



CODE OF CONDUCT

Dear guests and business partners, dear employees of BWH Hotels in Central Europe!

Our world and the people who live in it are a valuable asset. It must be protected and treated with respect and dignity. Individuals, companies, governments, organizations – everyone has their own responsibility. It is up to all of us to preserve our planet and to live together peacefully with all peoples and nations.

Environmental, Social and Governance (ESG) are three important areas into which measures and behaviors relating to sustainability, environmental and social issues are divided. At BWH Hotels, we call this framework Earth, People and Community (EPC), as we believe these terms describe the environment in which we operate as a hotel more clearly. This Code of Conduct is an essential component of our actions. It describes our fundamental understanding of how we treat the resources of our planet (“Earth”), how we behave towards our fellow human beings (“People”) and how we understand our role as a company in society (“Community”).

All BWH hotels in the Central Europe region and their employees have agreed on 19 criteria that form the basis for our actions. They are based on the UN’s 17 Sustainable Development Goals and are formulated for our business activities as hotels. We are proud that we are committed to a comprehensive code of conduct both as a community and as an individual company.

Our Code of Conduct is therefore also a promise to all people and organizations that come into contact with us. Whether you meet us as a guest, a business partner or an employee – we want you to be able to rely on our conscious, respectful and dignified treatment of our earth, nature, its living creatures and, of course, all the people who live on it.

A warm welcome!



Carmen Dücker und Marcus Smola

Chief Executive Officers BWH Hotels Central Europe GmbH

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BWH Hotels

BWH Hotels is a leading, global hospitality enterprise headquartered in Phoenix/Arizona and the parent company for the three worldwide brand families WorldHotels™, Best Western® Hotels & Resorts and SureStay Hotels®. The global enterprise boasts approximately 4,300 hotels in over 100 countries and territories worldwide*. With 19 brands across every chain scale segment, from economy to luxury, BWH Hotels suits the needs of guests around the world.

BWH Hotels Central Europe GmbH based in Eschborn, supports a total of around 230 hotels* in ten countries, including Germany, Croatia, Liechtenstein, Luxembourg, Austria, Slovakia, Slovenia, Switzerland, the Czech Republic and Hungary. In addition to the German headquarters in Eschborn, there is a regional country office in Vienna, Austria.

Overall, the BWH Hotels brand family includes both full brands and collections for all categories worldwide. BWH Hotels offers a total of 19 hotel brands that meet the requirements and needs of our guests all over the world. The Best Western brand hotels include Best Western, Best Western Plus, Best Western Premier, @Home by Best Western, Executive Residency by Best Western, Vīb, GLō, Aiden, Sadie, BW Premier Collection and BW Signature Collection. BWH Hotels also offers the four WorldHotels Collections with WorldHotels Luxury, WorldHotels Elite, WorldHotels Crafted and WorldHotels Distinctive. The Sure Hotel, Sure Hotel Plus, Sure Hotel Collection and Sure Hotel Studio franchise brands from the SureStay Hotel Group brand family also complement the portfolio.**

As a brand partner for hotels, BWH Hotels aims to increase the economic success and competitiveness of its partner hotels. With more than 58 million members, BWH Hotels also runs one of the largest customer loyalty programs in the travel industry: Best Western Rewards and WorldHotels Rewards.

All of the group's conference, city and vacation hotels guarantee uniform quality standards worldwide while retaining their individual style and independence. The aim of all employees is to make the stay in one of the BWH hotels as pleasant as possible and thus contribute to an unforgettable travel experience.

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* Numbers are approximate, may fluctuate, and include hotels currently in the development pipeline.

** All Best Western, Sure Hotel and WorldHotels branded hotels are independently owned and operated. Outside Europe, the Sure Hotel brand is called SureStay.





1 Equal treatment

In our actions, recommendations, promotions, professional development, evaluations and our fundamental attitude, we do not discriminate on the basis of race, origin, religion, ideology, sexual identity, gender, age or people with disabilities.

Our corporate culture is opposed to any kind of harassment or discrimination in the workplace.



2 Neutrality

Our employees use their judgment responsibly and prudently and are guided in their actions by honesty, transparency, appreciation, respect, professionalism, reliability, fairness and integrity. They neither abuse their position in order to gain personal advantages, even to the detriment of the company, nor do they tolerate or encourage behavior that is not in line with our Code of Conduct.



3 Transparency

Our daily actions and our entire administration are transparent, truthful and therefore comprehensible. We fulfill our legal accounting obligations at all times.



4 Health and safety

The physical and mental well-being and safety of our employees and the customers and partners for whom we work and who may be affected by our activities are at the heart of our understanding of care and precaution in this area. We provide a healthy working environment and take occupational health and safety into account.



5 Acting fairly

We generally observe the rules of fair competition and respect all market participants. The principle of "partner fairness" applies, according to which we treat all partners fairly. We refrain from awarding contracts that can only be achieved by violating the law, relevant regulations or morals. We reject behavior that has a negative impact on other employees, guests or business partners or poses a threat to our company. We comply with the statutory regulations relating to antitrust law and competition at all times.



6 Protecting the environment

We are committed to protecting the world in which we live. Where possible, we use energy and water sustainably, we reduce waste and emissions, and we make greater use of renewable energies. We comply with environmental regulations and observe the applicable laws.

Our investment behavior is based on the principles of sustainability. We consciously pay attention to our consumption of raw material-dependent goods and optimize this on an ongoing basis. We also constantly evaluate our supplier relationships and pay the best possible attention to climate protection.



7 Acting ethically and independently

Our employees do not accept any gifts or favors that could be classified as a clear attempt to influence business decisions in such a way that they are subsequently detrimental to the company, its employees or our customers and partners. We comply with the relevant anti-corruption laws and thus avoid bribery, corruption and prohibited business practices. In any conflict situations, employees inform their manager.

We as a company and our employees do not make any payments to government officials or other public institutions in order to influence them to fulfill or not fulfill their duties in our interest. Compliance with the law is the basis of our actions.



8 Economic efficiency

Our measures are geared towards economic efficiency in connection with our service mandate. The profitability of our company is important in order to be able to provide the best possible services for our employees, customers and all other partners. Employees do not use company property, information or positions for inappropriate personal gain.



9 Business contacts with acquaintances or relatives

If business relationships arise or exist with related parties or result from the fulfillment of our business purpose, the employee is required to disclose these openly and transparently to the management so that it can be assessed whether this represents a risk of influencing business decisions.



10 Confidentiality and data protection

Information about the company or the group of companies (company secrets) as well as relevant business information of our customers and supply partners must always be treated confidentially and must not be passed on to third parties (especially competitors) unless it is necessary for the fulfillment of our tasks. Data protection laws are observed.



11 Protection of company assets

The company provides all employees with the resources necessary for the performance of their work, such as technical equipment, work equipment/materials, premises and other assets. Employees shall treat these resources and other assets with care and protect them from loss, theft or damage and shall not use them for personal purposes unless they have been expressly permitted to do so or it is regulated in the employment contract.



12 Child labor

We condemn any form of exploitation of children. We do not recruit children, employ children or permit child labor. We support the abolition of exploitative child labor and legislation to prevent and punish the sexual exploitation of children. We help to raise awareness of this exploitation and work with organizations that are committed to combating the exploitation of children.



13 Human trafficking

We are committed to a work environment that is free from human trafficking and slavery. We do not tolerate human trafficking or slavery in any part of our global organization/ company or in our dealings with affiliates, business partners, contractors and suppliers. We work with law enforcement agencies to address all instances of human trafficking.



14 Acceptable standard of living

It is important to us that our employees can lead a life free from poverty and hardship. We accept minimum wage agreements and observe the laws on the protection of working hours. We also have this claim towards our business partners.



15 Strong partnerships

We believe that the importance of strong national and global partnerships is helpful and necessary for sustainable development. We support and are involved in relevant organizations. We see many good approaches in our own organization to achieve important goals together faster, easier and more sustainably.



16 Quality education

We are convinced that equal access to quality and affordable education for all people is important – this applies to technical, vocational and academic education. We support this goal wherever we can within the scope of our business activities.



17 Clean water and sanitation

We are convinced that access to drinking water and sanitation is necessary for all people. This includes long-term water availability, efficient water use and the promotion of water resource management. We support this goal wherever we can within the scope of our business activities.



18 Industry, innovation and infrastructure

We are convinced that sustainable and resilient infrastructures are important. Industries should work to establish environmentally friendly processes wherever possible, use resources efficiently and use or develop clean technologies. To this end, scientific research and innovation should be promoted. We support this goal wherever we can within the scope of our business activities.



19 Peace and justice

We are convinced that peaceful societies based on the rule of law must be secured, developed and restored. This requires effective, accountable and transparent institutions and political decision-making mechanisms. We support this goal wherever we can within the scope of our business activities.