurement is a key element of the PURO Supplier Policy. As part of the tendering process, our suppliers are encouraged, wherever possible, to propose products made from secondary (recycled) raw materials, as well as products certified under **FAIR TRADE, FSC, PEFC, OEKO-TEX® Standard 100**, and other certifications that demonstrate a reduced carbon footprint.

A fundamental element of each RFP is the assessment of suppliers’ environmental impact and their initiatives to reduce carbon emissions. Suppliers are encouraged to comply with PURO's Code of Conduct and environmental regulations, monitor CO₂ emissions and utility consumption, use renewable energy and sustainably sourced materials, and ensure that water disposal meets environmental standards to prevent contamination of soil, air, and groundwater.”

Mariusz Majewski
Procurement Manager at PURO Hotels

RECYCLING & PLASTIC REDUCTION

Embracing circularity

We strive to embed circular thinking into the practices of all our Teams. That is why we launched a dedicated recycling program, contributing to the reduction of landfill waste, pollution, and greenhouse gas emissions. Waste segregation across all operations is mandatory, with clear instructions readily available to our staff.

A key step on our journey toward circularity was eliminating all single-use plastics and other non-biodegradable materials from guest rooms, while also reducing their presence in daily hotel operations. The longevity of materials used in our hotels translates into durable, lifetime purchases – an investment in quality that lasts and can be repaired instead of replaced, from installations to furniture.

WE APPLY CIRCULAR PRINCIPLES SUCH AS 5RS

Reduce, Reuse, Refill, Repair, Recycle



CERTIFICATIONS & PARTNERSHIPS

“I appreciate the strong commitment of PURO Hotels to advancing the principles of ESG within the hospitality sector in Poland. As an active member of our community, PURO consistently demonstrates what responsible hospitality means in practice – not only through its strategy, but also through tangible engagement with partners, guests and the wider business ecosystem.

From hosting events for our members to actively participating in partnerships that support sustainable development at both the local and national level, we value PURO’s contribution to building the Scandinavian-Polish business community and we also recognize the engagement of PURO’s representatives in the Chamber’s Board and ESG Committee. Their perspective helps strengthen our shared ambition to promote responsible, forward-looking business practices.”

Agnieszka Zielińska
Managing Director at Scandinavian-Polish
Chamber of Commerce

THE PATH TO SUSTAINABILITY IS BUILT ON STRONG PARTNERSHIPS

Our partnerships reflect our commitment to growing the responsibility of our business. One of PURO's Team Members serves on the Board of the Scandinavian-Polish Chamber of Commerce (SPCC) and is a member of its ESG Working Committee, which aims to strengthen collaboration among Scandinavian companies in developing best ESG practices.

As a result, PURO participates in initiatives such as Green Wave, supporting events in the field of green energy in partnership with the Royal Norwegian Embassy and SPCC. We also prioritize continuous improvement by NGO such as Innowo, a leader in the circular economy, which documented our first ESG report.

For our upcoming openings in Budapest and Prague, we are applying for the EU Ecolabel Tourist Accommodation certificate, the same applies to LEED certification - it ensures that the properties implement sustainable waste management practices and actively work to reduce energy and water consumption, transport emissions, and food waste.

THE 2025 GUARANTEES OF ORIGIN

The 2025 Guarantees of Origin issued by Polenergia serve as evidence that the electricity procured for our facilities is generated exclusively from renewable sources. The certificate is renewed annually and contributes to our ambitious goals within green building rating systems.



OUR CORE – SUSTAINABILITY

À la carte mice offer

Our MICE (Meetings, Incentives, Conferences, Events) offerings are structured around a dedicated à la carte menu (rather than standard buffet), enabling precise production and food waste management. This model allows us to reduce overstock, limit last-minute orders, and decrease raw material transportation, contributing to a reduction in indirect emissions.

Promoting sustainable modes of transport

Throughout all PURO properties, we encourage our guests to opt for low-emission transportation within the city by using our complimentary bicycles. We position our hotels as fully accessible via public and sustainable transport, reducing the need for car usage.

Partnerships with artisanal food producers

We collaborate with local artisanal bakeries, such as Zmąчени in Kraków and Wytwórnia Chleba Rzemieślniczego in Warsaw, as well as craft coffee roasters and local producers of cured meats and cheeses. These partnerships support small and medium-sized enterprises while ensuring high product quality and reducing reliance on large-scale, high-emission production.

Building greener environments

Thanks to employee tree-planting activities through collaboration with Mær enn tri poeng, we strengthen engagement in climate action and promote a culture of environmental responsibility.

Utility consumption

At PURO Warszawa Stare Miasto, we implemented the TESS energy management system, enabling continuous monitoring and optimization of utility consumption as a trial, which will potentially be rolled out to other properties subject to successful outcome. In addition, we work towards refining the operation of heating equipment and limit energy supply to appliances operating in standby mode at our F&B outlets.

PEOPLE

OVERVIEW



Attention to detail defines how we design our hotels
– and how we design the employee experience.

From the very beginning, PURO has aspired to lead by example and offer a safe and healthy work environment.

Guided by our core values – **Diversity, Authenticity, Attention, Joy and Local** – we take a human-centric approach to building a responsible hospitality business. We believe our Teams shape not only Guest experiences but also the economic, environmental, and social impact of the entire company.

Through ethical and sustainable employment practices, strict compliance with labor laws, and continuous development of culture as well as Diversity, Equality & Inclusion approach, as well as awareness programs, we cultivate a culture built on transparency and wellbeing.

We strive to create environments where people feel safe to be authentic, empowered to grow, and motivated to bring joy into everyday work. At the same time, our commitment to being Local means strengthening relationships with the communities around our hotels, building partnerships that allow both individuals and neighborhoods to thrive.

PROGRESS UPDATE

Supporting gender equality

The share of women in senior positions increased to 49% (from 46% in 2023), reinforcing our commitment to balanced leadership and inclusive decision-making.

Commitment to human rights

In 2024, Human Rights requirements were formally integrated into the Procurement Policy process, ensuring that our partners and suppliers align with our ethical standards and respect for people.

Employee development

We launched the Leader Academy to strengthen leadership capabilities across our hotels and further developed the PURO Brand Ambassadors Program, empowering employees to embody our values.

Social investment

We continued supporting communities by strengthening relationships with local suppliers and promoting local art, culture and talent. We also established strategic collaboration with three partners supporting integration and helping young community partners identify their passions and enter the labor market.



FUTURE CHALLENGES



As we prepare for our first international openings in Budapest and Prague, our ambition is clear: to become a top employer in the hospitality sector across Central Europe. We see these cities not simply as new markets, but as new communities to join, and we aim to continue shaping our hospitality model by aligning business success with social value.

Our expansion is therefore not only about growth in scale, but also growth in responsibility. In both cities, we plan to build inclusive, diverse, and highly skilled local Teams, create meaningful job opportunities that contribute to regional economic development, and introduce our culture of authenticity and joy while respecting local identity. We also aim to collaborate with local artisans, artists, and suppliers, ensuring full compliance with local labor laws and ESG standards, and combining operational excellence with care for people and place.



DIVERSITY, EQUITY AND INCLUSION

TOWARDS GENDER BALANCE

At PURO, we believe that an inclusive, safe, and respectful workplace is fundamental to responsible and sustainable business performance. We foster environments where every Team Member feels valued, supported, and empowered to contribute. Our commitment to equal opportunities is formalized in our DEI Policy and embedded in our leadership standards as well as daily practices. We continuously strengthen our DEI approach through fair recruitment, transparent promotion processes, and consistent people management practices.

We actively recruit and retain talent from diverse backgrounds, ensuring equal treatment regardless of age, race, religion, sexual orientation, neurodiversity, or gender. Our remuneration structures are role-based and budgeted per position. Compensation frameworks are defined according to scope of responsibility, competencies, and market benchmarks, ensuring fairness and consistency across all locations. This structured approach reduces bias, supports long-term equity, and reinforces a culture of trust and inclusion.

AT PURO, DIVERSITY IS NOT MERELY A METRIC – IT IS A GUIDING PRINCIPLE THAT SHAPES HOW WE GROW, LEAD, AND DELIVER AUTHENTIC, JOYFUL EXPERIENCES.

As of 2025, PURO achieved a workforce composition of 57% women, with women holding 47% of senior positions and being evenly represented across all operating locations.

Compensation at PURO is determined per position, based on the scope of responsibilities and market benchmarks. This approach supports transparency and consistency while reinforcing our commitment to fair and equitable treatment. As women's representation in senior leadership continues to grow, we anticipate further strengthening of diversity across all levels, supported by regular internal reviews of hiring, promotion, and compensation practices.



TOWARDS GENDER BALANCE

COMPANY	TOTAL NUMBER OF EMPLOYEES	FEMALE	MALE	REGION (CITY OF RECRUITMENT)
PURO Hotels	84	65	19	Warszawa
PURO Hotels Development	10	4	6	Warszawa
PURO Gdańsk Stare Miasto	92	45	47	Gdańsk
PURO Kraków Kazimierz	118	64	54	Kraków
PURO Kraków Stare Miasto	64	40	27	Kraków
PURO Wrocław Stare Miasto	44	28	16	Wrocław
PURO Warszawa Centrum	96	47	49	Warszawa
PURO Łódź Centrum	74	41	33	Łódź
PURO Poznań Stare Miasto	62	32	30	Poznań
Total	664	366	281	PURO Hotels group
Total %	100%	57%	43%	PURO Hotels group

BRIDGING DIVERSITY AND LOCALITY

Our commitment to diversity extends beyond gender balance. We focus on building inclusive teams representing multiple dimensions of diversity, including sexual orientation, religion, ethnic origin, and neurodiversity.

Team Members of foreign nationalities currently represent 10% of our workforce, reflecting the international character of our hotels and the cities in which we operate. All internal workshops, development initiatives and awareness programs are accessible to 100% of our Team Members, regardless of employment status, ensuring equal access to growth and participation.

We prioritize local hiring, particularly for senior and leadership roles, strengthening local economies while supporting long-term career development. This approach combines diverse perspectives with local expertise, contributing to both individual growth and the sustainable performance of each hotel.

Nurturing diversity, equal opportunities, and inclusion is fundamental to our organizational culture.

The care we extend internally mirrors the high standards of hospitality we uphold toward our guests. In 2025, we conducted structured anti-mobbing trainings for managers across all PURO entities. Over the next two years, we plan to extend these workshops to all organizational levels, building a shared understanding of mobbing, recognizing early warning signs, and responding responsibly. We regularly conduct additional awareness initiatives covering DEI practices, prevention of human trafficking, whistleblowing mechanisms, and community engagement. All policies and procedures remain fully accessible to Team Members via our internal knowledge base.

27%

AVERAGE TURNOVER AT
PURO – COMPARED TO
39% OBSERVED IN 2023

SUPPORTING DIVERSITY

We are committed to creating an environment where every guest and every team member feels welcome, respected, and free to be themselves.

At PURO, diversity is an integral part of our everyday culture. We are committed to creating an environment where every guest and every Team Member feels welcome, respected, and free to be themselves.

As part of this commitment, we launched the PURO pride initiative, preparing Pride pins for our team members. Participants were invited to take a photo with the pin in a meaningful, characteristic location in their city, combining inclusion with local identity. All photos were shared on our internal employee engagement platform, where we created a dedicated PURO Pride gallery.

To celebrate Pride Month, we also organized a rainbow breakfast at our Warsaw headquarters, featuring themed sweets for all Team Members. Each hotel marked the occasion in its own way, reflecting local character while reinforcing our shared commitment to openness, respect, and inclusion.



HUMAN CAPITAL

EMPLOYMENT WITH AN IMPACT

At PURO, we discern many dimensions that contribute to employee wellbeing – from meaningful and equal employment opportunities, workplace safety, to personal development and training. As part of our commitment to being a Good Employer, we ensure that our employment policies comply with local Labor Codes. We also review all aspects of our work culture and policies that impact team members, acknowledging the important role our Teams play in shaping economic, environmental, and social outcomes.

Economy

We prioritize creating wealth and stability for our team members, driving economic growth through productivity, innovation, and mindful consumption.

Environment

By engaging team members in sustainable practices and green initiatives, we aim to help our Teams contribute positively to their environment.

Human rights

We are committed to providing fair wages, safe working conditions, and opportunities for personal and professional growth.

5 PILLARS OF PURO HR STRATEGY

1. Benefits

Offering salaries and benefits that enhance employee wellbeing while attracting and retaining top talent

2. Onboarding

Continuously improving onboarding processes to build competent and engaged Teams

3. Internal employer branding

Supporting communication and collaboration across all hotels and headquarters

4. Leadership

Training the next generation of leaders to foster long-lasting relationships and strengthen organizational competence & collaboration

5. Talent management

Promoting a culture of constructive, forward-looking feedback and creating opportunities for nurturing talent across PURO



EMPLOYEE WELLBEING

THRIVING WORKPLACE

Our investment and commitment to employee wellbeing is guided not only by a culture of productivity, but also by mutual thriving. We actively support key pillars of individual wellbeing that inform our initiatives in health, safety, and career advancement.

HEALTH

According to a recent study conducted by the World Economic Forum together with McKinsey Health Institute*, only 57% of the 30,000 team members surveyed worldwide reported good holistic health, including physical, mental, social, and spiritual wellbeing. At PURO, we encourage a healthy lifestyle and work-life balance, while also supporting the mental health of our Team Members through dedicated workshops, sports activities, and language training that fosters cross-cultural understanding and enables open, transparent discussions.

SAFETY

From educating team members about PURO Brand Principles and empowering our PURO Brand Ambassadors to put our values into practice, we aim to ensure a safe and stable work environment. This begins with encouraging open dialog and addressing emerging issues proactively. Through regular departmental meetings, we facilitate transparent information flow and strengthen the sense of belonging and clarity within Teams. Another important dimension of safety is minimizing risks of human rights violations or workplace bullying, which we address through dedicated workshops and policy updates.

PROFESSIONAL DEVELOPMENT

With a Team of dedicated Training Managers, we focus on developing the competences of our Team Members. In 2023, we launched our Leader Academy to build lasting relationships with current Teams and develop a new generation of future leaders within the company. We are committed to providing relevant skills training across the organization and conduct annual appraisal talks for all team members to strengthen a culture of giving and receiving feedback.

SHARED EXPERIENCE

Our headquarters create a space that strengthens the culture of exchange between the company and our team members, but most importantly – between the people themselves. From initiatives such as preparing sandwiches for those in need, to monthly breakfasts centered around sharing and tasting different breads from local bakeries, to dedicated workshops for our teams – including matcha making, breathwork, body art, or flower arrangements – we strive to promote experiences that foster a sense of belonging.

* World Economic Forum in collaboration with McKinsey Health Institute. (2025). Thriving Workplaces: How Employers Can Improve Productivity and Change Lives. https://reports.weforum.org/docs/WEF_Thriving_Workplaces_How_Employers_can_Improve_Productivity_and_Change_Lives_2025.pdf

EXPERT NOTE:

Interview with Joanna Dąbrowa, HR Director at PURO Hotels

Q: How would you describe PURO's recruitment philosophy?

At PURO, we strongly believe in one principle: hire for attitude, train for skills. Technical competencies can be developed – and we invest significantly in training – but attitude, mindset and alignment with our values are fundamental.

We recruit through our values: Diversity, Authenticity, Detail, Joy and Local. During the selection process, we assess not only candidates' experience but also whether they genuinely resonate with who we are as a brand and community. We look for individuals who are open, respectful, attentive to detail, and who naturally bring positive energy to their Teams and Guests.



Q: What does value-based recruitment mean in practice?

It means structured, fair and transparent processes. Our interviews are competency- and behavior-based, designed to evaluate how candidates act in real situations and how they embody our values in everyday work.

We ensure equal opportunities and non-discrimination at every stage. Recruitment decisions are based on clear criteria, documented evaluation and compliance with applicable Labor Codes and internal HR policies.

For us, attention to detail applies not only to hotel design, but also to the candidate experience – timely communication, respectful treatment and clear feedback are essential elements of our recruitment process.

Q: How does recruitment support PURO's growth and ESG commitments?

As we prepare for our first international openings in Budapest and Prague, recruitment is a strategic lever for sustainable growth. We are committed to building strong local Teams, cooperating with local partners and ensuring full compliance with national labor regulations.

Our goal is to create meaningful employment opportunities while transferring PURO's culture responsibly and respectfully into new markets. By selecting Team Members who share our values and investing in their development through structured onboarding and programs such as the Leader Academy, we build Teams that are not only highly skilled, but also authentic, inclusive and future-ready.

Q: What makes PURO an employer of choice?

We create workplaces where our Team Members feel safe to be themselves, empowered to grow and motivated to deliver excellence. Recruitment is the first step in a long-term relationship built on trust, transparency and shared purpose. At PURO, we do not simply hire people – we invite individuals to co-create a brand where business success and human values grow together.

OPTIMIZING PURO OFFICE SPACE



OFFICE SPACE

PURO has reorganised the office space to better fit with the current needs of the organisation, in collaboration with a workplace consultancy.

We transformed to Activity Based Workspace with hot desks, functional zones for collaboration and focus work whilst optimising the space.

This resulted in:

- hybrid working model as desired by the team
- optimised space and reduced carbon footprint as a consequence
- contribution to circular economy by reusing unused furniture from the hotels in the office space.

HEALTH AT PURO

Our initiatives focus on overall wellbeing. Through a combination of professional psychological support, leadership education, and team-driven activity programs, PURO continues to build a workplace where wellbeing is actively supported and developed, encouraging healthy habits, energizing our Teams, and promoting collaboration beyond daily operations.

In 2025, PURO launched a new initiative focused on community connection and active lifestyles. We produced a dynamic video featuring three of our “Running Heroes” – a General Manager, an Executive Chef, and one of our PURO Brand Ambassadors – who shared their personal running routes in Kraków, Warsaw, and Gdańsk. Through this initiative, both Team Members and Guests were invited to

explore the cities from a new perspective, strengthening the connection between our hotels and their local environments. To maintain momentum, PURO Teams proudly participated in the Kraków Business Run and the Warsaw Business Run, combining sport, teamwork, and social impact.

Wellbeing is embedded in our management culture and daily operations, which is why we approach mental and physical health as essential elements of responsible leadership and long-term organizational resilience. A key pillar of this approach is our collaboration with external psychologists, coaches, and wellbeing experts, who provide professional and confidential support to our Team Members and leaders.

We provide access to psychological support and wellbeing initiatives to maintain a healthy working environment.

We have expanded our Leader Academy by introducing a dedicated stress management and wellbeing module. The program equips leaders with practical tools to recognize early signs of overload, manage Team dynamics, and foster psychologically safe work environments.

In addition, we cooperate with Krawat i Muszka – a consultancy that helps us organize workshops focused on practical ways to maintain personal wellbeing, manage stress, and build healthy daily habits within a dynamic hospitality environment.

Wellbeing is also promoted through grassroots engagement. Our PURO Brand Ambassadors regularly organize internal running and cycling challenges, including friendly competitions with symbolic awards for participants and winners. These initiatives encourage physical activity, strengthen Team integration, and foster a culture of shared motivation across our hotels.

EMPLOYER BRANDING & EMPLOYEE ENGAGEMENT

At PURO, we believe that listening to our Team is a core element of responsible leadership and building a strong organizational culture. This requires a regular, transparent dialogue.

For several years, PURO has conducted a company-wide **Employee Opinion Survey (EOS)** across all hotels and our headquarters. This allows Team Members to share their feedback on key aspects such as leadership, collaboration, communication, and the overall workplace experience. It is a tool that enables HR to identify strengths, address development areas, and shape initiatives that enhance engagement, wellbeing, and organizational efficiency.

In 2025, we updated the survey framework to reflect evolving workforce expectations and generational trends in hospitality. Based on international research, the questionnaire was simplified to improve user experience and focus on the most meaningful aspects of the employee journey. The structure was also adapted to modern communication styles, leading to higher participation and more representative feedback. These insights from the EOS will support PURO's international expansion while ensuring consistency in culture and leadership across all locations.

A STRONG SENSE OF BELONGING AND CONNECTION

A significant number of our hotels reported exceptional results regarding sense of belonging and Team connection, with several locations achieving near-perfect scores.

STRONG OPERATIONAL CULTURE AND ATTENTION TO QUALITY

Several hotels demonstrated exceptional performance in quality and attention to detail, proving that operational excellence and pride in service are deeply embedded attributes across the organization.

LEADERSHIP THROUGH EXAMPLE, TRUST, AND CREDIBILITY

The survey highlighted that our managers lead by example, actively supporting their Teams through actions that are deeply rooted in PURO's core values.

KNOWLEDGE SHARING AND LEADERSHIP SUPPORT

Our Team Members emphasized that managers proactively share their expertise and provide hands-on support during operational challenges.

CULTURE OF RESPECT

The results reaffirmed that PURO maintains a culture where everyone is treated with respect, regardless of rank or position.

SPACE FOR IMPROVEMENT

The survey also helped us identify key opportunities for further growth. One recurring theme across several locations was the need to streamline communication between hotels and headquarters, as some Team Members perceive it to be less seamless than the communication within their local Teams.

EMPLOYEE BENEFITS SUPPORTING WELLBEING AND DEVELOPMENT

EMPLOYEE BENEFITS

- | | |
|--|--|
| Private medical care | Night shift allowance (extra remuneration) |
| Co-financing for life insurance | Professional training and development programs |
| Co-financing for language courses | Mentoring and support for those in managerial positions |
| Co-financing for the MultiSport Plus card | Exclusive employee discounts on hotel stays, restaurants, and Spas |
| Complimentary meals in the staff canteen for hotel teams | Employee referral program |
| Flexible work scheduling with the option to submit individual requests | PURO Brand Ambassadors program (extra remuneration) |



TESTIMONIALS OF TEAM MEMBERS

“At PURO Łódź, we maintain an ongoing partnership with the Special Educational and Upbringing Center in Łowicz. Twice a year, we welcome groups of children as part of a career exploration program. During these visits, children tour the hotel and learn about careers in hospitality, which helps foster social and emotional development. Each visit at PURO concludes with a film screening and lunch.”

Patrycja Rojkowska
PURO Łódź Centrum

“During the Christmas season, we organize a charity initiative open to all Team Members. We focus on supporting local organizations and people in need. Over the years, we have donated collected funds to the “Ochronka Jurek” family children’s home in Poznań, the homelessness support center, animal shelters, and individual beneficiaries. Each year, the initiative receives enthusiastic participation from our employees and their families.”

Agnieszka Bazydło
PURO Poznań Stare Miasto

“Every year on Earth Day, our Team gathers at PURO Wrocław Stare Miasto to clean our neighborhood, including green spaces and areas surrounding the hotel. This small tradition, cultivated over the years, allows us to care for the spaces where we live and work. It directly reflects PURO’s values of locality and care.”

Agata Diduła
PURO Wrocław Stare Miasto

“Over the past two years, we have teamed up with “Takniewiele”, a charity supporting residents of help centers. Our employees assisted selected individuals by donating specific gifts or items requested by the beneficiaries, giving our support a direct and personal character. The initiative not only provided meaningful help to those in need but also strengthened our Team spirit and reinforced the sense of empathy and responsibility that shapes our work culture.”

Łukasz Zaprzelski
PURO Kraków Stare Miasto

“We were proud to participate in the “Każdy może pomóc – Gdańska Akcja Świątecznej Pomocy Seniorom 2023” initiative, organized by the Municipal Family Support Center in Gdańsk. Nearly every Team Member contributed by assembling a parcel for a senior, and we also organized a fundraising campaign. The initiative strengthened our sense of integrity, personal agency, community, and social awareness, demonstrating that small acts of help can create real value.”

Patrycja Maćko
PURO Gdańsk Stare Miasto

“For the past two years, we have organized sports events and challenges dedicated to our Team Members. Our goal has been to energize the Team and promote healthy and environmentally friendly habits, such as commuting to work by bicycle or using public transportation. At its peak, the initiative engaged nearly 50 participants, with additional motivation driven by tracking points earned and kilometers covered to break our records.”

Julia Kudlik
PURO Kraków Kazimierz

“We headed to the Poniałówka beach in Warsaw for our self-initiated project – “Sprzątanie Świata”. Guided by our commitment to environmental care, our entire team – General Manager included – joined forces to restore this local landmark. Leaving the beach better than we found it wasn’t just about the environment; it was a moment of connection and shared purpose. It’s these kinds of initiatives that embody PURO’s values: authenticity, joy, and a deep-rooted attention to detail.”

Artem Serdiuk
PURO Warszawa Centrum



COMMUNITY & SOCIAL IMPACT

COMMUNITY

Supporting future talent

We believe in the power of unlocking human potential. In line with our commitment to engage with local communities, one of our ambitions is to support future talent by creating employment opportunities and enabling young people to launch their careers. We partner with educational institutions to provide internships and apprenticeships for students seeking hands-on experience in the hospitality industry.

Another example of this is our five-year partnership with Digital University – a mentoring program supporting young women from challenging socioeconomic backgrounds through workshops, mentoring sessions, career counseling, expert meetings, and IT classes. We contributed as mentors and provided accommodation and venues for the program's events. Following the completion of the initiative, one of the participants joined our team as a team member.

13%

OF PURO WORKFORCE IS UNDER 25 YEARS OLD

Girl power

Jenteløftet is a free-of-charge initiative that invites girls in the local community to participate in football training sessions led by female players from Haugesund Football Klub. The program is open to all girls aged 6–15, regardless of skill level, and aims to provide fun, engaging, and high-quality training experiences. Through this program, we aim to inspire and engage young players while strengthening our connection with local communities.

Empowering young people

Youth@Work (Ung Jobb) is an initiative supporting young people aged 18–30 who face barriers to education or employment. In partnership with Haugesund Football Club and local youth organisations, PURO co-delivers the programme, focusing on practical work experience, mentoring, and preparation for entry into the labour market. The programme is designed to improve employability and support social inclusion through structured, small-group participation, enabling close individual follow-up. To date, 250 participants have completed the programme, with 65% transitioning into permanent employment or further education.

Investing in the local

Being anchored in the city and local communities is at the heart of PURO's philosophy and defines our approach to modern hospitality. We are dedicated to supporting local businesses, entrepreneurship, and arts and culture, creating value within the communities where we operate. From sourcing locally for our gastronomy concepts to initiating cultural events that highlight local identities, our primary goal is to build meaningful relationships with the people who shape their neighborhoods.

PURO Experience

Our flagship program demonstrates our commitment to locality, allowing Guests to explore the city through a local lens. Each of our operating locations offers unique attractions that connect travelers with local communities. From guided tours and complimentary tickets to landmark museums and cultural institutions, to special events such as jazz concerts and seasonal markets featuring native brands, PURO highlights the identity of each place and the creativity and talent of neighboring communities.

LOCAL IN EVERY WAY

Our partnerships and initiatives reflect our commitment to the many facets of local life, engaging a wide range of stakeholders – from our Guests and creative communities to local residents and businesses.



Break My Art

A program of theme-based meetings bringing together curators, art theorists, and artists to discuss the most interesting phenomena in the art world. To date, events have been held in our hotels in Warsaw, Kraków, Łódź, and Gdańsk, providing an opportunity for Guests and local residents to explore local art scenes and grassroots initiatives.

Traveling Plates

Last year, we partnered with acclaimed chef Mateusz Ulman for a series of curated breakfast and dinner menus in Łódź, Kraków, and Warsaw. Each menu was inspired by the spirit of its location and our gastronomy concepts. The pop-up events were open to both Guests and locals, bringing them together at a shared table.

Supporting local business

Our events foster local partnerships and community engagement, including free yoga classes at PURO Wrocław Stare Miasto with Joga Kolektyw, cocktail masterclasses with local distilleries such as Tesselis at Gdańsk's INK Above, and culinary pop-ups at Poznań's Nifty co-hosted with Michelin-recognized restaurant SPOT.

PURO X Polish Jazz

Last year, we partnered with the iconic Polish Jazz record label – renowned for releasing albums by artists such as Krzysztof Komeda and Michał Urbaniak – to celebrate its 60th anniversary. Together, we organized a series of jazz listening events across six PURO locations, connecting local history, culture, and community with travelers.

Nurturing long-lasting partnerships

Promoting entrepreneurship and high-quality collaboration lies at the heart of PURO's philosophy. In recent years, we have deepened our relationships with long-term business partners, such as our toiletries provider, Alba1913, and further expanded our art and culture partnerships.

These include limited-edition products created in collaboration with Maria Jeglińska-Adamczewska and GamFratesi, as well as partnerships with festivals such as Unsound or Warsaw Gallery Weekend.

PARTNER TESTIMONIAL

COMMUNITY

“Some partnerships are built around shared energy and values, where the mission becomes a melody that simply needs complementing vocals. We embarked on such a journey together with PURO in the spring of 2025 through a number of initiatives, starting with financial support for a sports event for our mentees from all over Warsaw, which allowed us to purchase T-shirts for all tournament participants. Two PURO team members also took part in the event on the day.

Another initiative included financial donations for our youth empowerment activities; the funds we received allowed us to acquire a fully equipped food truck where our beneficiaries gained practical business experience. The third project took place in October 2025, when PURO invited our mentees to Łódź. Thanks to the chain’s hospitality and care, they experienced something exceptional. The Orientarium, an unforgettable adventure in cinematic Łódź during a city scavenger hunt, and the Muzeum Sztuki at the Manufaktura complex – all these moments painted a picture that culminated in a film prepared by the participants. We are truly appreciative to have had the opportunity to offer them such an adventure, and we are happy to work with a partner who sees further and beyond.”

Aleksandra Smolińska
CEO of Stowarzyszenie Serduszko dla Dzieci





Stowarzyszenie Serduszko dla Dzieci

This football match is part of an initiative organized with the "Serduszko dla Dzieci" Association, aimed at supporting children through sport and community engagement. The event promotes inclusion, positive energy, and shared experiences that bring people together for a meaningful cause.

SMALL ACTS THAT MAKE A DIFFERENCE

Our pursuit of positively impacting the communities in which we operate reflects our sense of social responsibility and civic duty. Each of our hotels has a dedicated Team addressing a range of social issues, strengthening both the team members' purpose and their relationships with local communities. Our initiatives express our corporate values, such as authenticity and locality, while also highlighting the agency and enthusiasm of our Team Members. They embody our shared belief in hospitality that extends beyond our hotels to the people and communities around us.

PURO Silver Partner with *Mær en Tri Poeng* – reducing impact with 5 CO² tonnes

We are proud to declare that PURO Hotels is Silver Partner with the "Mær en Tri Poeng" alliance, and has contributed with a substantial project for this partnership in addition to heavy engagement for the participants in the programme.

YOUTH@WORK – *Ung Jobb*

The foundation operates in Norway, where it works with young people on the margins of society, offering guidance on education and employment opportunities. Supporting young people to enter the labor market in cooperation with Haugesund Football Club and local associations for youth aged 18-30 years and struggle to be active participants in school or work. The action is preparing the youth to enter the labor market through work experience and individual mentoring.

The Street Team – *Gatelaget*

The initiative also includes a dedicated program for individuals recovering from drug addiction, designed to support long-term sobriety through sport and community. At its core is a football team that trains twice a week, helping participants improve their physical condition while becoming part of a supportive, caring environment that fosters both personal and social growth.

Beyond the team experience, every player receives individual support and guidance, giving them the opportunity to develop not only as footballers, but also as individuals building a healthier, more stable future.



Partnership with Serduszko dla Dzieci

Last year, we launched a collaboration with the Warsaw-based association Serduszko dla Dzieci – an organization operating since 1995 that supports children and young people from Praga Północ by helping them nurture their passions and build stronger foundations for the future. They work with the social welfare system, including schools, to help families keep their children at home and prevent unnecessary removals. At PURO, our aim is to give these families a fishing rod, not the fish, in order to create a lasting impact. In June 2025, we proudly sponsored their annual football tournament by providing player kits, awards, and on-site volunteer support. We also funded a study tour to Łódź, inviting 10 participants to develop a project focused on the city. In 2026, we plan to host dedicated culinary workshops at one of our Warsaw hotels.

Supporting Fundacja Ocalenie

As part of our ongoing commitments, we also work with Fundacja Ocalenie – an organization that supports people with migration experience, including refugees, in building safe and fulfilling lives in Poland.

As PURO, we sponsored two trimesters of Polish language classes organized for refugees – an initiative aligned with our commitment to supporting integration by helping individuals overcome language barriers.

Daj Herbatę

“We would like to thank PURO Hotels for the financial support, which enables us to continue our work. We especially value the commitment of the employees – their time, attention, and heart put into preparing and handing out sandwiches to our beneficiaries. Every sandwich is more than just a meal; it carries a substantial message that you are not alone. It is this personal engagement that gives people experiencing homelessness a sense that someone cares and that they matter. At a time when raising funds is increasingly difficult and many choose to turn a blind eye to homelessness, such solidarity and compassion are of exceptional importance to us.”

Patrycja Drożyńska
Volunteer Engagement Coordinator
at Daj Herbatę

EXPERT NOTE:

Interview Siren Knudsen, PURO Head of Digital Transformation, Technology and ESG

Q: What is the core of PURO's ESG strategy?

PURO's ESG strategy focuses on three priority areas where we can create the greatest impact: the environmental performance of our buildings, responsible local integration in each market, and strong governance across a growing international structure.

Environmentally, we prioritise reducing the operational footprint of our assets through renewable energy sourcing, building certifications, and more efficient building management systems. Our approach focuses on improving performance of existing and new assets, rather than investing in offset-based solutions.

Socially, we focus on being a responsible local operator by strengthening local employment, partnerships, and community engagement in each city, rather than centralised, global programmes.

From a governance perspective, we prioritise consistency and transparency across all locations, ensuring that expansion into new markets follows the same standards, controls, and reporting frameworks as our core operations.

Q: What are the most significant milestones achieved in the past 3 years?

Over the past three years, PURO has moved from establishing ESG foundations to scaling selected initiatives across the organisation.

We began by building the foundation of our environmental approach, including securing renewable energy supply through our partnership with Polenergia and progressing building certifications to LEED standards. This has enabled us to systematically improve the environmental performance of our assets.

In parallel, we have strengthened our social impact through local partnerships, including Serduszko dla Dzieci, focusing on initiatives that are closely connected to the communities in which we operate.

More recently, our focus has shifted towards integration and consistency – ensuring that ESG principles, reporting standards, and governance practices are applied across all locations and new market entries. This includes aligning our reporting with GRI standards and establishing consistent practices across Poland, Norway, Hungary, and the Czech Republic.

Overall, the key achievement has been the transition from individual initiatives to a more structured and scalable approach to ESG across the organisation.

Q: Looking ahead, how will PURO's upcoming international openings shape your ESG initiatives?

PURO's international expansion is a key driver in how our ESG approach is evolving, particularly in terms of standardisation and scalability.

As we enter new markets, the main focus is ensuring that core ESG principles — including energy sourcing, building standards, and governance practices — are embedded from the outset in each new property. This allows us to maintain consistency in areas such as building certification, renewable energy use, and reporting standards across all locations.

At the same time, expansion requires a more structured approach to governance and data, particularly in ensuring that ESG performance is measured and reported consistently across countries. Aligning new markets such as Hungary and the Czech Republic with our existing frameworks is therefore a key priority.

While environmental and governance standards are standardised, our social approach remains locally driven, with initiatives and partnerships tailored to the specific context of each city.

Overall, the focus going forward is on scaling ESG consistently across markets while maintaining the flexibility to liaise with local communities

A woman with long brown hair, wearing a white sleeveless dress and a tan shoulder bag, stands in a gallery, looking at a large abstract painting on a white wall. The painting features dark, muted tones with some lighter, textured areas. The floor is made of light-colored wood in a herringbone pattern. The text "CASE STUDY: PURO ART COLLECTION" is overlaid in white, sans-serif font across the center of the image.

CASE STUDY: PURO ART COLLECTION

PURO ART COLLECTION

Every PURO location creates a direct connection with the local art scene.



Our curation is guided by the city's cultural and artistic currents, and our collection is developed to showcase artists and works that are representative of each place. PURO's collecting philosophy combines engagement with the art market through acquisitions from both emerging local artists and more established names. Our collection began in 2016 and was celebrated in 2025 with the publication of an artbook highlighting its most notable works.

At PURO Warszawa Stare Miasto – opened in 2025 – art pieces by Karolina Bielawska, Mikołaj Moskal, Nicolas Grospierre, and Paulina Wesołowska reference the proximity of the Warsaw Grand Theatre and the Polish National Opera.

The dialogue between each hotel and its city continues through art, most notably via partnerships with local art institutions. In many of our locations, guests can collect complementary tickets to renowned institutions such as the Museum of Modern Art in Warsaw, Zachęta National Gallery of Art in Warsaw, MOCAR Museum of Contemporary Art in Kraków, Krupa Art Foundation in Wrocław, and the Museum of Art in Łódź.

Relationships with local galleries and artists are further strengthened through curated tours, as part of PURO Art Walks. In 2025, we invited guests and local residents to discover Poznań, Warsaw, and Wrocław through institutions such as Gunia Nowik Gallery, Galeria Le Guern, Wschód, Krupa Art Foundation, and the studios of local artists including Miłosz Flis, Iza Opiełka, Aleksandra Liput, and Natalia Karczewska.

Czytelnik (Reader), olej na płótnie, 2023

“Reader” is one of Polaczek’s 2023–2024 works exploring the motif of books and reading figures, where his signature manipulation of scale transforms an everyday scene into a surreal, textured composition with a monochromatic palette punctuated by vivid eyes – this artwork is displayed in the lobby of PURO Warszawa Stare Miasto as an integral part of the guest experience.





“Since 2016, PURO Art Collection has been consistently developed, focusing on contemporary artistic forms that reflect the richness of Poland’s creative scene. The collection mirrors local contexts, builds engaging narratives, and reveals hidden meanings.

Each new PURO hotel provides an opportunity to realize these ideas in diverse ways, offering space and a pretext for discovering new stories.”

Weronika Jakubowska
PURO Art Collection Coordinator

GOVERNANCE

OVERVIEW

Designed to meet both local and global benchmarks for responsible and ethical business practices, our governance is anchored in our core value – authenticity. Together with transparency and integrity, these are our non-negotiables, which we consider fundamental for building trust and long-term value.

We hold ourselves, our team members, and our partners to the highest standards, ensuring accountability across all levels. We are committed to actively engaging with all stakeholders, aligning our actions with the priorities set by the Owners. Our governance practices are continuously monitored and reassessed to support our ESG commitments.



PROGRESS UPDATE

Establishing new policies

In recent years, we have established compliance policies covering key areas, including Human Rights & Anti-Human Trafficking, Whistleblowing (reporting breaches in the PURO Group), DEI, Information Security, and Standards for the Protection of Minors.

Future challenges

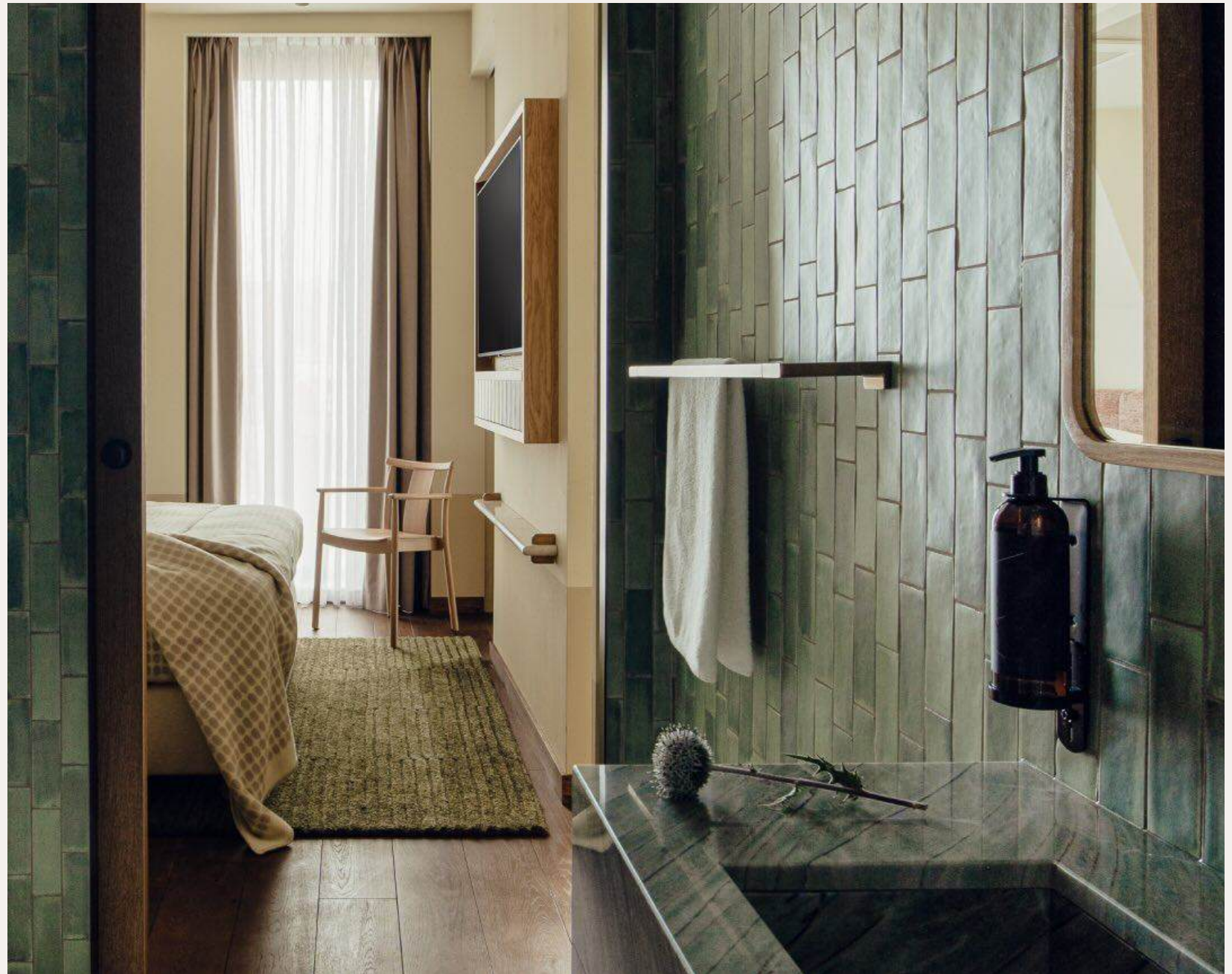
A key challenge for our governance is ensuring that all of our partners abide by PURO's Code of Conduct. We will continue to monitor this aspect, alongside deepening the integration of Human Rights into our day-to-day operations.

Diligent training

We arrange awareness campaigns on important policies including anti-mobbing, the Standards for the Protection of Minors, as well as Human Rights and DEI policy as well as information security policy equipping our Teams with practical knowledge to apply these standards across our hotels.

Supply chain management

In 2023 we introduced our Code of Conduct, a mandatory condition for cooperation, for all our vendors. Additionally, based on the provisions of the concluded contracts, we conduct audits of hotel housekeeping and cleaning service suppliers to verify compliance with legal employment regulations.



OWNERSHIP STRUCTURE & OVERSIGHT

Compliance remains one of our top priorities to fulfill our ESG commitments. We maintain a clear ownership structure to ensure diligent oversight.



PURO Supervisory Board is the highest governing body within the organization, comprising five non-executive members. They are responsible for decision-making and oversight of the organization's economic, social, and environmental impact, overseen by the CEO. The two entities collaborate and maintain an ongoing dialog to approve, update, and develop the organization's objectives, including its purpose, values, mission statement, strategies, and policies. Any potential conflicts between the CEO and the Supervisory Board are regulated by the shareholder agreement.

ESG coordination is delegated to an ESG representative (Board Member and Head of Digital Transformation) and this role coordinates all effort with other business owners in the organisation in a distributed ownership model.

All of our operations comply with domestic and international law and are subject to audits to ensure consistency and credibility, which lies at the core of PURO's ethical culture.

PURO reports with reference to the GRI framework annually since 2022.

BUSINESS ETHICS

OUR POLICIES

Authenticity fueling our ethics

Our policies stem from the value of authenticity that defines our mission, translating into genuine and responsible acts across all levels of our operations. Hence, we consider it crucial to uphold our policies affecting our stakeholders to the highest standard. We are dedicated to following the United Nations (UN) Guiding Principles on Business and Human Rights, extending this commitment to all Team Members, the Management Board, as well as any other stakeholders,.

THE CODE OF CONDUCT

The Code of Conduct sets the standards for our operations as well as those of our stakeholders, including:

- Compliance with laws and trade rules
- Ethical business conduct and ban on corrupt practices
- Commitment to Human Rights protection
- Prohibition of child labor and human trafficking
- Commitment to environmental protection
- Compliance with copyright, industrial property rights, and confidentiality requirements
- Guidelines for monitoring and reporting violations



POLICIES, STANDARDS AND SAFEGUARDS

Internal knowledge base

Internal knowledge base for employees offering materials on transparency and equity, including Anti-mobbing policy and Information Security policy. It was created to ensure that all Team Members have access to comprehensive information about the company's policies and standards, and that they feel psychologically safe and fairly treated.

Anti-corruption policy

Embedded into our Code of Conduct, this policy defines our zero-tolerance approach to corruption, which poses a significant risk in the construction industry.

Modern slavery and anti-human trafficking policy

PURO maintains a zero-tolerance approach to modern slavery, and human trafficking across its operations and supply chain.

This commitment is embedded in the Code of Conduct and reflected in supplier standards and internal policies. PURO seek to identify and mitigate risks related to labour practices, particularly in outsourced services and third-party relationships. Measures include supplier due diligence, contractual requirements, and internal reporting mechanisms, including whistleblowing channels.

Whistleblower protection

Rules and mechanisms for reporting irregularities and potential unlawful acts or omissions that breach local or international law, while ensuring a safe environment and protection for whistleblowers, including the option to report violations anonymously.

Standards for the protection of minors

Procedures and guidelines for safeguarding minors across all of our hotels.



HUMAN RIGHTS COMPLIANCE

Strategies for protecting Human Rights

Integrating Human Rights considerations into our day-to-day operations is key, and we follow specific strategies to ensure our efforts are comprehensive. By doing so, we aim to mitigate risks and contribute positively to the local communities by promoting a culture of respect.



5 PILLARS OF PURO HUMAN RIGHTS PROTECTION STRATEGY

1. Policy development

Establishing clear Human Rights policies aligned with international standards

2. Building awareness

Providing employee training and communicating organizational standards

3. Stakeholder engagement

Engaging stakeholders, including employees, local communities and NGOs, to incorporate their feedback into business practices

4. Grievance mechanisms

Implementing safe grievance mechanisms that encourage employees and stakeholders to report Human Rights abuses

5. Due diligence

Monitoring performance in this area with transparency

SUPPLY CHAIN MANAGEMENT

Responsible procurement

At PURO, we hold all stakeholders to uniform standards and we believe that together with our diverse network of business partners and suppliers, we can promote Human Rights protection and sustainability improvements.

In 2023, we introduced our Code of Conduct – a mandatory condition for cooperation. Additionally, based on the provisions of the concluded contracts, we conduct audits of hotel housekeeping and cleaning service suppliers to verify compliance with legal employment regulations.

Another of our ongoing initiatives is prioritizing purchases from sustainable suppliers while streamlining procurement processes to optimize the frequency of deliveries, reduce carbon footprint, and embed environmentally friendly practices across the value chain.

Our gastronomy operations follow the HACCP (Hazard Analysis Critical Control Point) framework for food safety management, and we continue to deepen our relationships with local suppliers – ranging from food and flowers to dry cleaning – to ensure efficient logistics. Currently, 80% of the products and services purchased for hotel operations are sourced from Polish suppliers.

REQUIREMENTS TOWARDS OUR SUPPLIERS

Transparency and clarity in the supplier selection process

Application of standardized evaluation criteria to all suppliers

Communication with suppliers

Payment processes

Categorization of suppliers by the criticality of their business

Ordering processes

Risk management

Contracting procedures



PARTNERSHIPS FOR POSITIVE SYNERGY

PARTNERING FOR POSITIVE CHANGE

PARTNERSHIPS

Creating a more responsible hospitality industry is a collective effort. At PURO, we value close cooperation that allow us to advance our mission together with trusted and experienced partners to achieve synergies. In recent years, we collaborated with NGOs such as Innowo, SPCC, SEXEDPL and the Royal Norwegian Embassy, developing our agenda for positive social impact.

As part of our partnership with SEXEDPL – one of Poland's leading non-governmental organizations promoting sexual education – we conducted a number of initiatives aligned with the foundation's ethos. In 2024, two SEXEDPL experts spoke on DEI principles during the PURO Summit.

Our HR Director, Joanna Dąbrowa, was also a featured speaker at the "SEXEDPL 100" event – the premiere of the organization's list of 100 activists supporting sexual education in Poland. Additionally, to coincide with the amendments to the legislation for the Protection of Minors Against Violence (the "Lex Kamilek" act), SEXEDPL helped us organize online workshops for our employees.

THE FUTURE

THE JOURNEY CONTINUES

From the moment we published our first ESG report, we recognized that this milestone marks not an endpoint, but the beginning of a long-term journey. We are confident that adhering to our core values will keep us on track – driving greater accountability and positive impact through environmental action, social responsibility, and thoughtful governance.

We will continue to monitor, identify, and manage social and environmental risks that are critical to PURO’s long-term business success, stability, and growth. Looking ahead, we are dedicated to addressing the following challenges and goals:

NEXT STEPS

Committing to sustainable architectural practices, seamlessly integrating our hotels into the environment and urban landscapes

Optimizing water and energy consumption while developing more effective monitoring tools

Optimizing waste management practices

Continuous improvement in collecting complete and reliable data from all organizational units to integrate ESG processes into daily management and strategy, while strengthening our understanding and application of international reporting standards

Monitoring and updating internal processes to comply with evolving regulations and legal requirements

Advancing our commitment to diversity by building greater awareness and fostering the culture of tolerance & acceptance

Establishing strong ties with the local communities in the cities where we operate

Supporting the arts by providing a platform to promote local artists and creatives

Developing relationships with our long-term partners who support vulnerable groups to get better integrated into society

APPENDIX

METHODOLOGY

1. Scope and Reporting Boundary

This report covers the Environmental, Social, and Governance (ESG) activities and performance of PURO Hotels Group, including:

- PURO Hotell Holding AS
- PURO Hotels sp. z o.o.
- PURO Hotel Development sp. z o.o.
- All operating hotel entities and PURO-owned investment companies

The report reflects activities across all markets in which PURO operates during the reporting period 2023–2025.

The organisational boundary follows a financial control approach, where all entities under PURO Group management are included.

2. Reporting Framework

The report has been prepared with reference to:

- Global Reporting Initiative (GRI) Standards
- Internal PURO ESG strategy and policies

The objective is to ensure:

- Transparency towards stakeholders
- Alignment with recognised international ESG reporting practices
- Progressive readiness for future regulatory requirements (including EU sustainability reporting frameworks)

The report represents a “with reference to GRI” approach rather than full “in accordance” reporting.

3. ESG Topic Selection (Materiality Approach)

The ESG topics included in this report are based on:

- PURO’s strategic ESG priorities
- Operational areas with the highest impact (buildings, energy, people, governance)
- Stakeholder input
- Industry standards within hospitality

The report focuses on topics where PURO:

- Has operational control
- Can demonstrate measurable progress or implemented initiatives

A formal quantitative materiality assessment has not yet been applied; this will be developed in future reporting cycles.

4. Data Collection and Sources

Data presented in this report is derived from:

Operational systems and internal reporting:

- Energy and utilities consumption (hotel operations, building management systems)
- HR and workforce data (HR systems and internal reporting)

5. Data Quality and Limitations

PURO is in the process of strengthening ESG data structures.

PURO is actively working to:

- Introduce more automated measurement systems
- Strengthen reporting governance and controls

Where precise data is not available, the report prioritises:

- Transparency
- Directional indicators
- Documented initiatives and progress

6. Measurement Principles

Where applicable, the following principles are applied:

Environmental data:

- Consumption-based reporting (energy, water)
- Building-level data aggregated to Group level
- Use of certified external documentation (e.g. renewable energy guarantees)

Social data:

- Headcount and workforce composition based on HR records at 31/12/2025
- Diversity and employee metrics based on internal systems
- Programme participation based on tracked initiatives

Governance data:

- Based on formally adopted policies and implemented procedures
- Includes supplier requirements and internal compliance frameworks

7. Estimation and Assumptions

In cases where direct measurement is not available:

Data may be estimated based on:

- Historical consumption patterns
- Operational assumptions
- Available supplier or partner data

No Scope 3 or full value-chain quantification is currently presented in a structured or complete form.

8. Comparability and Consistency

- The reporting period is 2023–2025
- Future reports will aim to improve Year-on-year comparability

9. Governance and Approval

ESG policies and reporting are reviewed at Management level.

The report has been:

- Presented to the Supervisory Board
- Approved by the CEO of PURO Hotell Holding AS

Responsibility for ESG implementation is distributed across:

- HR
- Procurement
- Facility Management
- Governance functions

10. Future Methodology Development

PURO recognises that ESG reporting is an evolving process.

Planned improvements include:

- Formal materiality assessment aligned with GRI
- Expanded KPI framework with defined targets
- Improved ESG data governance and system integration
- Standardisation of automated reporting across all markets
- Gradual alignment with EU sustainability reporting standards (ESRS)

This methodology reflects PURO’s current stage of ESG maturity, with a clear focus on continuous improvement, increased data quality, and alignment with international reporting standards.

CONTACT

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