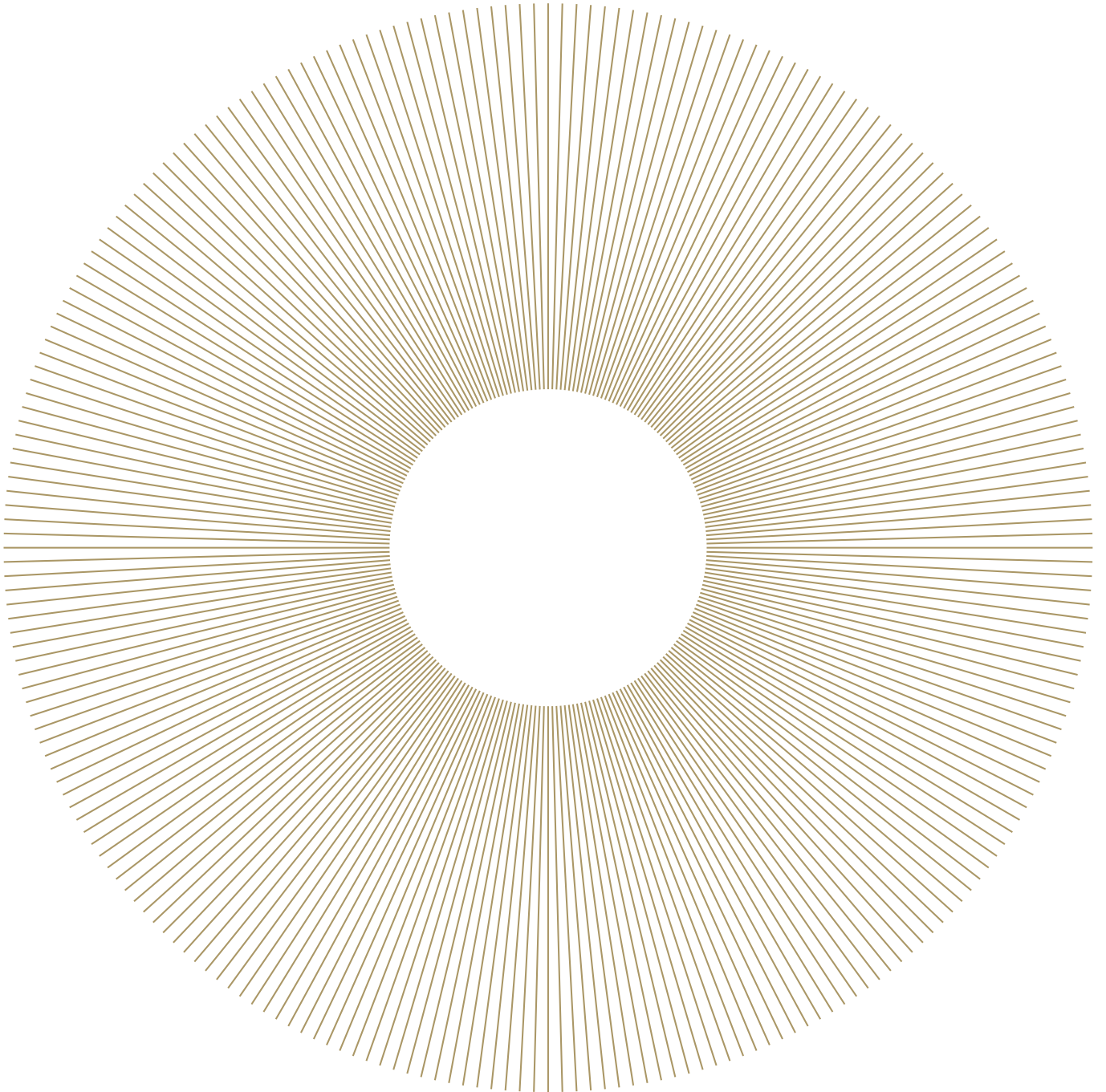




MITSIS
HOTELS



2020

Corporate Social
Responsibility Report

Index

Address by the President, Christina Mitsis	4	4. Sustainability & Well-being	120
Address by the Managing Director, Stavros K. Mitsis	6	4.1 Our Path to Sustainable Growth	122
		4.2 LIFE, our Green Project	126
		4.3 Energy Saving	128
		4.4 Clean Water & Sanitation	131
		4.5 Waste Management & Recycling	132
		4.6 Other Environmental Policies	142
		4.7 Health & Safety	146
		4.8 Green Certifications	150
1. Company Identity	8	5. Corporate Citizenship	152
1.1 Corporate Profile	11	5.1 Our Brand's Unique Role in times of crises	154
1.2 Mitsis Group of Companies Structure	14	5.2 Greece's Proud Brand Ambassadors at all times	156
1.3 Corporate Governance	16	5.3 Empowering Local Communities	160
1.4 Our Prime Greek Locations	27	5.4 Our Pledge to Society	162
1.5 Managed Hospitality Brands	30	5.5 Our Social Product	164
2. Business Performance	60	Appendices	168
2.1 Industry Performance	62	COVID-19 Health & Safety Plan	168
2.2 Business Insights	68	Partners	186
2.3 Marketing & Business Development	70		
2.4 Leading Innovation	84		
2.5 Corporate Reputation	88		
3. Our people	96		
3.1 Our Brand Culture	98		
3.2 Our People in Numbers	105		
3.3 Training & Development	108		
3.4 Organisational Structure	114		
3.5 Standard Operating Procedures	118		
3.6 Mitsis Career Opportunities	119		

Social responsibility is about humanity and the positive impact we can have on each and every individual.

Address by the President, Christina Mitsis

A socially responsible business, especially in challenging times, must serve the needs and expectations of society and support the country and its citizens. A successful business ought to optimise its operations while facing obstacles and difficulties. This is what Mitsis Hotels Group, a pioneer in the tourism industry and the largest privately-owned hotel chain in Greece, has been continuously doing for over 45 years.

This year, Greece and the rest of the planet are fighting against the coronavirus pandemic. It is a battle that we will continue giving until the virus is completely eradicated and our lives are fully restored to normal.

Over the past one and a half years, Mitsis Hotels Group was determined to ensure that all its hotel units are perfectly safe, for both our team members and the thousands of guests arriving from around the world. From the very start of the pandemic, our Group established Safety & Hygiene Policies according to the strictest international standards and specifications, to which we are fully committed.

Corporate social responsibility has always been of dominant importance to Mitsis Hotels Group. Today, however, the practices we have voluntarily adopted for several years are becoming an integral pillar of our strategic plan, due to the conditions brought about by the health crisis. Businesses ought to support society, providing immediate and effective assistance when needs arise. Thus, the criticalness of social responsibility has significantly increased and we steadily and responsibly invest in relevant initiatives, interventions and programmes that will continue to prevail even when return to normalcy is achieved and all restrictive measures are lifted.

Before embarking on any business venture, we carefully examine and evaluate its environmental and societal impact. Among other issues, we are devoted to the conservation of the environment and sustainable



development, the protection of human rights and ethics, while providing an excellent working environment for our employees and impeccable quality of services for our guests. Moreover, we invest in social, educational, cultural, sports and environmental activities, offer financial support and hospitality services to multiple NGOs and support and collaborate with local communities and small businesses for the preservation and promotion of cultural heritage.

Our Group's hotels, which are constantly renovated according to all necessary specifications, have been awarded numerous times by domestic and international travel agents and organisations in recognition of the high quality of services provided, the upgrading of local tourism and our respectful attitude towards environmental protection. Some of these recognitions are the eco-tourism labels 'Green Key', 'Blue Flag' and 'Travelife'.

At its core, social responsibility is about humanity and the positive impact we can have on each and every individual. Greece can emerge stronger from this pandemic and in our combined effort for recovery, businesses and entrepreneurs ought to act with absolute responsibility, exemplary leadership, consistency and continuity at all organisational levels. We are optimistic about the future and will implement the lessons that 2020 taught us in the years to come.

Christina Mitsis
President – Mitsis Hotels Group



Address by the Managing Director, Stavros K. Mitsis

I am delighted to introduce you to the second edition of our Corporate Social Responsibility Report for the year 2020, aspiring to represent an innovative, mindful and socially committed brand that stands out in Greek tourism. This is our greatest opportunity to achieve top-quality and excellence, even at times of an unprecedented global crisis.

The global pandemic caught Mitsis Hotels on the rise. Over the past 3 years, we have worked intensively in implementing large investment projects that showcase our valuable tourism assets, modern products, quality services and unique experiences. We are determined to carry on investing in new infrastructure, sustainability, advanced technologies and improved services to continuously add value for our guests.

Greece's remarkable efforts and prompt action have led to the containment of the virus.

Greece welcomed season 2020 with optimism and preparedness to receive again visitors from all over the world. I am proud of my country, the land where hospitality was born, for being a cradle of human values for the entire world. In the past months, moments of victory, acts of courage, care and humanity filled our hearts and lit up our spirits.

Proud for all Mitsis Hotels' accomplishments.

For more than 45 years, Mitsis Hotels have been a unique destination and a tourism pioneer, driven by the promise of an unparalleled holiday experience. The COVID-19 pandemic has required us to raise our demanding standards to an even higher level with new regulations and protocols. In the past months, we have worked hard to prepare our hotels' operations adapting to the requirements of our times and excelling in every way possible.

This crisis has highlighted even more the unique role our brand plays in people's lives.

1. We joined forces with the Greek government and local authorities to overcome the impact of COVID-19 and ensure health & safety are back in our communities.
2. Acting for life, we organised a national blood donation across our destinations to contribute to each region's blood banks and assist patients in need of blood.
3. We widely opened our arms to the healthcare community. Our Group donated 10,000 room nights, our way to say 'thank you' to the frontline heroes of our times fighting to contain the COVID-19 disease by making sure all medical workers have a clean and comfortable place to stay.

The value of life is what we treasure most.

With an acute responsibility to provide carefree holidays in our protected shelters for our guests and a safe workplace for our staff, our detailed prevention plan foresees enhanced protocols and procedures across all hotel departments to address the new COVID-19 and any disease that can be transmitted in the community, in consultation with the guidelines of the World Health Organisation, the Greek Ministries of Health and Tourism and local authorities.

Our plan to be continuously abiding by the new guidance, procedures and regulations by the pertinent authorities, is spearheaded by the following 10 guiding principles, while response teams and hygiene agents in each of our hotels oversee the implementation of cleanliness standards aided by new enhanced cleaning technologies.

1. Operation at low occupancy to ensure proper social distancing measures
2. Intensified cleaning & disinfection across all high-volume touchpoints & guestrooms
3. Welcome safety pack for all guests, as well as disinfectant dispensers in public areas
4. High standards of food safety (HACCP) and contactless service at the restaurants
5. 24h operation of F&B outlets to allow ample time & space for lunch & dinner
6. Social distancing specifications in recreational areas, pools & all our Blue Flag awarded beaches
7. Simple & fast check-in / check-out procedures
8. Doctors on call 24/7 to provide special care to our guests
9. Ongoing training for our compliant staff
10. Awareness campaigns at all hotels

Our commitment to our guests and our staff members is deeper than ever.

We were delighted to welcome our guests back as of July 1st, 2020, making the most of our unparalleled family touch and impeccable Greek essence to bring to life enriching experiences for you. Our staff members are dedicated to demonstrating their skills, experience, responsibility and compliance, to offer you a new level of care and attention, along with a carefree and delightful experience; your familiar Mitsis experience.

Our responsible operation.

Mitsis Hotels has been recognised as one of 'The 25 Most Sustainable Companies in Greece' for 2020, awarded for its progress in digital transformation and its positive impact on the local communities' quality of life.

I would like to thank each and every guest, partner and employee for your continuous support, trust and love all these years! Through our 2020 journey, we discovered how to reconnect and the immeasurable value of taking care of each other. Our sincere wish and all our efforts are channelled to coming out stronger.

Stavros Mitsis

Managing Director - Mitsis Hotels Group

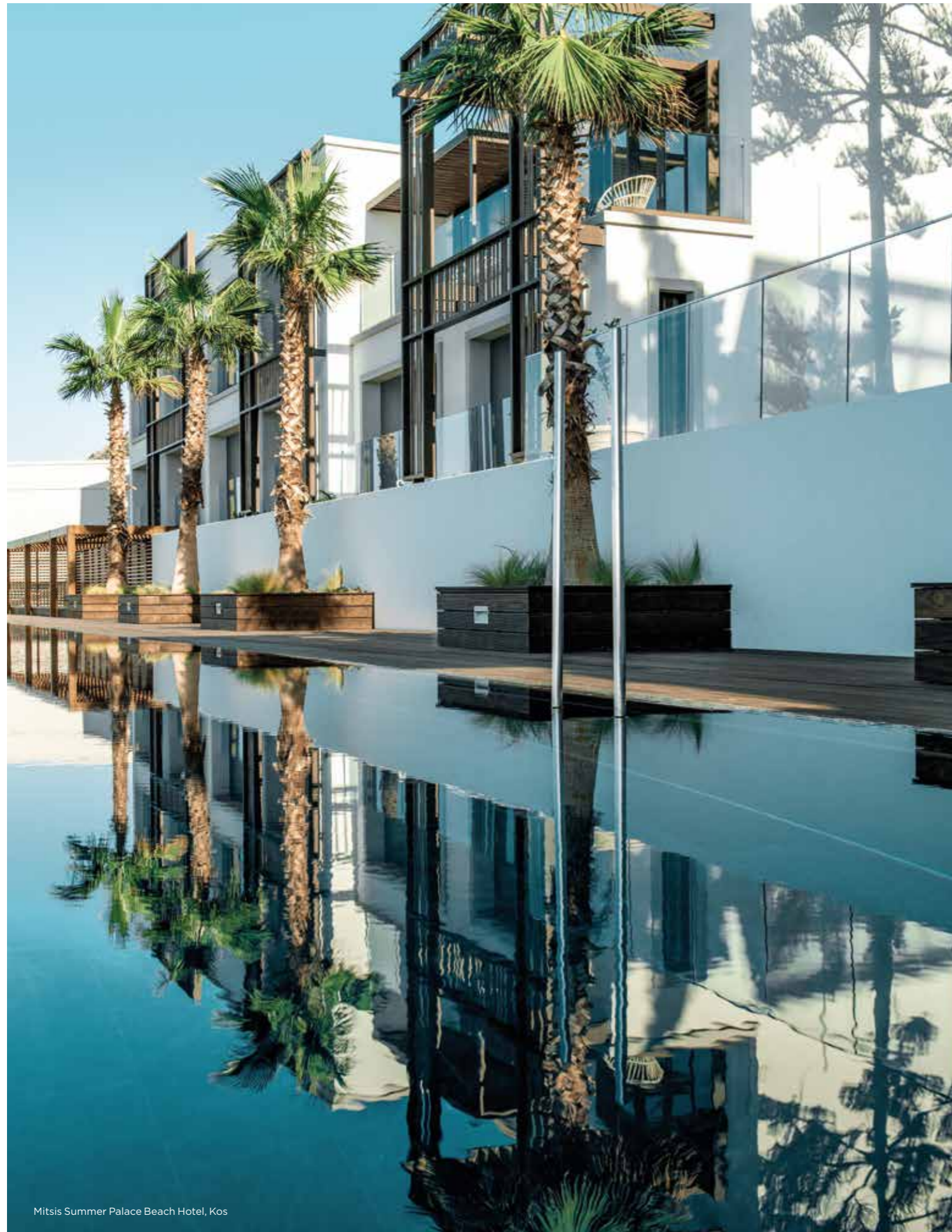
The COVID-19 pandemic has required us to raise our demanding standards to an even higher level with new regulations and protocols. In the past months, we have worked hard to prepare our hotels' operations adapting to the requirements of our times and excelling in every way possible.



01

Company Identity

As the largest privately-owned hotel company in Greece, Mitsis Hotels has been a tourism pioneer for over 45 years, making its mark on the Greek tourism industry. With 17 hotels and resorts in 5 prime destinations, Mitsis Hotels is driven by a customer-centric philosophy and the promise of an unparalleled holiday experience.



Mitsis Summer Palace Beach Hotel, Kos

1.1 Corporate Profile

1.1.1 Mitsis Hotels Overview

With 17 hotels & resorts in the most prime destinations of Greece, Mitsis Hotels has been a tourism pioneer for more than 45 years, offering excellent service, great locations, impeccable facilities, sophisticated dining and a broad spectrum of options for our clientele, following sustainable development principles and guidelines.

We aspire to represent an innovative, social and committed brand that stands out through time, now that shifting focus from quantity to quality in tourism and striving to protect our planet and our communities are more relevant than ever. Our operations reflect our ongoing social promise and our solid path to sustainable tourism growth, our contribution towards the UN Sustainable Development Goals (SDGs) and the 2030 Agenda, as well as our financial performance along with our major renovation investments and business projects.

With hospitality at the heart of our business and through our rich hospitality blend and continuous commitment to acting as a force of good, we add value to the relationships we cultivate with our guests, employees, partners and local communities. We reinforce the unique role our brand plays in people's lives by acting as a role model for our internal and external stakeholders, a force of prosperity and progress, a dedicated brand ambassador of Greece and an industry leader in hospitality and tourism.

We are investing in our future by exploring new growth prospects, creating new brands, products and services, leading technology, steering sustainability and coupling our progress with the development of the local communities and the environment in which we operate.

We advocate for sustainable hospitality, adopting innovative ways of managing water, energy and chemical consumption. We aim to provide high-quality services while staying committed to our social responsibility, ensuring ethos and transparency in all our operations. We aim high, aspiring to recycle 100% of the garbage we produce, go 100% green and leave a zero footprint on the environment to ensure a better planet that we all deserve.

Mitsis Hotels' green agenda is an integral part of our operations. Our path to sustainable development is continuously evolving through open dialogue and close collaboration with all stakeholders within our corporate environment. At the same time, the gradual transformation of our hotels' operations to ensure the preservation and protection of the natural environment and our continuous contribution to the local communities, empower our responsible corporate citizenship.

As a result of its remarkable performance, Mitsis Hotels has been awarded several awards by international and local travel organisations and tour operators, in recognition of the quality of services provided, innovative practices, respect for the environment and contribution to upgrading local tourism.

Since 2017, we have implemented an ambitious 100 million euros programme to fully upgrade our 17 complexes and services.

1.1.2 Inventors of the All-inclusive in Greece

Mitsis Hotels was founded in 1975 in Greece by entrepreneur Konstantinos Mitsis, who envisioned revolutionising the tourism industry with the all-inclusive concept. The idea was to develop top-of-the-range hospitality accommodation and a rich F&B programme, all based on high quality and premium service. Our first ventures came on Kos island with Ramira and Norida and soon expanded in some of the most beautiful destinations of the country, under the sunlight of the Greek islands or amid the history and culture of mythical cities - in Athens, Crete, Kamena Vourla, Kos and Rhodes.

The man who started it all, the initiator of all-inclusive in Greece, Konstantinos Mitsis was an entrepreneur whose vision changed the Greek tourist market forever and an employer loved and admired for his management style and proximity.

As our founder used to note: 'Each guest's visit must be a total experience which is achieved by offering quality accommodation, suggestions for activities, impeccable facilities, sophisticated dining and genuine Greek hospitality.' We keep these words as our guiding principle to continue his hospitality story.

1.1.3 Our Vision for Hospitality

Today, we bring to life enriching experiences for our guests, making the most of our unparalleled family touch and genuine Greek essence, always seeking to be flexible and adaptable to individual customer needs and the mindset of new generations. Transforming each visitor into a special guest is the key to our success. In the light of a new era in the tourism industry, we are continuously on the lookout for new growth opportunities, creating new brands, products and services, leading technology, steering sustainability and coupling our progress with the development of the local communities and the environment in which we operate.

1.1.4 Our Responsible Operation

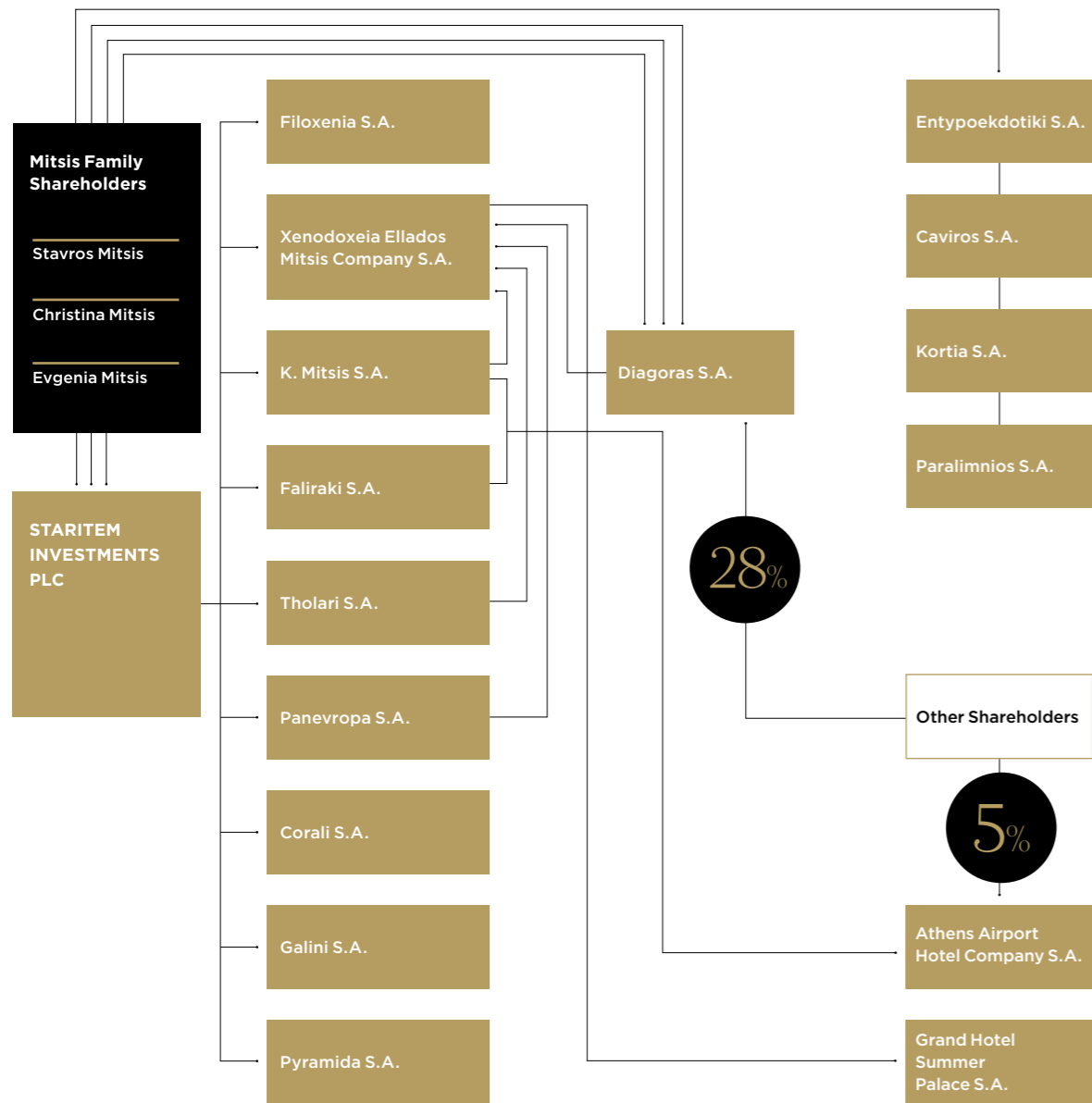
Mitsis Hotels has been awarded as one of 'The 25 Most Sustainable Companies in Greece' for 2020, recognised for its progress in digital transformation, environmental protection and positive impact on the local communities' quality of life.

The Sustainable Greece 2020 Initiative is organised by the Quality Net Foundation, under the auspices of the Ministry of Development & Competitiveness and aims to create a development model that ensures a sustainable economy and society. Its strategic goal is to forge a systematic dialogue at the national level and to create methodologies and tools that will support organisations towards achieving sustainable development. An incredible recognition for our innovative, social and committed brand that stands out through time!

Our goal is to create added value from all activities we participate in and for all the stakeholders we engage with. This added value - the social product - is relevant to all social partners and contributes to the wider economic development of the country.

We march forward for sustainable hospitality, aiming to provide high-quality services while staying committed to our social responsibility, ensuring ethos and transparency in all our operations.

1.2 Mitsis Group of Companies Structure



Company	Location	Relation	Activity
STARITEM INVESTMENTS PLC	Cyprus	Parent Company (Joint Control)	Holding Company
XENODOXEIA ELLADOS MITSIS COMPANY S.A.	Rhodes / Kos / Crete	STARITEM INVESTMENTS Subsidiary	Hotel Company
K. MITSIS S.A.	Athens (head office) / Kos / Rhodes	STARITEM INVESTMENTS Subsidiary	Hotel Company
CORALI S.A.	Rhodes	STARITEM INVESTMENTS Subsidiary	Hotel Company
FALIRAKI S.A.	Rhodes	STARITEM INVESTMENTS Subsidiary	Hotel Company
GALINI S.A.	Kamena Vourla	STARITEM INVESTMENTS Subsidiary	Hotel Company
THOLARI S.A.	Athens (head office) / Kos	STARITEM INVESTMENTS Subsidiary	Hotel Company
DIAGORAS S.A.	Rhodes	Controlled (Joint Control)	Hotel Company
ATHENS AIRPORT HOTEL COMPANY S.A.	Athens	XTE K. MITSIS Subsidiary	Hotel Company
PANEVROPA S.A.	Crete	STARITEM INVESTMENTS Subsidiary	Hotel Company
GRAND HOTEL SUMMER PALACE S.A.	Rhodes	XENODOXEIA ELLADOS - MITSIS COMPANY S.A. Subsidiary	Hotel Company
ENTYPOEKDOTIKI S.A.	Athens	Controlled (Joint Control)	Media Company
FILOXENIA S.A.	Athens	Controlled (Joint Control)	Management Company
CAVIROS S.A.	Athens	Controlled (Joint Control)	Winery
KORTIA S.A.	Athens	Controlled (Joint Control)	Properties Development Company
PARALIMNIOS S.A.	Athens	Controlled (Joint Control)	Properties Development Company
PYRAMIDA S.A.	Athens	STARITEM INVESTMENTS Subsidiary	Construction Company

1.3 Corporate Governance

1.3.1 Principles of Corporate Governance

According to the Principles of Corporate Governance presented by the Organisation for Economic Co-operation and Development (OECD), corporate governance refers to a system of relationships between a company's management, Board of Directors, shareholders and other stakeholders. It is critical to establish a structural framework for our company to set corporate goals and implement relevant procedures to pursue them, identify risks and organise appropriate risk management systems and monitor the implementation of the Code of Contact by the management team.

Code of Corporate Governance

According to Article 152 of Law 4548/2018, companies listed in the Greek stock market are obliged to abide by and apply a corporate governance code. Although Mitsis Hotels is not under such duty, we consider it imperative to abide by self-regulatory obligations and create a voluntary policy that will improve the operation of our corporation and sustain our well-organised operations across all departments of our group.

Corporate Responsibility Governance

All operations of the members of the group comply with basic principles of environmental law and socially responsible business activities. Our corporate responsibility policy includes targeted actions to:

1. Minimise environmental impact and preserve the environment.
2. Respect and protect human and employee rights.
3. Support the growth of our personnel and enrich their techniques & knowledge with extensive ongoing trainings.
4. Provide a top-quality, healthy, safe and responsible environment for our employees, partners and guests.
5. Implement programmes that enrich society and support local communities' development.
6. Implement procedures for saving natural resources and energy, limiting emissions and applying correct waste management methods.
7. Adopt economically, environmentally and socially responsible processes.

1.3.2 Management Company

K. Mitsis Filoxenia S.A. aspires to become the leading hotel management company in Greece, delivering exceptional projects with an advanced operations strategy. Our main goals are to create synergies, increase revenue and profits and optimise resources and expenses. With our principles of entrepreneurial spirit, innovation and excellence, we are committed to creating a successful management company that positively influences the evolution of tourism in Greece.

Throughout its 45-year history and two generations of family members, Mitsis Hotels has developed a solid reputation based on reliability and quality, achieving a strong financial foundation and excellent relationships with all stakeholders.

Operational Departments

The company is operationally divided into the following eight business departments:

1. Finance & Accounting: The Accounting Department monitors and measures the results of economic activities and provides the necessary financial reporting in a transparent manner. The Finance Department sections are Financial Accounting, Managerial Accounting, Financial Auditing, Payroll, Finance & Planning. The advanced services offered by the Finance & Accounting Department are paperless office, cloud-based software and databases, financial data at any time on-demand, no geographic region restriction, automated procedures, digitalised transactions, real-time digital payments (RTP), real-time connection with tax authorities (MyData), teamwork and streamlining processes (workflows) on project basis.

2. Human Resources: With over 3,500 talented professionals working at our hotels, employee performance is key to our successful operation. The department's main functions are aligning HR and business strategy, re-engineering organisation policies, systems and processes to maximise productivity, listening and responding to employees and managing transformation and change. Most importantly, our recruitment specialists identify and hire top talent in every hospitality field, while continuous training programmes develop the most precious asset of our group: human capital.

3. Operations: Our multifaceted Chief Operating Department designs operations strategies and implements holistic management solutions.

Apart from coordinating Filoxenia administrative issues, our advanced schemes help facilitate the smooth operation of all hotel & resort units under our management with the assistance of the Rooms Division and F&B managers. A 360° management system aligns Front Desk, Rooms Division, Food & Beverage, Maintenance, Financial and Communication Services, continuously analysing customer preferences, review indices, revenue management reports and the latest industry trends and guidelines.

4. Marketing & Communication: With an ear to the ground and an eye toward the future, we creatively blend the latest communication disciplines to stay at the forefront of hospitality excellence, aligning business and brand objectives with consumer insight. In the sector of hospitality, the Mitsis Hotels brand represents a promise of high-quality standards across all 17 hotels & resorts of our portfolio. Our commitment and our passion aim to continually develop and sustain trustful relationships with our guests. Our auditing processes guarantees a seamless match between consumer expectations and services offered, ensuring uniformity in terms of compliance with internal procedures and external regulations. Content is king and we develop it as the living ingredient that connects users to our beloved hotels, while design provides a unique look and feel for our brand.

5. Sales & Revenue: Revenue management creates new opportunities and helps our Group make better decisions by optimising its strategy. Market analysis and yield management are tools that help us create a specific strategic plan for each hotel to achieve steady revenue growth, by understanding customers' perceptions of product value and accurately aligning product prices, placement and availability for each customer segment we serve.

6. Information Technology: All our operations rely heavily on the effective use and management of technological systems. From PC networks, knowledge databases and solid technology systems for accounting and procurement, to creating a paperless organisation, receiving instant feedback from our guests and sharing Wi-Fi throughout our chain, spotless technological systems are the backbone of our operations.

7. Procurement: Our meticulous Purchasing & Procurement practices guide the organisation's acquisition standards and procedures. Our goal is to develop our group's assets and cater for our hotels' needs in a cost-effective manner, minimising overhead costs and maximising economies of scale while guaranteeing impeccable quality.

8. Technical: Our reputation, our people and our infrastructure are the three key assets embracing the Mitsis experience. Our extended technical resources and services involve planning, design, financing and project management vis a vis annual refurbishments, redecorations and maintenance or new hotel construction.

9. Legal: Our Legal Department provides legal support to the administration and all other departments, manages and executes the Group's commercial and partnership agreements and enforces Labor Law-employment legislation and jurisprudence for the group's 3,500 employees. Furthermore, our legal services extend to litigations, as well as the build-up of a cooperation network in the private and public sector, aiming to achieve maximum compliance with the existing legal status.

Achievements

Within just 2 years, 'K. MIT SIS FILOXENIA S.A.' has managed to:

- Establish a common strategy for all Group Companies.
- Implement and integrate organisational changes in operational performance.
- Undertake a digital transformation of all Mitsis Group companies.
- Diffuse information and innovative practices.
- Receive certification from third parties for all operational units.
- Concentrate and best utilise the experiences of its expert executives, creating a valuable knowledge tank.
- Achieve economies of scale in both services and products markets as well as uniform prices for all companies within the Group, by conducting tenders or through large scale orders and price negotiations.
- Improve cash flow management and financing structure.
- Efficiently measure tools and operative benchmarking.
- Improve central control and direct feedback on all aspects of operations.
- Produce comprehensive reporting and updated internal auditing systems.
- Monitor in detail operating expenses in respect to each year's budget.

Board of Directors

Our corporations are managed by a Board of Directors, consisting of three members: Christina Mitsis, Evgenia Mitsis and Stavros Mitsis. At the same time, our executives and external consultants provide assistance and all necessary information, so as for our management to make the most appropriate and effective decisions. The Board of Directors defines the company's strategy and growth policy, while supervising and monitoring the operations of our companies.

The members of the Board of Directors are elected, according to the Articles of Association of all companies-members of our Group. We ensure that all the main principles of corporate governance are followed by:

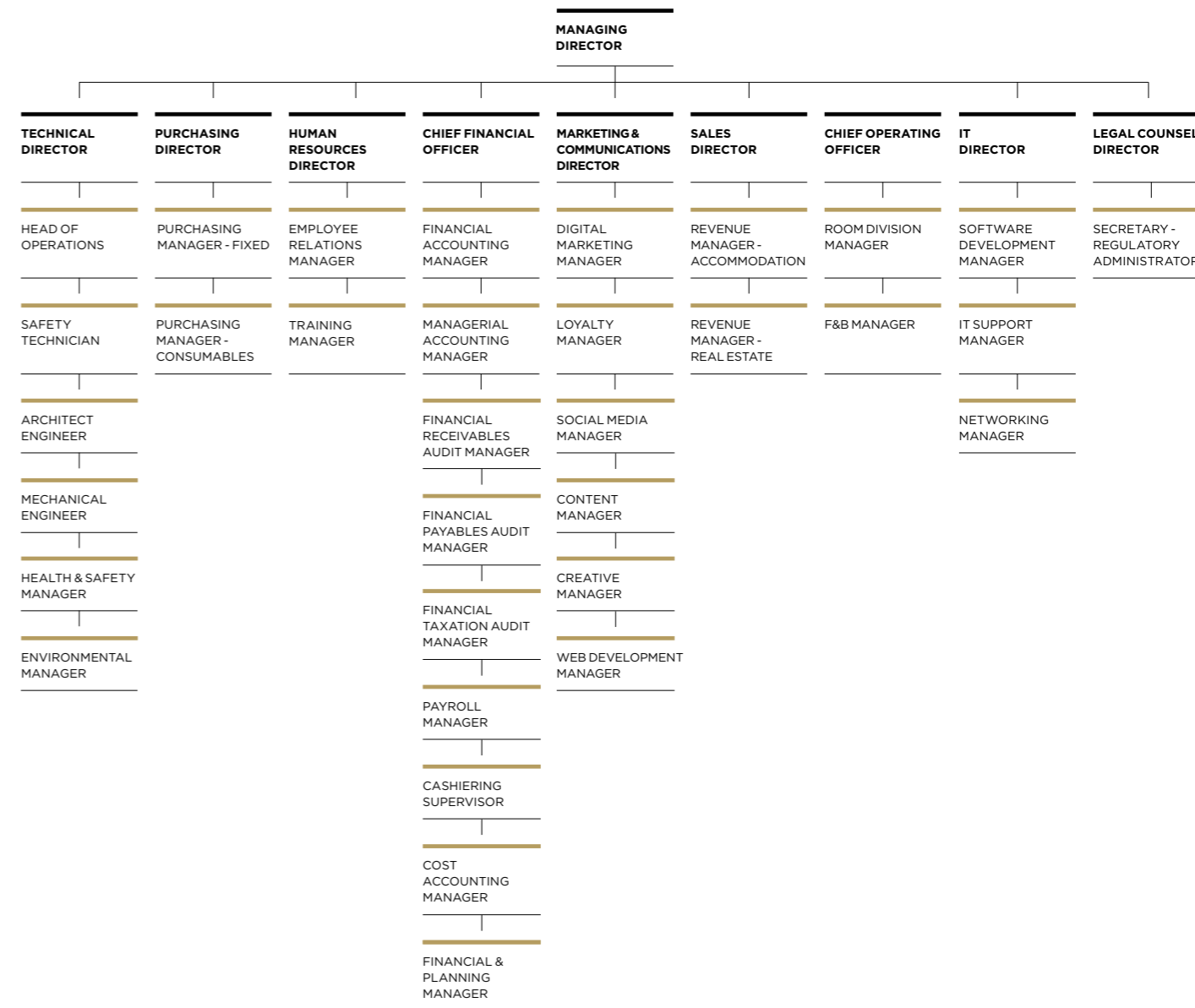
- Holding regular Board of Directors meetings.
- Providing all required information, reports and mandatory briefings to the members of the Board of Directors and the shareholders.
- Evaluating the Board of Directors' operation and effectiveness through its Annual Report to the Ordinary General Assembly of the Shareholders.
- Monitoring and reviewing the implementation of the Board of Directors' decisions and their effectiveness in fulfilling the purposes of Mitsis Hotels.
- Conducting regular assessments on the efficient functioning of the Board of Directors and its performance, carried out by external consultants.

Organisational Structure

Mitsis Hotels' business purpose is offering and delivering effective, innovative and high-quality all-inclusive hotel and restaurant services as well as consulting services to other hotels.

To further improve the effectiveness of the Board of Directors, the shareholders of Mitsis Hotels are planning to increase the number of members of the Board of Directors from 3 to 5 within 2021.

MIT SIS FILOXENIA S.A.



GDPR Compliance

The Group implements a firm Policy for the Protection of Personal Data in compliance with the European General Data Protection Regulation (GDPR) framework and Greek law.

The introduction of a Competition Policy and Compliance Programme is part of Mitsis Hotels' future plans.

Stakeholders

Mitsis Hotels forms long-term partnerships, many of them taking place since the establishment of our group in 1976. Even though we are proud to name ourselves as a family business, we follow standardised processes and implement international standards of operations. We are honored to be home to 350,000 guests annually, 3,500 employees and a large network of Business Partners, Commercial Suppliers and Service providers, influencing the lives of at least 4,000,000 people and the wider Greek society as a major driving force of the country's tourism economy.

Business Partners

It is in our nature to build strong and steady relationships with our partners in order to grow and enrich our operations. We are proud to engage a wide network of more than 1,600 international tourism professionals, tour operators, travel agents and online travel agents to support our operations. Maintaining excellent relationships with our business partners is a top priority for our Group, as we can exchange knowledge and create new hospitality services, innovative solutions and effective business products that stand out through time.

Service Providers

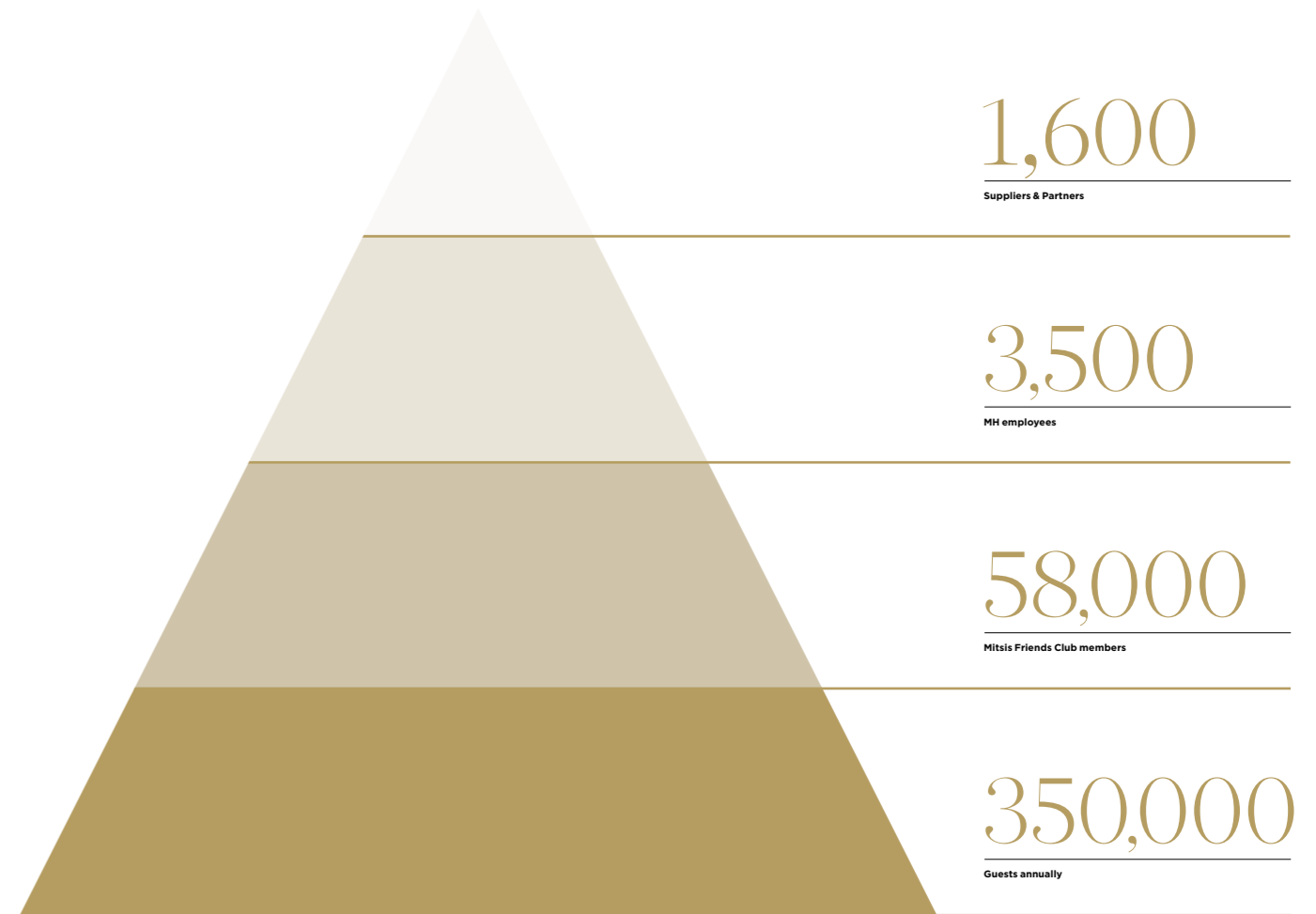
Increasing business value through innovative strategies and sustaining the technological edge are among our business goals. Building strong relationships with recognised and qualified technological companies, agencies and service providers is significant to achieve the highest level of customer satisfaction. The Group's technological services are powered by 24 leading technology companies and digital services providers. Mitsis Hotels receives consultancy services from 14 agencies and associations while its operation is certified by 6 non-governmental organisations and independent carriers.

Communication with our Stakeholders

We promote effective and ongoing communication with our stakeholders with the goal of monitoring developments, trends and expectations, as well as maintaining a direct channel of cooperation and exchange of fruitful ideas. Mitsis Hotels stakeholders include, among others, our employees and guests, partners and suppliers, shareholders and investors, media, opinion leaders, social agencies and NGOs, local and business communities, academic communities and the Greek State and government. Effective communication occurs through open public dialogue and speeches, meeting and roadshows, publications and announcements, press releases, interviews, newsletters, surveys, social media and blog posts, among others,

Stakeholders

Mitsis Hotels Community



Outside Mitsis Hotels



Local communities

Greater society

Charity organisations & NGOs

State authorities

1.3.3 Internal Audit & Risk Assessment

Our internal audit and risk assessment systems are based on automated safety mechanisms. Our system has been designed to detect threats and sources of, as well as centralise all auditing mechanisms to achieve optimum risk evaluation and management through internal audits and automation.

Our internal audit and risk assessment mechanism was successfully tested during the COVID-19 era. We were prompt and efficient in establishing new procedures, mechanisms, safety controls and certifications, to be able to provide our accommodation services in a safe and reliable environment.

In this context, we complied with new safety regulations and set health protection rules and procedures, allowing us to provide high-quality and safe accommodation services to our guests during the summer of 2020 season.

1.3.4 Regulatory Compliance

We create a law-abiding culture and philosophy, following state, federal and international laws and regulations relevant to the group's operations, while managing to lead a highly competitive market ensuring integrity, safety and ethical behavior in all business aspects. Simultaneously, our compliance actions enable regular, efficient and effective reporting to executive management, administrative personnel and our hospitality professional staff regarding compliance obligations for Mitsis Hotels across all operational departments.

The Group's regulatory compliance programme includes a consistent process of identification, assessment, management, report, review and monitor of compliance obligations, issues, external corporate lodgments and mechanisms for identifying, documenting, investigating, auctioning and reporting on several compliance issues. Moreover, a corporate-wide training programme including induction training and cyclical reviews of content is running continuously to identify improvement opportunities. In addition, Mitsis Hotels executives are defining a Code of Conduct, reflecting the organisation's daily operations, core values and overall company culture, offering a useful guiding tool to its employees.

1.3.5 Business Ethics & Guiding Principles Against Corruption

Mitsis Hotels' corporate affairs and activities decline any type of offering, promising, paying or accepting any corrupt payment, benefit or inducement to any person, whether a Government or Public Official or an employee, agent, client, supplier, partner or competitor. Every director or employee will respond fully and truthfully to any questions from the Company's internal and/or independent auditors.

Based on our principles, we:

1. Conduct reasonable anti-corruption due diligence in connection with acquisitions, the formation of joint ventures and the engagement of third parties.
2. Do not proceed with any transaction or engagement until any concerns or issues relating to corruption have been fully and satisfactorily addressed.
3. Strongly encourage reporting, without fear of retaliation, of any known or suspected corrupt conduct.
4. Investigate all reports of known or suspected corrupt activity perpetrated by any individual, either employed or in a business relationship with Mitsis Hotels Group of Companies.

We avoid affairs leading to impropriety, concerning business entertainment, gifts, conflicts of interest, hiring and donations. Our company's employees, including temporary and contract employees, directors and managers are prohibited from engaging, directly or indirectly, in corrupt activities or activities that could reasonably give the appearance of corruption. We never allow or do business with third parties, including service providers, agents, partners, consultants, or distributors, to engage in bribery or corruption on our behalf. Our ambition is to create a fully law-abiding group of companies, operating in an absolute ethical manner, in line with principles of sustainable development, consumer protection and healthy competition.

The management's future plans include the publication of relevant Policies and Regulations for all operational departments, ensuring transparency, fostering growth and bringing value to employees, partners and other stakeholders.

1.3.6 Code of Conduct & Ethics

The Board of Directors of Mitsis Hotels has adopted the Code of Conduct & Ethics, applicable to all hotels and other businesses of the Mitsis Group of Companies. It illustrates our sets of values and ethical principles that guide us and constitute a fundamental pillar of our brand.

The Code of Conduct & Ethics applies to our Board of Directors, our management team, all employees, as well as our consultants and collaborators. We also encourage our partners and suppliers to pursue the basic principles and underlying values of this Code of Conduct & Ethics.

Our Objectives

The Code of Conduct & Ethics aims to create a set of rules that will be easy to understand, read and apply. A set of principles that guide each of us in our day-to-day business and conduct, to maintain and further the quality of our services and our reputation. The standards we set today will determine our future, not only as Mitsis Hotels but also, individually, as professionals.

Our 10 Principles

We present the basic principles that have always guided Mitsis Hotels and allowed us to become a leading brand in the Greek tourism industry. These principles must be understood and complied with by all those who work for or with Mitsis Hotels, regardless of their position or level. Our reputation and our development depend on our ability to apply those principles and values in our business.

1. Professional Behaviour

It is essential to treat our customers, suppliers and partners with respect and professionalism. This has contributed to our brand becoming prominent in the Greek and international markets. Complying with relevant business and professionalism standards is not only related to obeying the Law but also actively demonstrating our ethical behaviour and quality principles.

Consequently, integrity and objectivity are key elements in our business agreements, the treatment of our customers and the establishment of our brand. We may encounter conflicts of interest, but we shall always make the right decisions, knowing that they define who we are. By adopting those values, we create strong business relationships that last. Our suppliers and our customers show their trust in Mitsis Hotels because we can convince them that we pursue those values and principles.

We commit to fair treating and respect for our competitors, our partners and our guests. Our fees reflect the value and quality of our services as well as the obligations we undertake towards our customers. We are committed to providing quality accommodation services at unique destinations for all our customers.

2. Respect, Diversity & Fair Treatment

It is imperative to actively demonstrate our respect for our employees, guests, partners, suppliers and other stakeholders. The principle of respect defines our quality and contributes to our continuous evolution. We promote a culture of fair treatment, equal opportunities and diversity. We consider the true qualities of each candidate and rely on their ability to bring results, while obeying the values and principles of the Code of Conduct & Ethics. We treat our suppliers fairly, equally and always promote quality and effectiveness over any other consideration that would create inefficiencies and unjustness.

We encourage creativity, pluralism and initiative. Above all, we foster the creation of an inclusive work environment that makes our people feel part of the big and reputable Mitsis Hotels family. We do not tolerate harassment, unfair discrimination, insults and any other type of unethical or unprofessional behaviour. We extend such an environment to our partners and suppliers, which is evident by the long-term and trusted business relationships we have established.

3. Professional Development & Support

It is critical for Mitsis Hotels to educate and develop our people. In this context, we hold seminars, provide training and circulate information materials, important for our team's day-to-day work. We invest in ameliorating our employees' skills and qualifications. We help them embellish their educational and professional qualifications. Above all, we strive to provide a safe working environment that will allow them to perform freely and with enthusiasm, to achieve the best results for our guests. Our purpose is to create value for all those who have worked or are currently working at Mitsis Hotels.

4. Anti-corruption & Anti-bribery

We do not tolerate any soliciting, accepting, offering, promising or paying any bribes or taking part in any type of money laundering. We encourage our partners, suppliers and other stakeholders to do the same. We support all efforts to eradicate corruption, bribery and financial crime.

5. Social Responsibility

We believe that the growth and development of our business should also create better conditions for the communities in which our hotels operate. As such, we invest and contribute to society and local communities, as well as employ and train inhabitants of the destinations we operate in. Part of our purpose is for local residents to perceive Mitsis Hotels as members of the wider communities where our hotels are located.

We support local communities and actively contribute to efforts that drive sustainable development, respect human rights and protect the environment. We adopt measures that promote the sustainable development of our business and ensure environmental preservation. Environmental protection is not optional. It is a significant prerequisite for the operation of Mitsis Hotels to be able to provide high-quality services and promote our unique destinations.

6. Confidentiality & Privacy

In the context of our work, we usually receive information that is confidential, private or proprietary and should not be disclosed to third parties. It is our obligation, responsibility and commitment to respect the confidentiality of information relating to our business, customers, know-how, suppliers, prices, methods, techniques, or other material. In the case of infringement, Mitsis Hotels would incur heavy damages and its reputation would be impaired.

7. Data Protection

It is our obligation to comply with the applicable legislation for Data Protection. It is prohibited to disclose personal data, images or any other information, particularly by publishing them online or sharing them through social media. Any type of infringement of the Data Protection legislation will lead to disciplinary action, the termination of the employment agreement and the appropriate notification to the data protection authority, as well as any other competent administrative authority. Mitsis Hotels take all necessary actions to ensure our commitment to safeguarding the protection of personal data of our guests, employees, suppliers and other stakeholders.

8. Compliance with Laws, Rules & Regulations

It is our obligation and commitment to comply with all Laws, Rules and Regulations related to our business operations. Our management and legal department create guidelines and provide instructions regarding our Group’s legal obligations. Obeying the law is not optional and Mitsis Hotels urges its partners, suppliers and other stakeholders to do the same.

9. Respect for Company Assets & Opportunities

The company assets constitute an integral part of our business. They must be used only for legitimate purposes and in the context of operating our hotels or providing the services articulated in the articles of association of each company-member of the Mitsis Hotels Group of Companies. This applies to both tangible and intangible property of Mitsis Hotels. It is our responsibility to protect the company assets from theft, loss or destruction and ensure their efficient use. In particular, it is obligatory and significant to protect the brand of Mitsis Hotels, as, on its own, it is unique for our services and reflects our values and principles.

In the same context, Mitsis Hotels’ employees many acquire valuable information about business opportunities and it is their obligation to not disclose them to third parties or take advantage of such knowledge. Employees are also forbidden to use company property, assets and information for personal gain or to compete, either directly or indirectly, with Mitsis Hotels, now or in the future. It is the duty of our employees to pursue the company’s legitimate interests and purposes and be worthy of the trust bestowed on them.

10. Occupational Health and Safety (OHS)

At Mitsis Hotels, we believe that the provision of a safe and healthy environment for our staff members is crucial for maintaining the quality of services and attracting the most competent employees. In this content, we ensure the enforcement of all health and safety rules and we commit to preventing accidents, injuries and work-related illnesses. We strive to foster a high-standard work environment and we encourage our business partners to do the same.

Duty to Report – Non-Retaliation

In the case that a principle is violated or infringement is brought to employees’ attention, they have a duty to inform Mitsis Hotels and contribute to protecting and restoring our values and ethics. All good-faith reports will be taken into consideration and will be treated as confidential. Employees may report such violations to their manager, the Hotel Director or the Audit Committee, with registered mail to: Mitsis Hotels, 12, Filotheis Street, Galatsi, 11147. Individuals may also launch an inquiry regarding whether specific actions or decisions violate the Code of Conduct & Ethics. We commit to not retaliate in any way for any reporting of violation, as such an act would nullify the expected positive effects of this Code of Conduct & Ethics.

Ethics Committee

All reports, complaints or inquiries are transmitted to the Ethics Committee. The Ethics Committee is established to safeguard and secure the proper execution of the Code of Conduct & Ethics. The Ethics Committee also reviews the Code of Conduct & Ethics and proposes necessary amendments or additions to the management of Mitsis Hotels. The Ethics Committee is constituted by the Managing Director (Chief Operating Officer) as its President and the HR Director and the Group Legal Counsel as its members.

1.3.7 Policies

Competition Policy

To maintain its high competitiveness and sustainable operations while ensuring its strong position in the market, the Group complies with the provisions of Greek and European legislation on competition and adopts policies that help its team members understand the fundamental rules of Fair Competition and their impact on the Group’s operation and the formation of its business practices.

Personal Data Protection Policy

Mitsis Hotels emphasises strict compliance with the protection of personal data and follows all principles regarding their data processing. All personal data processed by our Group is done lawfully, fairly and in a transparent manner in relation to data subjects. Data is collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes, while it is kept for no longer than is necessary.

Mitsis Hotels uses appropriate technical and organisational measures to process personal data and ensure appropriate security of personal data, including protection against accidental or unlawful destruction, loss, alternation, unauthorised access to, or disclosure.

Our Management Company has established a pilot organisational structure that will optimise the implementation of the data protection policy. We, also, elaborate on the most appropriate procedures and actions to be adopted for the policy’s implementation. We aspire to ensure that our operations and activities are fully compliant with applicable EU and Greek law and regulations based on transparency and respect for the rights of our personnel, guests, suppliers and partners.

The responsibility for ensuring appropriate personal data processing lies with everyone who works for or with Mitsis Hotels and has access to personal data processed by the company.

Human Rights Policy

Our Human Rights Policy is applied per international human rights principles encompassed in the Universal Declaration of Human Rights, the International Labor Organisation’s Declaration on Fundamental Principles and Rights at Work, the United Nations Global Compact and the United Nations Guiding Principles on Business and Human Rights.

We, therefore:

- Uphold and respect human rights in every area of our influence.
- Are against all forms of child exploitation.
- Acknowledge each person’s privacy as a human right.
- Expect every employee and partner of ours to respect all human rights laws and respective practices, as we do.
- Uphold the elimination of all forms of forced labour.
- Oppose any kind of discrimination in the workplace.



1.4 Our Prime Greek Locations

17 HOTELS &
RESORTS.

5 UNIQUE
DESTINATIONS.

1 BRAND.

THE FINEST
OF GREEK HOSPITALITY.

With 17 hotels & resorts in 5 of the most prime locations of Greece - Athens, Crete, Kamena Vourla, Kos and Rhodes, Mitsis Hotels is unique in its geographical dispersion.

All group hotels are found in the greatest locations throughout the country and include impeccable facilities on award-winning and beachfront properties.



1.4.1 Athens, the vibrant historical capital

Athens, the eternal city, the historical capital of Europe is considered the basis for western civilisation and the heart of modern societies. The vivid capital is known for its impressive historical sites and modern museums, 60km of coastline with crystal clear beaches, superb local and international cuisine and vivid nightlife.

Mitsis Hotels Group establishes its presence in the Greek capital with 5* Sofitel Athens Airport, member of Mitsis Premium Collection of Hotels.

1.4.2 Crete, the land of all seasons

Crete is the largest island in Greece and the fifth largest in the Mediterranean Sea, offering wonderful cuisine, generous spirit and authentic hospitality, glorious and splendid beaches, ancient treasures and landscapes, vibrant cities and traditional villages, impressive mountains capes, fertile valleys and steep gorges. Crete has a multitude of tourist attractions, including the archaeological sites of Knossos and Phaistos, the Venetian castle in Rethymno, the Samaria Gorge, the Natura 2000 sites of Gramvousa Peninsula and Balos Lagoon.

Mitsis Hotels marks its presence on the island with ultra-all-inclusive 24h 5* Laguna Resort & Spa and Rinela Beach Resort & Spa.



1.4.3 Kamena Vourla, the idyllic seaside town

Kamena Vourla is a beautiful seaside town, renowned for its thermal springs, green mountains and peaceful atmosphere. Nestled in a valley of eucalyptus trees, the area is an ideal starting point for extensive walking and hiking tours, trips to the nearby ski centre of Parnassos-mountain or excursions to the Meteora monasteries, Delphi, Thermopiles and many other sights of interest, while Lichadonisia can be reached by boat.

Mitsis Hotels marks its presence with Galini Wellness Spa & Resort, offering a 5*, 3,000m² wellness spa retreat, the largest one in the Balkans, with thermal pools and a wide variety of treatments.



1.4.4 Kos, the island of endless treasures

Kos island, with a long history dating back to the 3rd millennium BC, the hometown of Hippocrates, father of Medicine, fringed by the finest beaches in the Dodecanese and blessed with lush valleys, is an island of endless treasures. The Greek province of Kos also includes the smaller islands of Nissyros, Giali, Pergoussa, Kandeliousa, Pahia and Strogili.

Mitsis Hotels Group is right in the centre of the island with its milestone hotel, 5* Ramira Beach Hotel and stands out with its hotel complex in Kardamena area, consisted of ultra-all-inclusive hotels and resorts: 5* Blue Domes Resort & Spa, 5* Norida Beach Hotel, 5* Summer Palace Beach Hotel and 4* Family Village Beach Hotel.

1.4.5 Rhodes, the cosmopolitan island gem

Rhodes is the largest and historically the most important of the Dodecanese islands while it abounds in beaches, wooded valleys and ancient history. Its remarkably well-preserved medieval city of Rhodes, the Palace of the Grand Master of the Knights, Acropolis of Lindos, Monastery of Filerimos, Ancient Kamiros & Ialysos, Kallithea Springs, Monolithos castle are only a few of its one-of-a-kind landmarks.

Mitsis Hotels marks its most dynamic presence in Rhodes with 8 hotel units in total - 5* ultra-all-inclusive beach resorts, 4* beach-front properties, half-board and adults-only hotels: Alila Resort & Spa, Faliraki Beach Hotel & Spa, Grand Hotel, La Vita Beach Hotel, Petit Palais Beach Hotel, Lindos Memories Resort & Spa, Rodos Maris Resort & Spa and Rodos Village Beach Hotel & Spa.



1.5 Managed Hospitality Brands

The excellent operation of all hotels is owed to a well-armed Management Company, staffed with professionals and experts from all walks of business. Twelve departments provide guidance and support to the impeccable operations of Mitsis Hotels, from food & beverage supplies and technical services to users' tangible and intangible experience. The group employs over 3,500 professionals, committed to offering unforgettable services allowing Mitsis Hotels guests to create their own story.

1.5.1 Our Market Offering

All 17 Mitsis hotels & resorts, located in the most prime Greek destinations all over the country, are distinguished with the following key features: premium brand offering, the finest of Greek hospitality, award-winning properties in prime locations with beachfront views, 5 & 4 star, rich F&B, local hotel style and attention to detail.

Rich Hospitality Blend

Mitsis Hotels' rich hospitality blend consists of premium collection, all-inclusive, family hotels, city hotels, meetings, social events, spa resorts and wedding hotels. For the eclectic traveller, we have created the high-end range Mitsis Premium Collection, providing sophisticated accommodation in our destinations. Mitsis all-inclusive luxury is in place to provide anything a guest might wish for whether travelling on leisure, business or enjoying a honeymoon, offering lavish facilities, recreational venues, delicious food, well-equipped meeting rooms and beauty & wellness services.

Family-oriented Resorts

Mitsis family hotels, built with families in mind, offer a range of free sports and leisure facilities, well-organised Mini Clubs, multilingual animation teams providing guest entertainment, themed night and animation shows, as well as a variety of restaurants & bars. Mitsis city hotels combine leisure with business, offering a high-quality stay, delicious cuisine, special activities close to the most important city sites and monuments. Mitsis Spa resorts & centres, aesthetically simple and serene, offer a wide range of massage, face and body treatments crafted around the individual, according to the most advanced wellness practices.

Excellent Services for Tailor-made Events

Mitsis Hotels provides excellent premises and exceptional services in organising business meetings, conferences, corporate receptions, parties and different types of social events and celebrations. Furthermore, we organise beach weddings at excellent locations in beachfront hotels. Most ceremonies are held right on the beach, followed by a unique culinary experience, signature drinks list, experienced personnel and premium service.

3,500

Employees
committed to offering unforgettable services allowing Mitsis Hotels guests to create their own story.

350,000

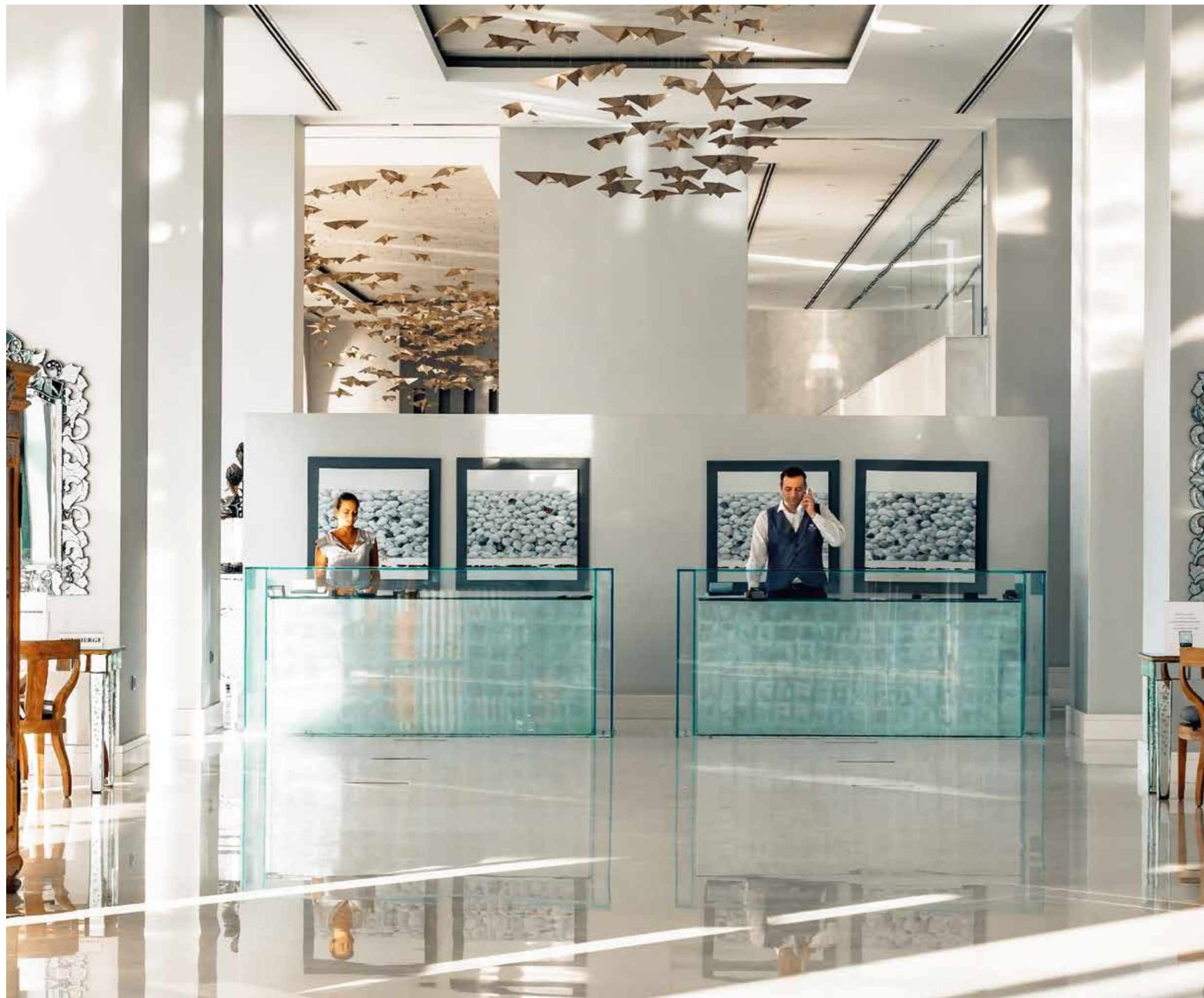
Guests annually
mainly families and couples from the UK, Germany, Israel, Russia, Poland, France, Netherlands, Belgium and Greece.

Hotel	Location	Hotel type (N. of stars)	Capacity in Rooms	Capacity in Beds	Ownership Status	Open year of operation	Year of last renovation	Hotel rating %
Alila Resort & Spa	Rhodes	5 / All-Inclusive	314	960	Freehold	2013	-	94
Blue Domes Resort & Spa	Kos	5 / All-Inclusive	499	1,450	Freehold	2010	-	90
Faliraki Beach Hotel & Spa	Rhodes	5 / All-Inclusive	348	950	Freehold	1973	2011	92
Family Village Beach Hotel	Kos	4 / All-Inclusive	219	630	Freehold	1982	2011	91
Galini Wellness Spa & Resort	Kamena Vourla	5	224	650	Leased (until 2015)*	1960	2004	84
Grand Hotel Beach Hotel	Rhodes	5 / All-Inclusive	405	900	Freehold	1963	1997	89
La Vita Beach Hotel	Rhodes	4	126	250	Freehold	1975	2007	87
Laguna Resort & Spa	Crete	5 / All-Inclusive	351	950	Freehold	2011	-	93
Lindos Memories Resort & Spa	Rhodes	5 / Adults only	70	150	Leased (until 2021)	2000	-	93
Norida Beach Hotel	Kos	5 / All-Inclusive	455	1,350	Freehold	1982	2018	89
Petit Palais Beach Hotel	Rhodes	4 / All-Inclusive	215	550	Leased (until 2030)	1972	2003	91
Ramira Beach Hotel	Kos	5 / All-Inclusive	338	950	Freehold	1975	2009	93
Rinela Beach Resort & Spa	Crete	5 / All-Inclusive	442	1,250	Freehold	1990	2020	89
Rodos Maris Resort & Spa	Rhodes	5 / All-Inclusive	432	1,250	Freehold	1992	2009	90
Rodos Village Beach Hotel & Spa	Rhodes	5 / All-Inclusive	410	1,200	Freehold	1997	2018	90
Sofitel Athens Airport	Athens	5	345	750	Leased (until 2036)	2001	2018	85
Summer Palace Beach Hotel	Kos	5 / All-Inclusive	252	700	Freehold	1997	2020	86
Total			5,445	14,890				

1.5.2 Mitsis Premium Collection

The finest of Greek hospitality at Mitsis Premium Collection awaits every guest, providing sophisticated accommodation in four destinations in Greece. Our premium collection hotels & award-winning beach resorts in Athens (Sofitel Athens Airport), Crete (Laguna Resort & Spa), Kos (Blue Domes Resort & Spa) and Rhodes (Alila Resort & Spa, Lindos Memories Resort & Spa) combine high aesthetics, luxury and comfort with impeccable service and top-quality amenities.





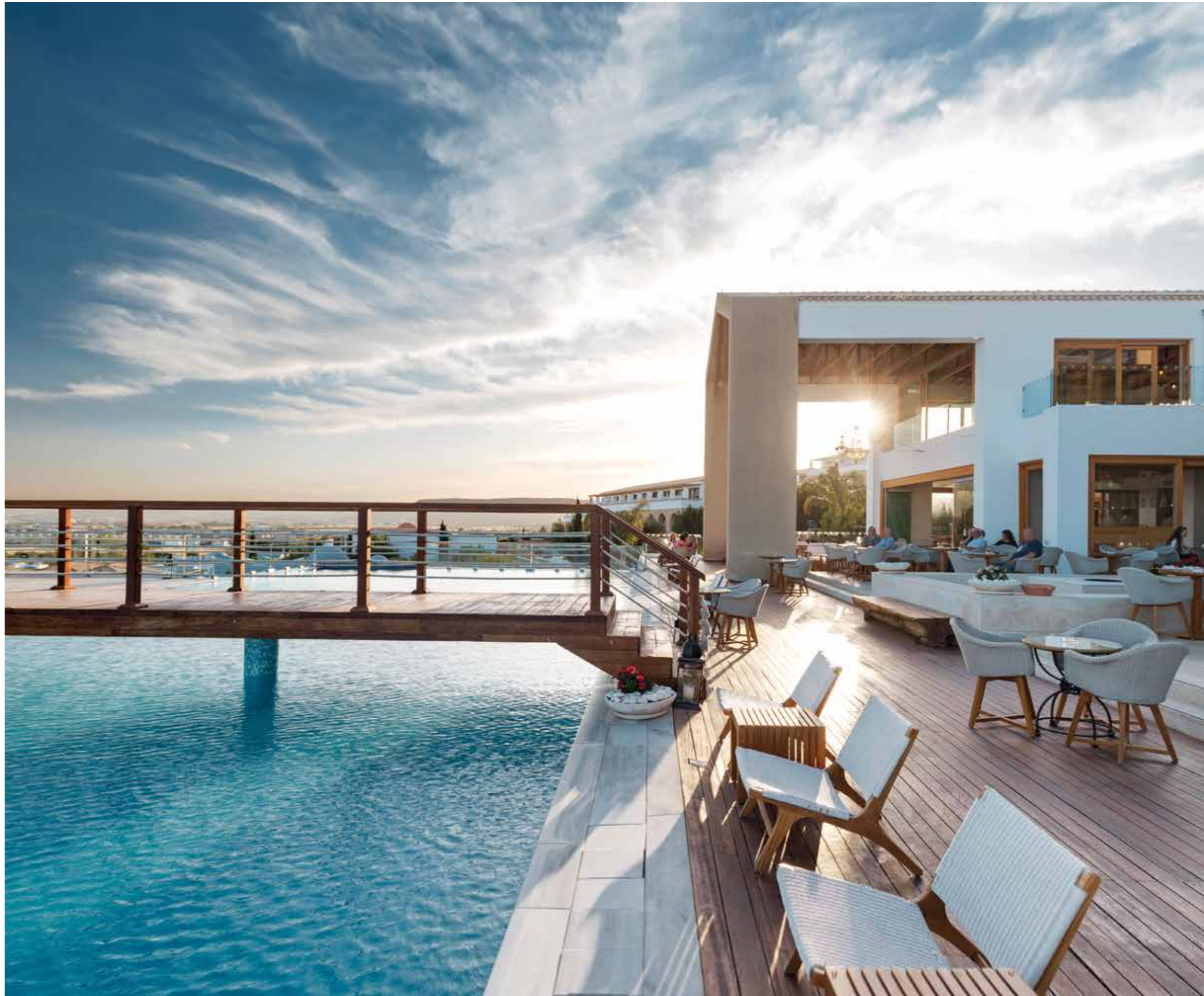
RHODES

Mitsis Alila Resort & Spa

Alila Resort & Spa is a breathtaking 5* beachfront ultra-all-inclusive 24h in Rhodes and a member of the Mitsis Premium Collection. Alila lies at one of the most cosmopolitan resorts in Rhodes, Faliraki, right on a Blue Flag awarded beach. The hotel offers 314 guest rooms, including private pool rooms or whirlpool spa (Jazzi) suites, customised for mobility needs with all premium amenities. The resort's entertainment, leisure, wellness and gastronomy are centre-stage, featuring 8 restaurants, 5 bars, Concierge, VIP transfers and valet parking.

314

Rooms & Suites
9 Single rooms, 13 Twin rooms, 102 Superior Twin rooms,
165 Family rooms & 25 Suites



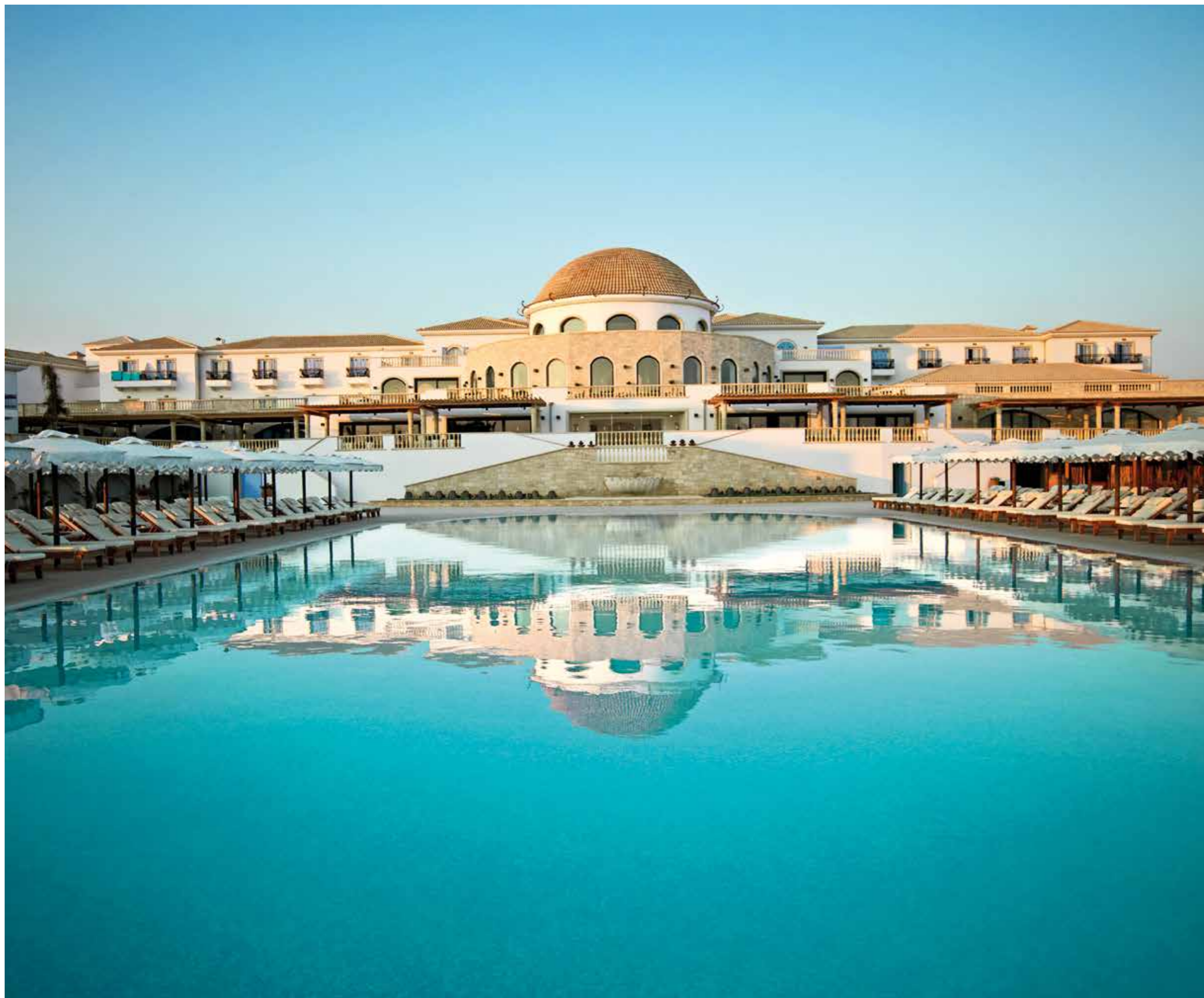
KOS

Mitsis Blue Domes Resort & Spa

Blue Domes Resort & Spa is the ultimate beachfront 5* ultra all-inclusive 24h family resort in Kos and a member of Mitsis Premium Collection. It offers a breathtaking landscape with a Blue Flag awarded crystal clear beach, 10 pools, 11 restaurants & 6 bars, premium Sapphire Spa, concierge services and free use of facilities of Mitsis Ramira Beach Hotel. With 499 rooms, the resort offers numerous accommodation options, from standard twin guestrooms and bungalows to maisonettes and villas with a private pool. Among the available facilities are kids' water slides, a playground, a mini soccer court & tennis court, a conference hall and an amphitheater.

499

Rooms & Suites
414 Twin rooms / Bungalows, 48 Bungalow Family rooms, 32 Maisonettes, 2 Suites & 3 Villas



CRETE

Mitsis Laguna Resort & Spa

Laguna Resort & Spa is a luxurious 5* ultra-all-inclusive 24h beach resort in Crete and member of Mitsis Premium Collection, with a breathtaking room design and majestic, Venice-style pool landscape. The hotel is located right on the Blue Flag awarded beach and features 351 luxurious rooms, as well as numerous infrastructures and facilities, including a state-of-the-art spa with multiple therapies and personalised treatments and upgraded concierge services. Its 7 restaurants and 5 bars, including the new Champagne, Wine & Sushi Bars are also part of the premium ultra all-inclusive programme.

351

Rooms & Suites
234 Twin rooms / Bungalows, 115 Family / Bungalows
Family rooms & 2 Suites



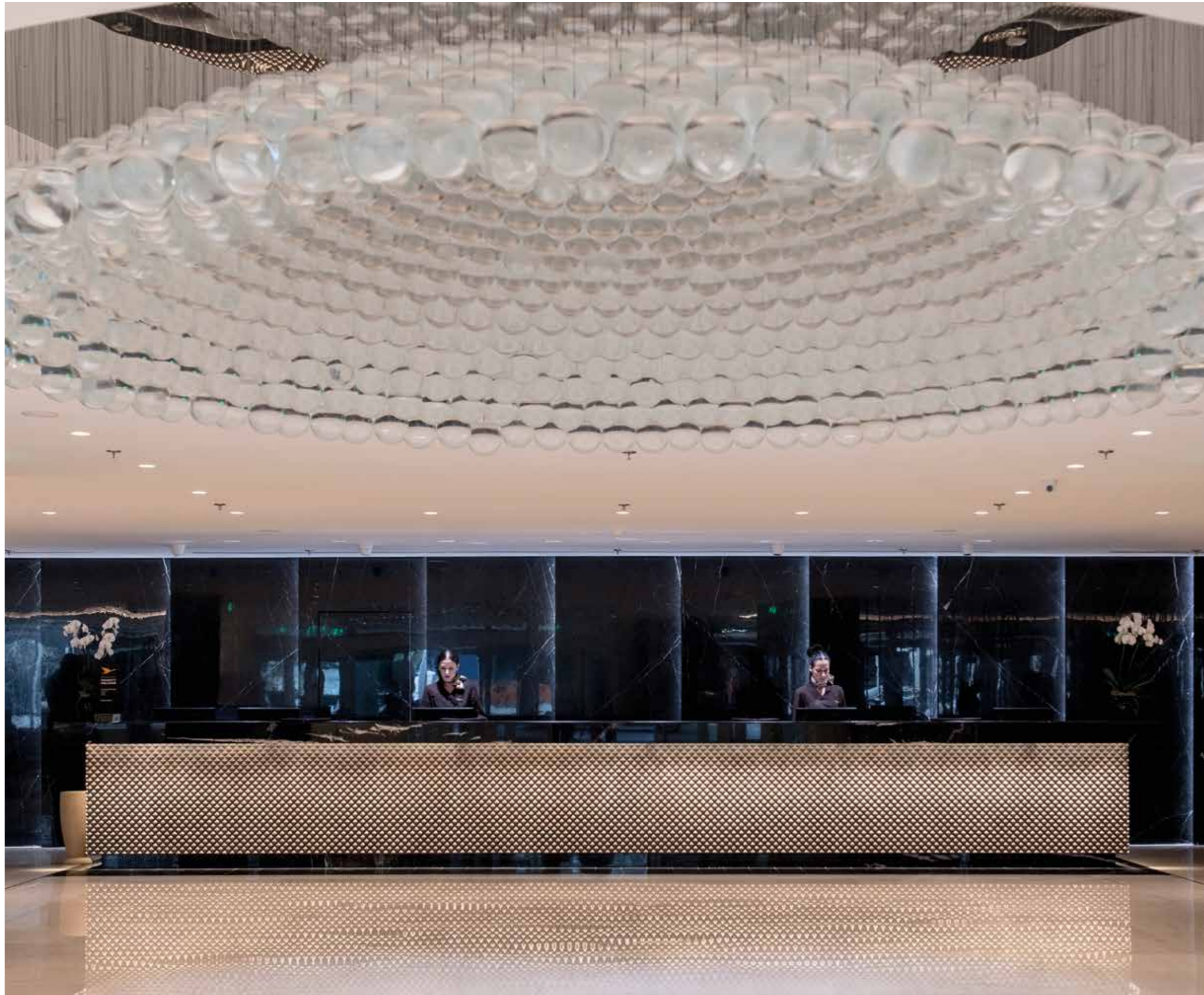
RHODES

Mitsis Lindos Memories Resort & Spa

Lindos Memories Resort & Spa is an adult-only atmospheric 5* boutique hideaway right on an awarded winning private beach and a member of Mitsis Premium Collection. The hotel has a unique Lindian-Italian architecture, fully integrated into the natural environment and located only 1.5km from Lindos. It offers impeccable service, 70 luxurious rooms and culinary delights at its food & beverage outlets. A unique spa area, swimming pool and modern gym are also available.

70

Rooms & Suites
7 Single rooms, 53 Twin rooms, 6 Maisonettes & 4 Suites



ATHENS

Sofitel Athens Airport

Sofitel Athens Airport is a member of Mitsis Premium Collection and one of the most luxurious 5* hotels in Athens. The hotel is located right across the Arrivals Terminal of the Athens International Airport and offers 2 gourmet restaurants and 2 premium bars. The hotel features 345 rooms, including 12 suites and a prestige suite, offering absolute comfort, luxury and functionality in a modern environment. 11 conference rooms with a capacity of 600 delegates are also available within the hotel premises. Following an impressive renovation during the past 3 years, the new modern design combined with the upscale service, representative of the Mitsis Hotels' Group hospitality, satisfies even the most eclectic guest.

345

Rooms & Suites
97 Classic rooms, 94 Superior rooms, 94 Luxury rooms,
47 Club Luxury rooms & 13 Suites

1.6.3 Mitsis Hotels & Resorts

Mitsis Hotels features a broad spectrum of ultra-all-inclusive hotels and resorts throughout Greece, in Crete, Kamena Vourla, Kos and Rhodes, in the 'Mitsis Hotels & Resorts' range, offering lavish facilities, recreational venues, delicious food, well-equipped meeting rooms as well as relaxing beauty and wellness services.

Mitsis Faliraki Beach Hotel & Spa

Faliraki Beach Hotel & Spa is a sea-front 5* all-inclusive family getaway right at the heart of vibrant Faliraki town on the island of Rhodes. The hotel offers 348 modern rooms and is an ideal choice for delightful family holidays, offering a wide sandy beach, 6 restaurants, 3 bars and a broad spectrum of daytime and evening activities for guests of all ages. Hotel facilities include a fitness centre, swimming pools, tennis, football and basketball courts and a wide choice of water sports and fitness activities.

348

Rooms
3 Single rooms, 290 Twin rooms, 40 Quadruple rooms & 15 Family rooms



Mitsis Family Village Beach Hotel

Family Village Beach Hotel is an all-inclusive 4* family beach resort with stunning sea views over the Aegean Sea, located in the picturesque village of Kardamena in Kos. It offers 219 spacious rooms with a Mediterranean style décor and sharing pools, 3 take-away restaurants, 5 bars and a pastry corner. It is built on the foot of Mountain Dikeos, only a 5 minutes-walk away from a Blue Flag awarded pebble beach. Among the available facilities are seawater swimming pools and water slides, a tennis court, beach volley, beach soccer and numerous sports and other recreational activities.

219

Rooms & Suites
49 Twin rooms, 43 Studios, 24 Superior Twin rooms, 25 Family Suites, 54 Superior Family rooms & 24 Superior Maisonettes



RHODES

Mitsis Grand Hotel Beach Hotel

Grand Hotel is the only 5* ultra all-inclusive sea-front hotel located right at the heart of the historical Rhodes town. A premium combination of a city hotel with resort services and facilities, at a great location overlooking the sea and in walking distance to Rhodes's most important historical sites and points of interest. The hotel offers 405 luxurious rooms with sea or gardens views, a modern gym, a wellness spa, one indoor and two outdoor swimming pools, 6 restaurants & 2 bars, a rich recreation programme, premium concierge services and multiple imposing rooms to host social or corporate events.

405

Rooms & Suites
10 Single rooms, 388 Twin rooms & 7 Suites



KAMENA VOURLA

Mitsis Galini Wellness Spa & Resort

Galini Wellness Spa & Resort is the ultimate 5* wellness spa retreat in an exceptional setting offering both all-inclusive and half-board services, in a beach-front location in the idyllic seaside town of Kamena Vourla. The hotel offers a unique and relaxing atmosphere with thermal water pools, a thermal spa, lush gardens with walking paths. Its 224 rooms and suites have captivating views of the mountain and sea. The resort operates all year round and features one of the largest spas in the world, 3,000m² with thermal pools and a big variety of treatments.

224

Rooms & Suites
17 Single rooms, 179 Twin rooms, 10 Superior Twin rooms, 3 Family rooms, 10 Maisonettes & 5 Suites



RHODES

Mitsis La Vita Beach Hotel

La Vita Beach Hotel is a 4* half-board seaside city hotel at the heart of Rhodes town, overlooking the stunning Windy Beach, next to the well-known aquarium and just a few minutes' walk from the most important and historical sites, the harbor and the UNESCO World Heritage medieval town. The hotel offers a breakfast restaurant with a unique design and a main bar with a handcrafted drinks list, available to all guests. Its 126 beautifully decorated rooms offer total comfort. The hotel also provides a variety of activities and leisure choices.

126

Rooms
4 Single rooms & 122 Twin rooms

KOS

Mitsis Norida Beach Hotel

Norida Beach Hotel is a sun-soaked 5* family island escape right on an awarded winning beach on the island of Kos. Its rich offering includes day and evening entertainment. The resort offers 5 new concept pools, 3 ultra-modern theme restaurants, a stunning pool bar and a fresh beach bar. 455 comfortable and spacious guest rooms are surrounded by immense gardens. Among other available facilities are a mini & junior club, water slides, two children's swimming pools, a children's restaurant, sports and fitness activities and numerous culinary choices.

455

Rooms
284 Twin rooms / Bungalows, 131 Family rooms & 40 Maisonettes





RHODES

Mitsis Ramira Beach Hotel

Ramira Beach Hotel is a unique 5* beach resort and the flagship property of Mitsis Hotels. The hotel offers 2 à la carte restaurants and 5 bars, upgraded bar service with international premium spirits. Premium concierge services and the possibility for guests to use the facilities of all four Mitsis Hotels in Kardamena are also available. Ramira is built on a Blue Flag awarded beach amidst green gardens and includes 338 rooms, of which 16 with an individual swimming pool, all finely decorated and equipped with all modern comforts. A wide variety of selected recreational activities is offered with seawater swimming pools, fresh-water swimming pools, a tennis & basketball court, mini soccer, beach volley and a variety of selected fitness activities.

338

Rooms
226 Double rooms, 9 Deluxe Double rooms & 103 Family rooms



RHODES

Mitsis Petit Palais Beach Hotel

Petit Palais Beach Hotel is the only 4* all-inclusive city hotel in Rhodes, centrally located and close to the historical Medieval City of Rhodes island. All 215 guest rooms are carefully appointed and offer all the comforts of a 4* resort, decorated in modern and island-chic style, with warm gentle colours and wooden furniture. An outdoor freshwater swimming pool and a whirlpool Spa are available to all hotel guests while the beautiful Windy Beach is only 150 meters away with a wide variety of water sports choices and fitness activities.

215

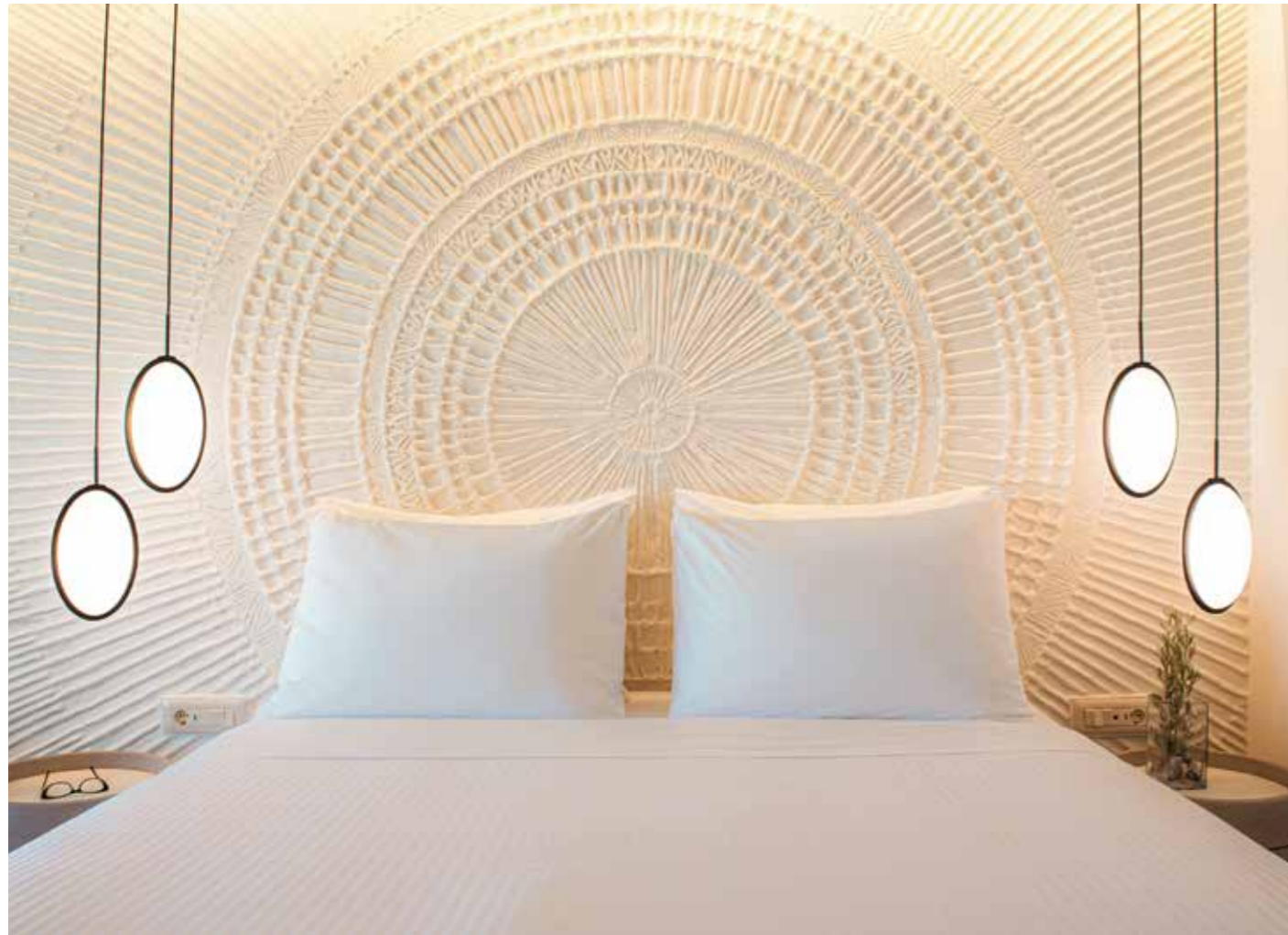
Rooms & Suites
1 Single room, 208 Twin rooms & 6 Suites

Mitsis Rinela Beach Resort & Spa

Rinela Beach Resort & Spa is a 5* ultra all-inclusive family resort on the finest beach of northern Crete. Rinela is located on a renovated and Blue Flag awarded sandy beach, with a smooth entrance to the sea and new wooden sunbeds and umbrellas. The beautiful gardens, the daily beach BBQ, the renovated wooden Taverna, a new Steak House and Italian Restaurant, the unlimited use of new Fine Wine, Champagne and Sushi bar and the beach and pool service are some the hotel's key features. The hotel provides 442 rooms, of which 86 are fully renovated into 13 new superior types including maisonettes, suites and villas with shared and private pools. Within its facilities, guests can enjoy windsurfing, water ski, canoe or diving, water slide games in the pool and on the beach.

442

Rooms & Suites
293 Twin rooms / Bungalows, 86 Superior Double rooms, 62 Family rooms & 1 Suite



Mitsis Rodos Maris Resort & Spa

Rodos Maris Resort & Spa is a cosy & friendly 5* family resort right on a Blue Flag awarded beach on the island of Rhodes. The resort offers 4 à la carte restaurants, a variety of rich all-inclusive bars, a broad spectrum of entertainment options, sports activities and live shows. The excellent infrastructure, top-quality services and friendly personnel are what make Rodos Maris a unique family destination. The resort offers 432 guestrooms that provide all modern comforts. Among other available hotel facilities are the lush gardens, three fresh-water swimming pools, a variety of bars, a Wellness spa and an outdoor gym.

432

Rooms & Suites
10 Single rooms, 330 Twin rooms / Bungalows, 79 Family rooms, 8 Maisonettes & 5 Suites



KOS

Mitsis Summer Palace Beach Hotel

Summer Palace Beach Hotel is a Mediterranean 5* all-inclusive beach retreat on the island of Kos. The hotel is built on a Blue Flag awarded beach with stunning 360° views over the Aegean Sea, Nissiros Island and the bay of Kardamena. It offers unlimited use of 3 brand-new à la carte restaurants, 5 bars, a unique evening grill-bar, infinity swimming pools and the possibility to use facilities of Mitsis Ramira Beach Hotel next to Kos town without any charge. Guest accommodation offers 252 rooms and suites, including superior room types with plunge pools and breathtaking views, reflecting traditional hospitality in combination with the services of a lush hotel.

252

Rooms & Suites
108 Twin rooms, 48 Superior Double rooms,
96 Family Suites



RHODES

Mitsis Rodos Village Beach Hotel & Spa

Rodos Village Beach Hotel & Spa is a modern all-inclusive 5* family resort with stunning sea views. This rich ultra-all-inclusive 24h 5* hotel, located in the unspoiled part of the island, offers 6 à la carte restaurants, fully renovated rooms, a main restaurant and bars and an escape room. Its 410 rooms provide all the comforts of a five-star hotel, while 140 of the guest rooms are completely refurbished. Three freshwater swimming pools, one with waterfalls, an indoor swimming pool, two tennis courts, a beach volley court, a gym with sauna and Jacuzzi, a multilingual animation team, offering a daylong entertainment programme and a variety of infrastructures are all included within the hotel's impeccable facilities and excellent services

410

Rooms & Suites
140 Twin rooms, 192 Superior Twin rooms / Superior Bungalows, 62 Superior Family rooms, 13 Superior Family Suites & 3 Superior Maisonettes

1.5.4 Mitsis Wellness Spa Centres

Mitsis Hotels owns and features three premium spa brands:

1. Sapphire Spa is housed at Mitsis Blue Domes Resort & Spa on the island of Kos and operates seasonally. The spa centre features Phytomer and Thalgo Thalasso aqua therapies, an indoor swimming pool with fresh water, face treatments and body treatments, couple spa treatments, elemis deep tissue massage, aromatherapy, Indian head massage, therapeutic massage, sports massage, lymph drainage massage, shiatsu massage, Thai massage, reflexology, Hammam, a hairdressing room and manicure-pedicure services.

2. My Spa is located within the hotels' premises at Mitsis Alila Resort & Spa, Mitsis Faliraki Beach Hotel & Spa and Mitsis Rodos Village Beach Hotel & Spa on the island of Rhodes. My Spa centres operate on a seasonal schedule. The Faliraki spa centre offers body and face treatments, massage and manicure-pedicure services. The newly renovated Rodos Village Spa centre features 2 treatment rooms, a sauna, a steam bath, an indoor heated pool and a gym.

3. Galini Spa, one of the largest spas in the Balkans, features a 3,000m² wellness centre with thermal pools, a gym, a sea water pool with jets, a Jacuzzi round pool, a thermal water pool with jets, sauna, solarium, Rasul, hammam, a wide variety of 100 different massages, face and body treatments, manicure-pedicure, a hairdressing room, personalised programmes for weight loss or rejuvenation and special treatments with the use of thermal water.

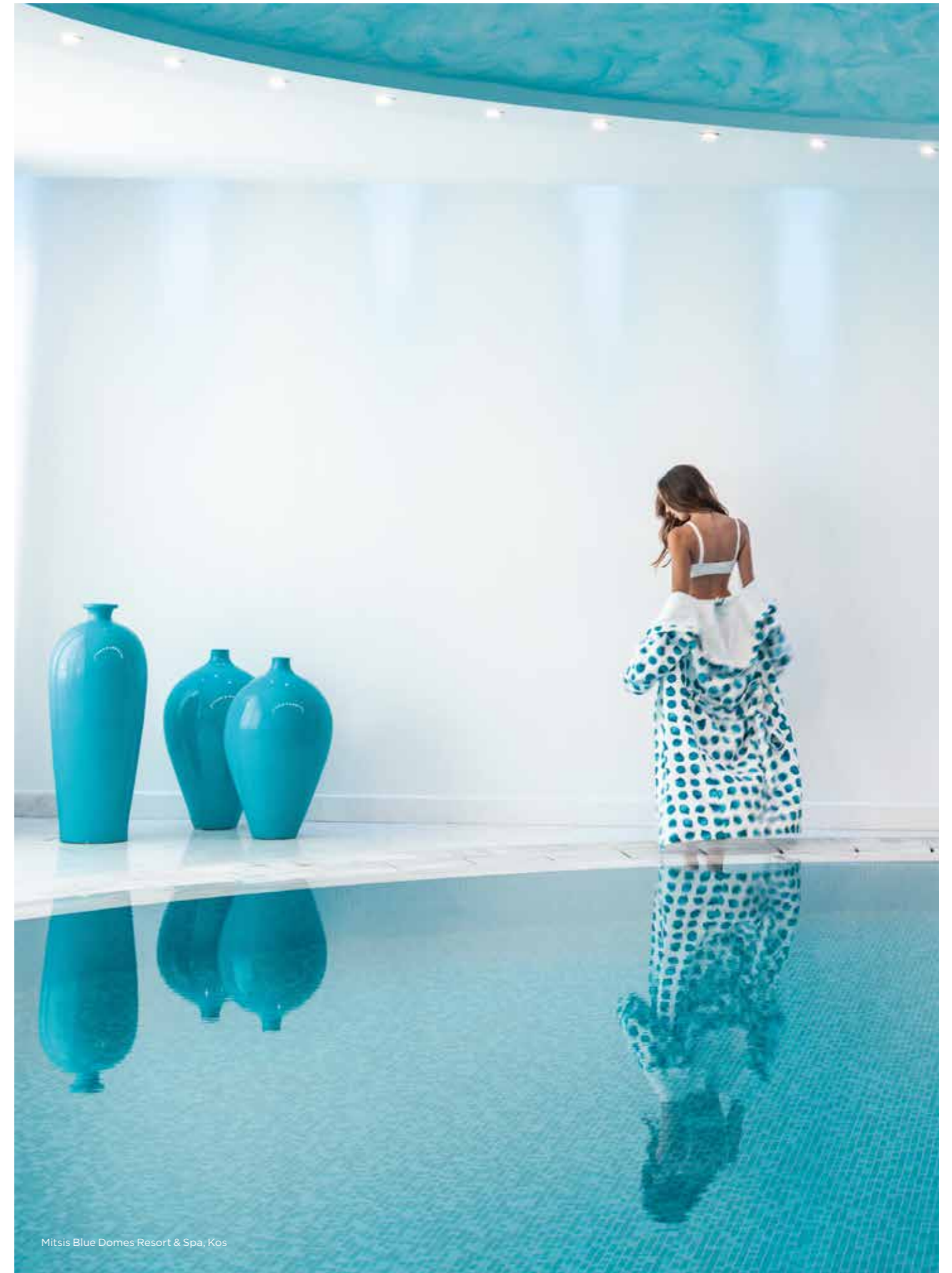
Mitsis Hotels partners with certified professional wellness experts and brands across its hotels and resorts all over Greece:

1. Grand Spa, at Mitsis Grand Hotel Beach Hotel and Mitsis Lindos Memories Resort & Spa, in Rhodes.

2. ZEEN Spa at Mitsis Laguna Resort & Spa and Mitsis Ranela Resort & Spa on the island of Crete and Mitsis Rodos Maris Resort & Spa on the island of Rhodes.

3. The Spa Athens, at Sofitel Athens Airport hotel next to the Eleutherios Venizelos Athens International Airport.

The wide portfolio of our hotel & spa brands, services and offerings aims to capture the preferences of a varied consumer base.



Mitsis Blue Domes Resort & Spa, Kos



02

Business Performance

COVID-19 created unprecedented challenges to the national and international travel industry. Despite the circumstances, Mitsis Hotels rose to the occasion and successfully navigated the pandemic landscape.

Mitsis Summer Palace Beach Hotel, Kos

2.1 Industry Performance

According to the UNWTO, 2020 was the worst year in tourism history, recording 1 billion fewer international arrivals than in the previous year.

2.1.1 Key Tourism Performance 2020

International Tourism - Statistics and Insights

In 2020, the COVID-19 pandemic utterly disrupted the global travel industry. Health and safety concerns, mandatory testings, quarantines, lockdown measures and, in many cases, travel bans and the complete closure of borders, all contributed to the dramatic and unprecedented decrease in international travelling.

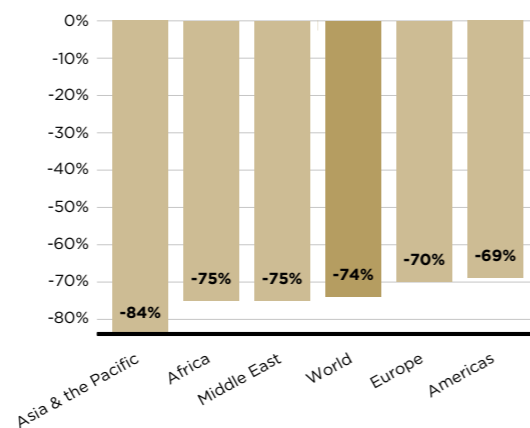
Based on WTTC's Economic Impact Report, the global travel and tourism sector suffered a loss of almost USD 4.5 trillion in 2020 due to the COVID-19 pandemic. The estimated loss in international export revenues was more than 11 times greater than the loss created during the 2009 global economic crisis. Moreover, the pandemic is jeopardising between 100 to 120 million direct tourism jobs, the majority of them concerning small and medium-sized enterprises (SMEs).

International tourist arrivals (overnight visitors) declined by 70% in the first eight months of 2020, compared with the same period for 2019. In July and August, traditionally the two busiest months of the year and the peak of the Northern Hemisphere summer season, international arrivals decreased by 81% and 79%, respectively.

All countries suffered significant damages from the COVID-19 pandemic. Asia and the Pacific, the first region to experience the impact of the pandemic and the one that implemented the highest level of travel restrictions, recorded the largest decrease in arrivals in 2020: an 84% decrease, corresponding to 300 million fewer visitors.

Europe recorded a 70% decrease in arrivals, despite a small and short-lived revival in the summer period. In absolute terms, the European region suffered the largest decrease in arrivals, noting over 500 million fewer international tourists in 2020. Similarly, the Americas recorded a 69% decrease in international arrivals.

Percentage Change in Arrivals by Region



Experts consider travel restrictions as the main barrier weighing on the recovery of international tourism, along with slow virus containment and low consumer confidence.

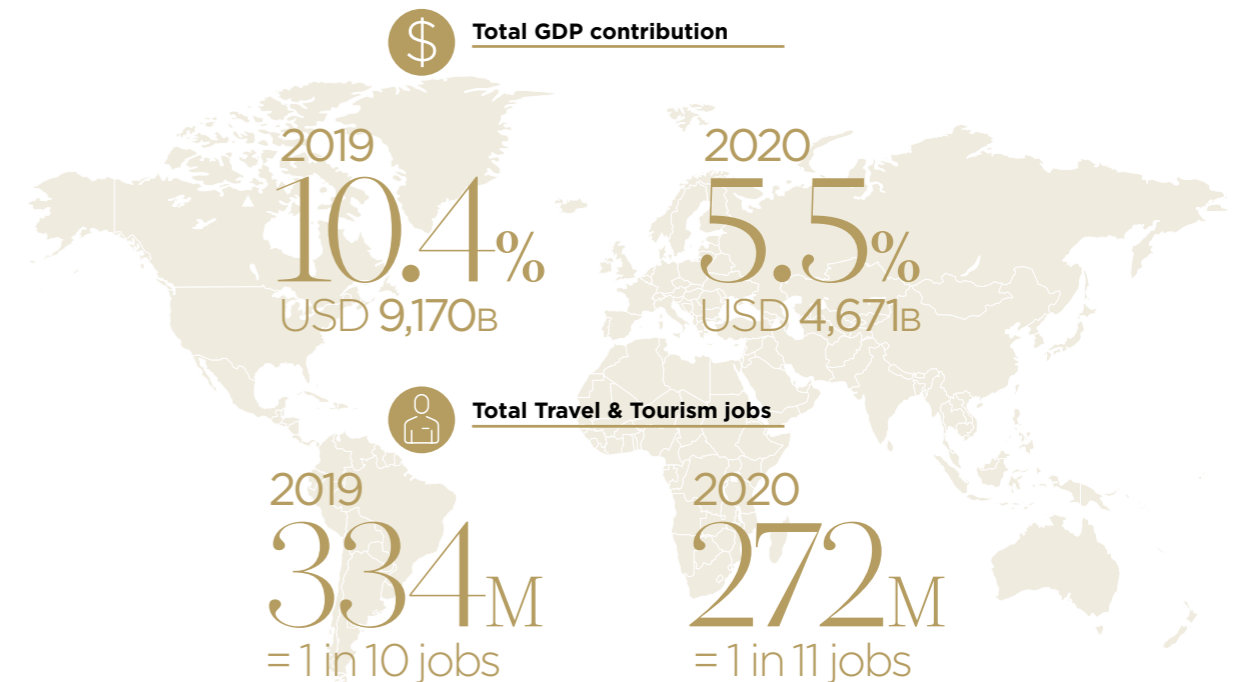
Data from STR indicates some slight improvement in July and August in the hotel industry occupancy, although performance across world regions remains at low levels compared to 2019. In September 2020, hotel occupancy rates reached 25% in Africa, 37% in Europe, 38% in the Middle East, 45% in the Americas and 54% in Asia and the Pacific.

Despite the dramatic decrease in international arrivals globally, domestic tourism is currently assisting with strengthening recovery in some large markets, including China and Russia. Yet, the UNWTO Confidence Index continues at record lows, with most experts expecting a rebound in international tourism by the third quarter of 2021 and a return to pre-pandemic 2019 performance levels not before 2023.

Tourism Contribution to GDP and Employment

The contribution of the travel and tourism sector to global GDP was reduced to USD 4.7 trillion in 2020 (5.5% of the global economy), compared to USD 9.2 trillion in the previous year (10.4% of the global economy).

In 2019, the travel and tourism sector was thriving and generating 1 in 4 of all new jobs created around the world, contributing 10.6% (334 million) jobs globally. However, the COVID-19 pandemic has so far resulted in a loss of 62 million tourism jobs globally, representing a drop of 18.5% in the sector's employment and leaving only 272 million employed across the industry. These job losses particularly affect tourism's SMEs, which make up 80% of all businesses in the industry. Moreover, given the diversity of the sector, the impacts on women, youth and minorities are significant.



Regional Performance

According to the European Tourism Trends & Prospects Quarterly Report (Q4/2020) by the European Travel Commission, international tourist arrivals in Europe decreased 70% compared to 2019.

In 2020, all European countries experienced record falls in arrivals ranging from 51% to 85%, compared to their respective pre-pandemic performance. 1 in 3 European destinations noted declines between 70% and 79%. The countries facing the greatest impact were those most heavily relying on international markets, including Montenegro (-85%), Cyprus (-84%) and Romania (-83%). On the other end of the spectrum, Austria (-53%) recorded one of the smallest falls in arrival for 2020.

According to Statista, the contribution of travel and tourism to the European job market accounted for over 38 million jobs in 2019 and almost 35 million jobs in 2020, denoting a decrease of roughly 9% over the previous year due to the health crisis.

A glimpse of hope for the recovery of the tourism industry was provided by the development and approval of multiple vaccines at the end of 2020, considerably reforming the travel outlook through the prospect of restraining the pandemic.

Key Figures of Greek Tourism

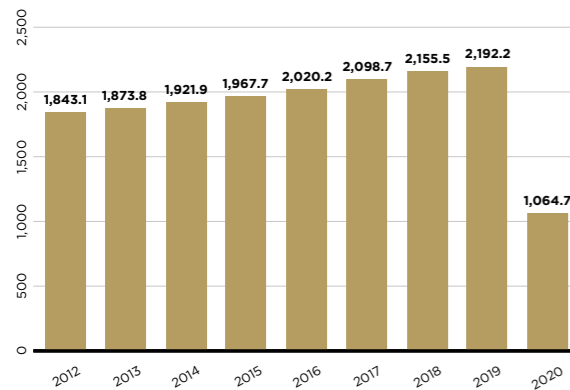
In 2020, Greece welcomed approximately 7.4 million international travellers, whereas the number of inbound visitors for the country peaked in 2019, with approximately 34 million international arrivals. This marks an almost 80% decrease in international arrivals compared with the previous year.

However, despite the drastic decrease in arrivals, the number of international visitors during the summer months (July, August, September) was higher than the number of domestic travellers. Domestic travel was significantly impacted by the pandemic, noting a 61.4% decrease in airport arrivals, from 8.1 million in 2019 to 3.1 million in 2020.

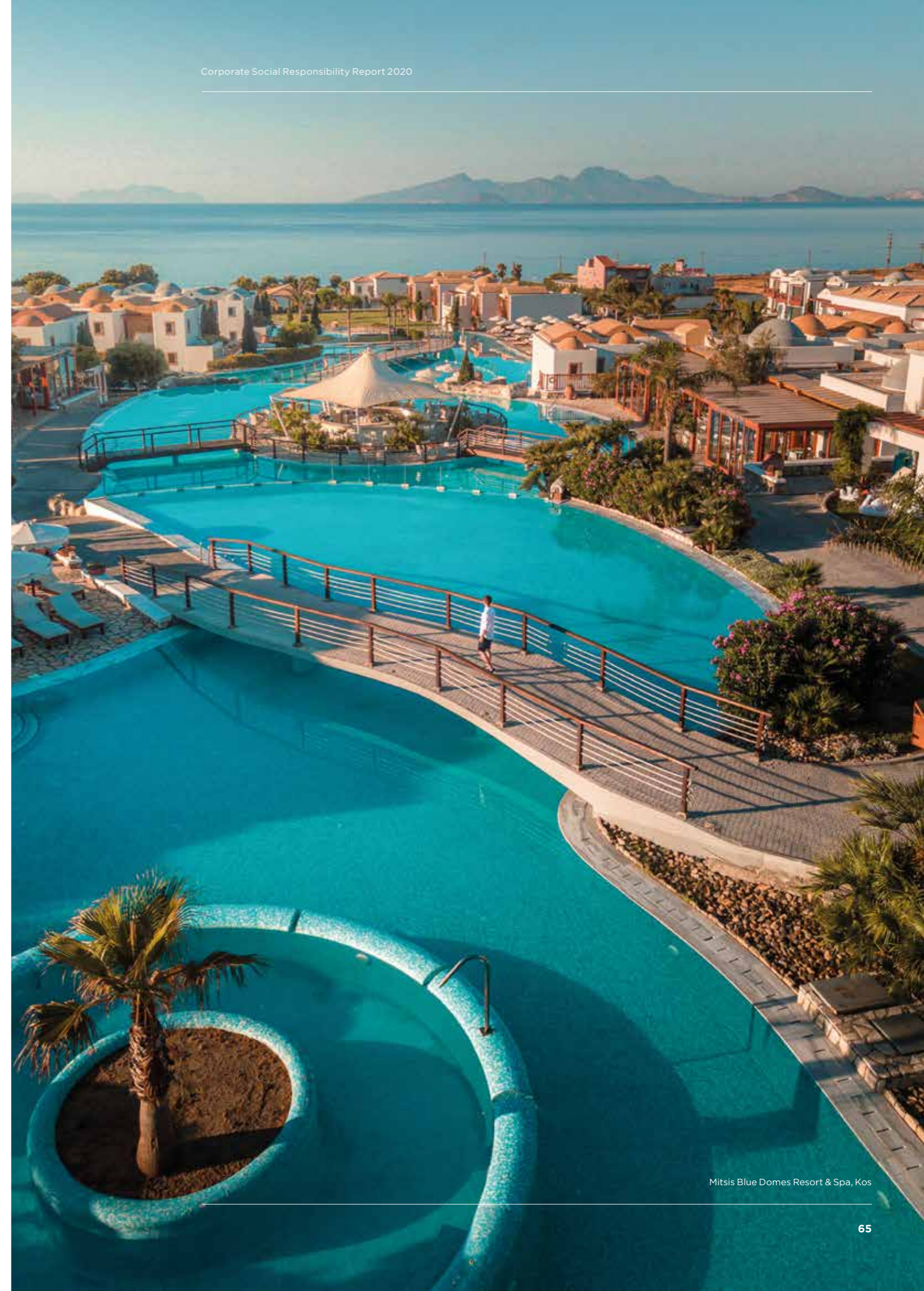
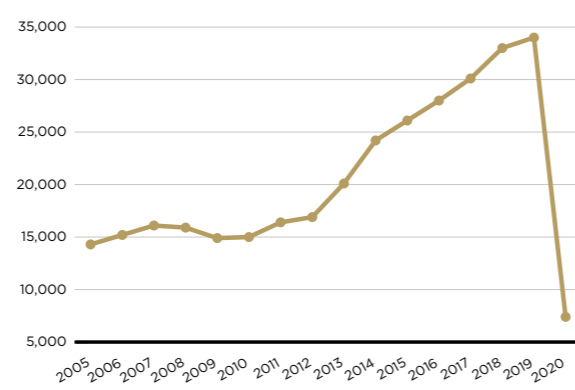
According to INSETE, in 2020 the country's travel receipts decreased by 76.5% compared with the previous year, reaching 4.3 billion Euro. According to ITEP, hotel revenues in Greece decreased by 78%, from 8.3 billion Euro in 2019 to 1.8 billion Euro in 2020. Furthermore, 278 million Euro of revenue were never collected, while advance payments for 2021 were decreased by 774 million Euro.

During the third quarter of 2020, the number of employees in accommodation and F&B services in Greece reached 396 thousand compared to 429 thousand for the same period in 2019, noting an 8% decrease. However, despite the devastating impact the nation experienced from the COVID-19 pandemic, the Greek tourism industry continued to function as a backbone for the national economy even during this unprecedented crisis.

Total contribution of travel and tourism to GDP in Europe from 2012 to 2020 (in billion USD)



Number of International Visitors in Greece from 2005 to 2020 (thousands)



Travel will be different in the post-COVID-19 era. Virtual is the new normal.

2.1.2 The Post-pandemic Hospitality Era

The devastating impacts of the COVID-19 crisis have been felt far and wide around the world and across multiple industries. As both demand and supply patterns radically shifted, tourism in the post-pandemic travel era will likely look significantly different from what we knew about travel thus far. Notably, the unprecedented impacts of COVID-19 on the hospitality and tourism industry have the power to fundamentally alter the operational characteristics of businesses.

As a result of worldwide travel restrictions, bringing the locations to visitors became the main way for tourism destinations to reach their target audiences. As technology advances, virtual travel experiences are gaining ground and becoming increasingly common. This suggests that in the post-COVID-19 era, virtual travel experiences will influence travellers and their expectations. Live streaming will allow travellers to share their experiences with their social network, interact with destinations in real-time and revive memories. Evidently, digital tourism experiences cannot substitute in-person ones, however, the health concerns and economic consequences of the pandemic can result in an increased demand for virtual experiences, as they offer a safe, low-cost alternative or complementary option to a live visit.

70% of new digital customers plan to keep using digital services after the end of COVID-19 lockdowns.

Contactless Solutions

As a result of health concerns and social distancing regulations, contactless solutions are highly in demand. Travellers will increasingly expect to register, check-in and pay through mobile, digital and contactless options.

The desire for contactless alternatives will also be accompanied by increased demand for new levels of security regarding digital services, information privacy and data protection.

Virtual Support

In the post-COVID-19 world, travellers will be more familiarised and inclined to use technology. Sophisticated solutions will be expected, such as the provision of digital assistance with a human interface. All solutions will be designed to increase comfort, convenience and efficiency for travellers.

Social but without crowding

Health and safety are currently the main priority concerns for travellers and will likely continue to be in the post-COVID-19 era. Travellers' apprehension will influence behavioural patterns, resulting in avoidance of crowds and increased demand for small-group tours and self-guided activities.

Isolated, off-the-beaten-path experiences will also be favoured and destinations need to adapt their products and services to accommodate this growing interest. Travellers will also prefer destinations that are accessible by cars, compared to air transport.

2.2 Business Insights

2020 Sales Performance

The travel industry was one of the hardest-hit sectors by the COVID-19 pandemic. In this unprecedented and difficult year for the hospitality industry of Greece, Mitsis Hotels recorded an expected decrease in its performance indicators.

Mitsis Hotels' total operating days for all of our hotels for the 2020 season were less than 800, a 75.69% decrease compared with 2019. Operations took place at lower occupancy rates to ensure the enforcement of proper social distancing measures and only 8 of our 17 hotels opened their doors during the 2020 season.

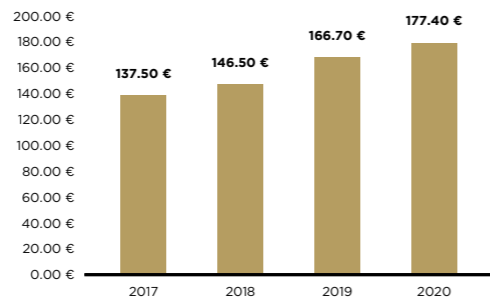
In 2020, the ADR of all Mitsis Hotels decreased by 13.2% compared with 2019 and accommodation revenue decreased by 74.09%. Throughout the season, overnights recorded reached 550,000, a 76.63% decrease compared with our 2019 performance. This follows the 74.7% decrease in overnights that Greece noted, moving from 32,277,565 overnights in 2019 to 7,199,735 overnights in 2020.

One of the most important KPIs for hotels is RevPOR (Revenue Per Occupied Room). For Mitsis Hotels, Total RevPOR has steadily increased by 29.04% since 2017. Compared to our 2019 performance, occupied rooms decreased by 75.66%, with approximately 231,000 occupied rooms in the 2020 season.

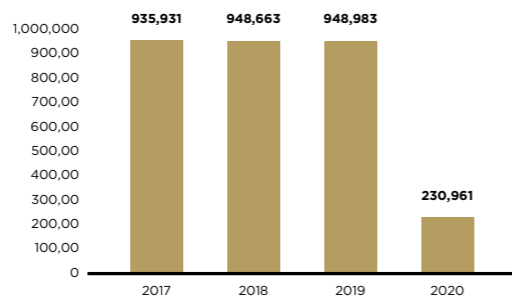
Key Markets

Despite the difficulty of the year 2020 due to the COVID-19 pandemic, Mitsis Hotels achieved a 1,020.29% increase in online bookings and a 128.35% increase in direct bookings through its booking engine in the past 4 years. On the other hand, bookings from TOs have decreased by 18.35% compared to 4 years ago.

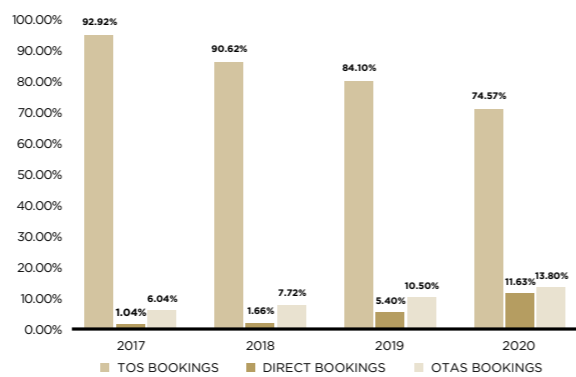
RevPOR



Occupied rooms



Sales share by booking source

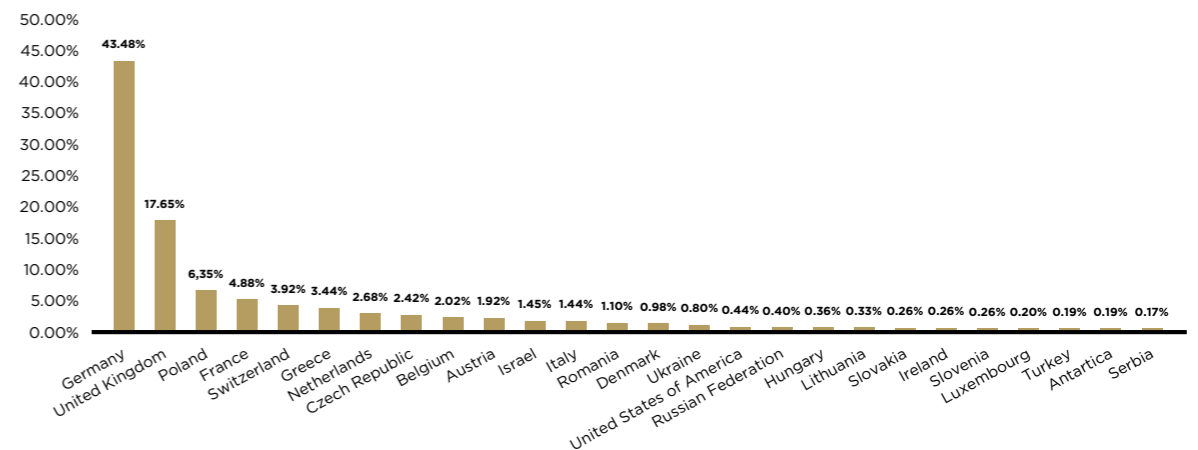


Demographic Statistics

During 2020, the highest revenue was generated by

travellers from Germany, United Kingdom, Poland, France, Switzerland, Greece, Netherlands and Czech Republic.

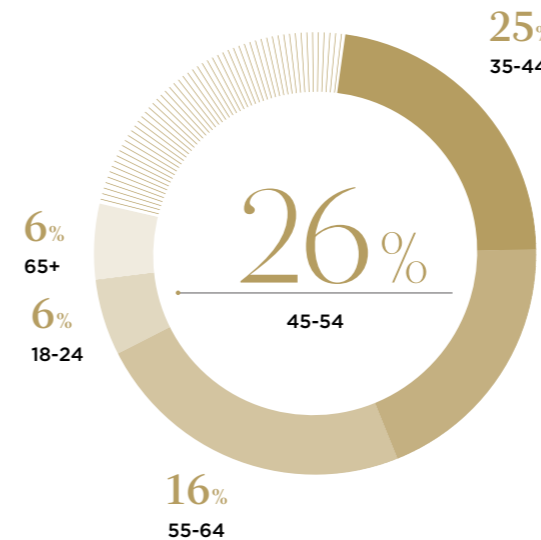
Mitsis Hotels Revenue % by country



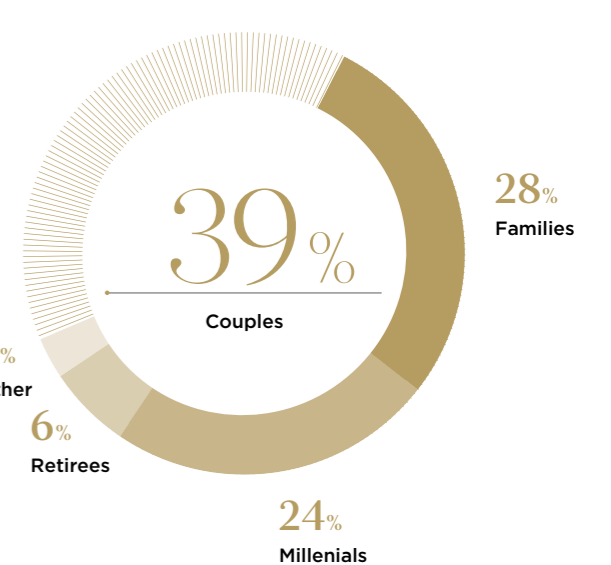
Regarding the age range of travellers, the majority of revenue was generated by guests aged between 45 to 54 years old.

By analysing the personas of travellers, we observe that the majority of revenue was generated by couples.

Revenue by age



Sales by personas



2.3 Marketing & Business Development

2.3.1 Marketing Strategy

Following the COVID-19 outbreak, we adjusted our marketing strategy, focusing on the viability of markets and developing an action plan that addresses both the current state and future predictions of travel demand. In 2020, we continued our dynamic and innovative marketing strategy, which allows us to customize our services and better meet our guests' growing needs.

As individuals are spending more time online, we proactively leveraged lockdown periods to ongoingly communicate with our guests, utilising our social media communication channels, improving guests' experience with our digital assets and maintaining customer loyalty. A series of innovative marketing efforts were channelled towards guests and business partners alike, to promote our significantly enriched product either through milestone renovations or through added-value services in all hospitality areas.

Our vision to pioneer the hospitality industry has led to the development of new technology services and innovative applications for our customers, allowing us to gain and retain guests through easy-to-use self-service capabilities.

Mitsis Hotels aspires to be a pioneer of innovation in the new digital era. We invest time, capital and expertise in a series of projects aiming to upgrade our excellent services and provide unique experiences to our guests.

Brand Strategy

In 2020, we adapted our brand strategy to the new normal of COVID-19 and reinvented a new chapter for the Mitsis Hotels brand through creative activities and effective communication.

We actively showed our empathy supporting our guests and employees and we used relevant messaging to connect with the appropriate audiences. We fully moved the Mitsis Hotels brand and experience online, emphasising the importance of social media communication to connect with our audience. While anticipating the Greek tourism reopening, we remained active and engaged at all times.

With vision, determination and the aspiration to represent an innovative, social and committed brand, we redefined our Brand Strategy in cooperation with the world-leading Branding Consultancy Interbrand, intending to renew our brand assets, adapt to the industry's challenges and encapsulate the main trends shaping the future of travel.

Under the slogan 'Create your own story', our new brand personality aims to capture the purpose of our existence: To offer the finest of Greek hospitality and a world of delightful premium-quality holiday experiences, where guests can embrace their personal journey of enjoyment and fulfilment.

In 2020,
we successfully
brought our Mitsis
community closer
together than ever.

Product Strategy

Driven by our guests' evolving needs and desires, we serve the experiential needs of the modern international traveller through our rich hospitality blend, consisting of premium, all-inclusive, family and city hotels, spa resorts, meetings, social events and wedding hotels. With 17 hotels in our collection, we aspire to stand out as the preferred portfolio of hotels & resorts offering excellent service, great locations, impeccable facilities, sophisticated dining and a broad spectrum of options for our clientele.

We formulate our product strategy on an annual basis to meet the quality criteria and requirements of our clientele. We invest capital, time and expertise to upgrade Mitsis Hotels' tangible and intangible features, offering our guests the opportunity to create exceptional memories at every stay.

From 2017 to 2020, we have embarked on a groundbreaking renovation programme, creating impeccable facilities - landmark outdoor spaces and pool areas, adding new room types, premium amenities and upgraded food and beverage outlets to ensure a comfortable and pleasurable stay for our guests.

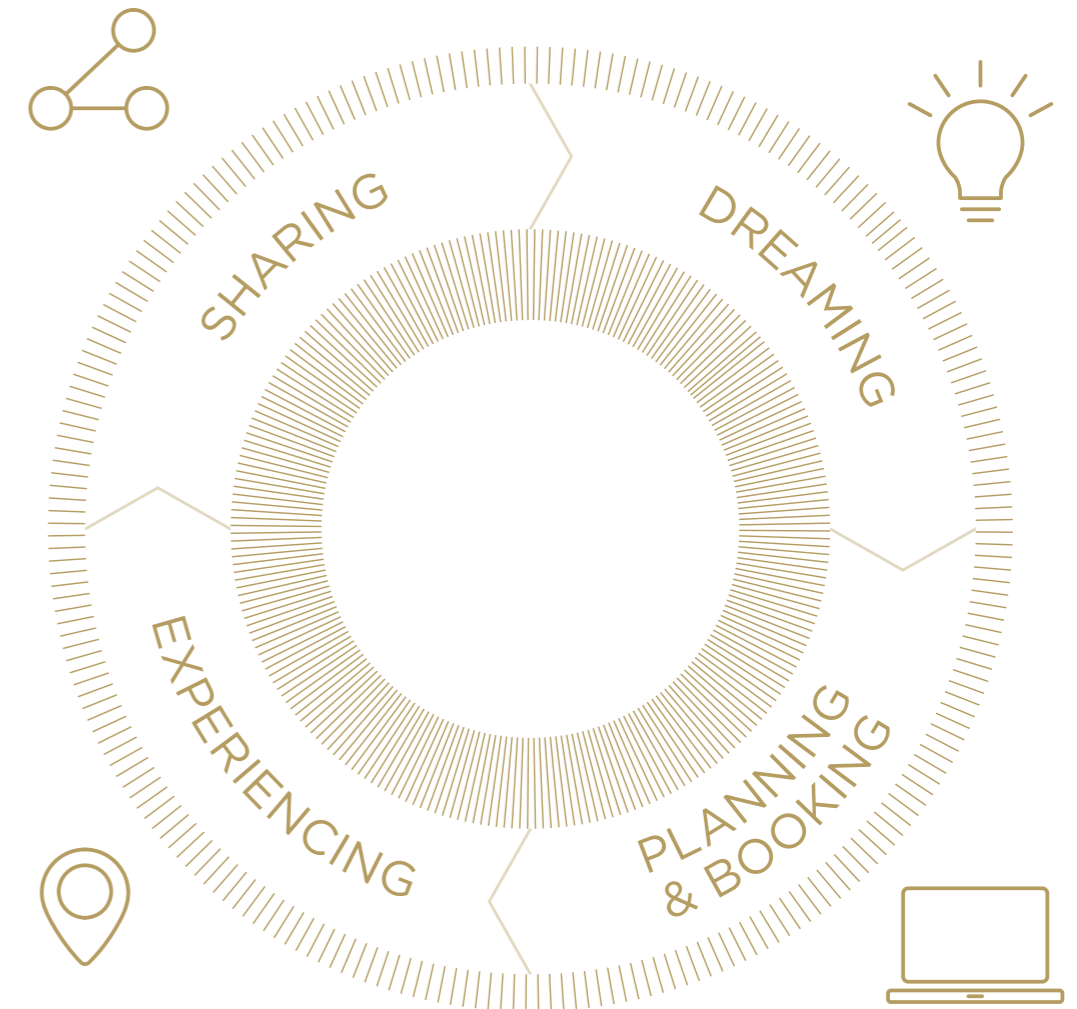


2.3.2 Valuable Marketing Assets

Guided by our customer-centric philosophy, we have developed effective customer relationship management software programmes and other essential technology solutions to craft the ultimate guest experience.

We provide our guests with personalised communications and offerings that address their specific wants and needs, not only during their stay but throughout the customer journey. This contributes to maintaining our competitive advantage and continuing our steady growth.

We have developed more than 30 touchpoints along the customer journey.



Portal CRM Solution

Customer Relationship Management (CRM) aims to effectively manage our interaction with current and potential guests. CRM is our significant digital investment to create a unique database asset and getting to know our visitors' needs and behaviours. With more than 700K guest profiles, this platform is integrated into our relevant systems (ePOS and PMS), offering us a holistic and detailed insight into customers' profiles. This central repository of information enables us to analyse large data, offer enhanced, up-to-date customer service and achieve sales growth. Marketing strategies become easier to adapt and their effectiveness can be measured, a direct advantage over our competitors.

Moreover, through CRM we can effectively manage our Loyalty Programme, helping cultivate a unique relationship with our customers. Social media interaction through CRM also contributes to informing and engaging with our customers.

Our Loyalty Programme

The Mitsis Friends Club is our premium offer for guests to elevate their holiday experience and enjoy their stay to the fullest. Our Loyalty Programme was created in 2012 and was upgraded in the 2020 season to increasingly reward our most loyal guests and Mitsis brand ambassadors.

When booking their stay directly through our website and using our concierge services, members are rewarded with points and exclusive on-site benefits. Based on their membership tier, guests can enjoy our special benefits, including e-shop discounts, high-speed WiFi access, complimentary early check-in, priority check-in, complimentary late check-out, priority at theme restaurants, complimentary room service and special departure gifts, among others.

57,000

Total MFC Members

4,000

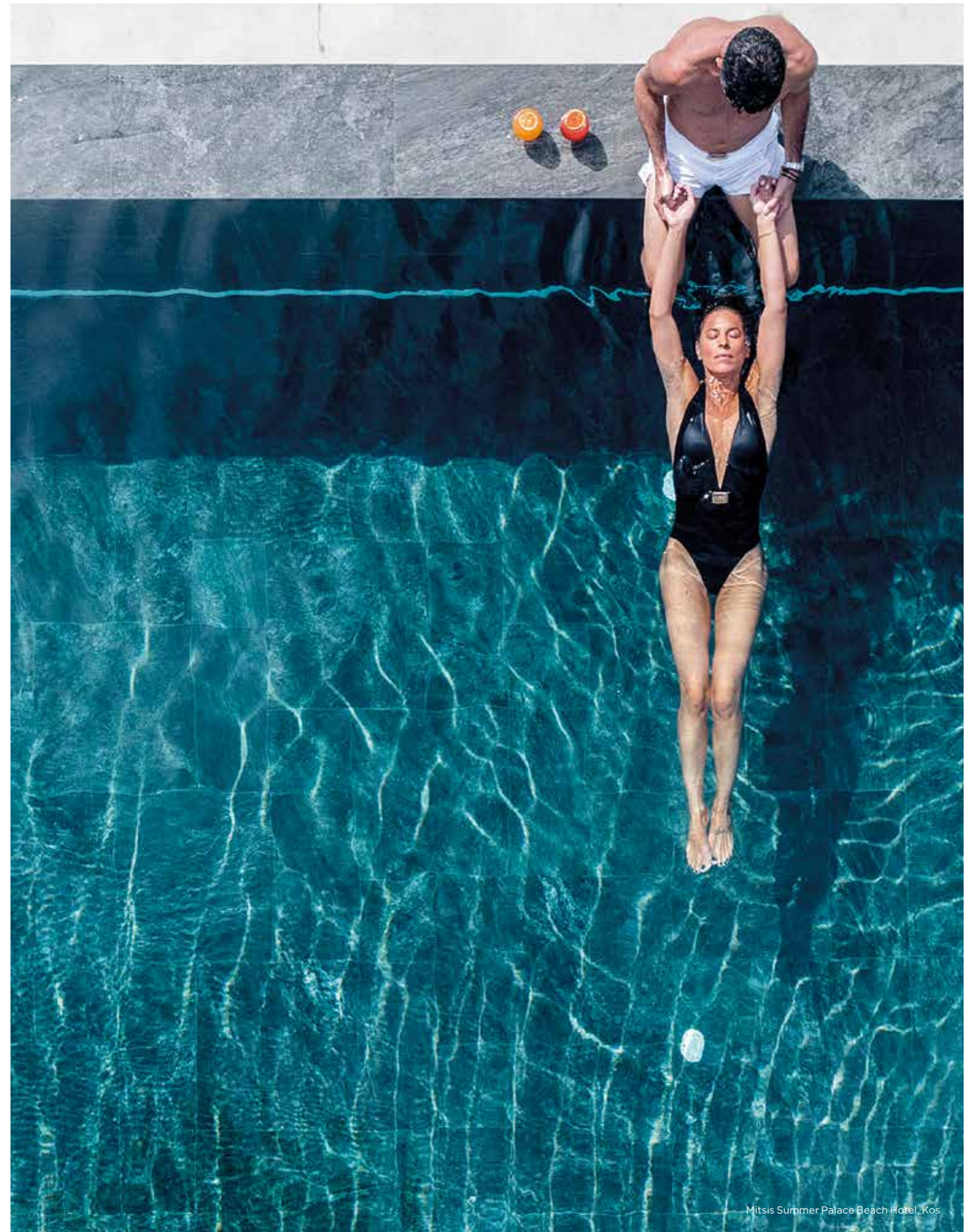
New MFC Members in 2020

10,400,000

Points Collected in 2020

3,400,000

Total Points Redeemed



Mitsis Summer Palace Beach Hotel, Kos

2.3.3 360° Digital Assets

The COVID-19 pandemic accelerated several development trends, with digital transformation being a prime example.

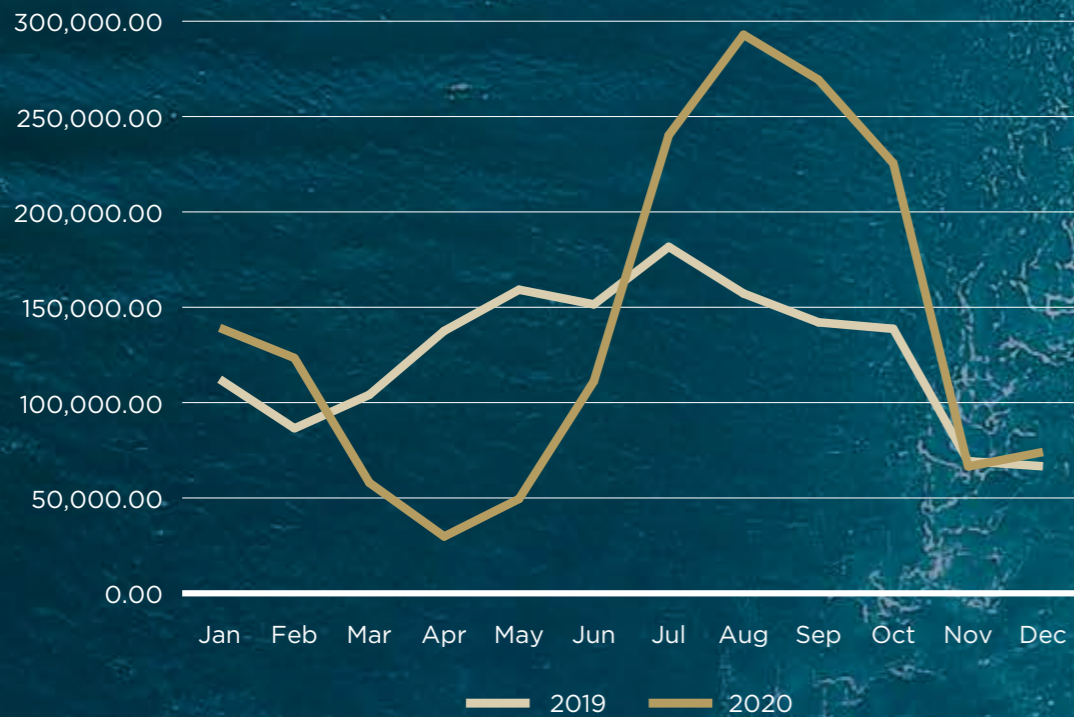
In 2020, Mitsis Hotels developed a 360° Digital Marketing Strategy, to improve the overall experience of our guests, engage with travellers before, during and after their stay, communicate with them more effectively and offer them personalised services and experiences.

Multilingual Website

Our website is developed with a user-friendly interface and navigation, enabling visitors to effortlessly discover the wide range of accommodation options, an extensive list of events, wellness, cultural, leisure and culinary offerings, as well as tailor-made experiences through our Mitsis Concierge online platform. Our website reflects the evolution of the hospitality and tourism industry and we are confident that the final product addresses the wants and needs of modern travellers.

Through our fully responsive website, visitors can now browse our products and services in their preferred language, offering a more engaging user experience and fostering improved communications with our guests.

Total website traffic per month compared to 2019



During the 2020 season, we reached 1.7M online visitors, noting an increase in website traffic by 11.47% compared to 2019.

Mitsis LOVE e-Shop

Our Mitsis Hotels brand 'LOVE' was launched in 2019. Inspired by Greek history, culture and architecture, the most characteristic representations from our islands have been selected to create an exclusive collection of items with the use of the finest materials. The collection offers three product lines - business, personal and home, featuring a total of 55 special items.

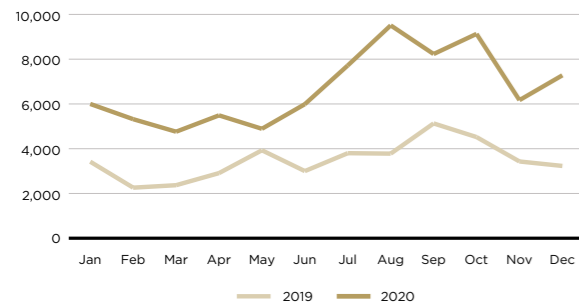
During the 2020 season, we added new exclusive products and created a kids' collection. Visitors can navigate the website easily, search the offered products, create wish lists and place orders online through our e-shop.

Unique Destination Blog

Our monthly updated blog 'Unique Destination' was one of our major channels to directly communicate with our guests and visitors during COVID-19 and inform them about our practices & policies, latest news and hotel openings. With 33 issues, 1,500 articles, 600K words, 150K clicks and 33 Newsletter and Social Media Campaigns, our online blog includes a wide range of hospitality subjects, as well as the Group's latest news and events. It is available in two languages: English and Russian.

Compared to 2019, total website traffic increased by 92.18%, as displayed below.

Blog traffic per month compared to 2019



Social Media Channels

Mitsis Hotels has created an integrated social media strategy for its corporate social media channels across core digital platforms, aligned with the Group's communication plans and actions. Mitsis Hotels uses Facebook, Instagram, Twitter, YouTube and LinkedIn for different communication purposes and is currently active with 5 central accounts and 32 individual hotel properties accounts.

Our social media channels were our most important communication tool for conveying our updates, health & safety policies and protocols in the past year, before and during the reopening of our hotels. In 2020, we handled more than 25K requests, messages and comments, while our active 24/7 presence increased our audience by 15%.

Season 2020 | Achievements

Website Traffic	1.7M (+12% from 2019)
Blog Traffic	81K (+92% from 2019)
Social Media Requests	25K
Live Chat Requests	2.5K
Table Reservations	85K



2.3.4 Our Digital Smart Apps

The pandemic elucidated that the digitalisation of travellers' experience is imperative for thriving in the new era. Mitsis Hotels, continuously investing in the newest technology and digital smart apps, developed in 2020 an integrated digital marketing strategy with onsite and offsite apps to reach travellers.

Live Chat, our customer support tool

As guests' expectations are rising, our online chat tool installed on our website offered personal assistance to our guests. By providing timely, accurate and informative guidance, we can win the heart of website visitors, sustain our brand image and increase our sales conversion.

Online Room Upgrade

During the 2020 season, we featured an online room upgrade option to provide our guests with the opportunity to upgrade their stay. Through our website, our guests can now select a superior room category based on their needs.

Fast Check-in registration

Providing guests with the option of avoiding the reception queue is important not only for their experience in our hotels but also for enforcing COVID-19 social distancing and safety measures. Our brand-new check-in registration app allows guests to check-in online and digitally sign for their reservations.

Mitsis Concierge Platform

During the 2020 season, we officially launched our concierge platform, a significant investment seamlessly integrated with our website and several platforms used. Our guests can now enjoy one-of-a-kind experiences from our collection of tailor-made services through the Mitsis Concierge online platform. Authentic destination explorations and exciting local adventures, fascinating cultural attractions, excursions and day trips, relaxed and secure transfers, exclusive hotel packages, 24h private in-room dining and more are now just one click away!

This holistic 360° guest experience is an easy-to-use, responsive platform that assists our guests with planning and booking their personalised experiences before their arrival and ensuring contactless and reliable transactions.



Table Reservation Platform

Table Reservation is an innovative digital platform offering our guests the ability to book their table online for brunch, lunch or dinner, choosing among the plethora of our food and beverage outlets. An integral part of our concierge services, the platform is efficiently designed to increase convenience and accuracy and decrease waiting times by best coordinating staff and inventory. For the 2020 season, more than 85K bookings were made through our table reservation platform.

QR Code Readers

During the 2020 season, technology was tapped to help curb the COVID-19 pandemic at our hotels. All menus and branding apps, including maps, directories and brochures, were available through contactless QR Codes, which could be scanned by our guests with their mobile devices.

Digital Signage

Since 2019, we have installed in our hotels' lobbies digital signage screens to provide our guests with relevant audiovisual information on our hotel outlets, the weather, the recreation events programme and special hotel features and highlights. As of 2020, these screens also inform guests about all enforced health & safety protocols, instructions and recommendations regarding COVID-19.

Multi-functional Touchscreens

A microsite of our brand-new website is developed and displayed on interactive touchscreens placed on our hotels' lobbies. This all-in-one interactive solution seamlessly blends our properties' accommodation options, upcoming events, digital calendar, dining options, local attractions, loyalty programme and bookable concierge services into a compelling and easy-to-use, immersive touchscreen digital concierge communications platform.

Branded Info Channels

Since 2019, we have created two info channels on our TV programmes at all our hotels. The two channels include, among other, detailed information on our Group, our unique product and service offerings and destination highlights per location. The channels also feature our environmental policies awareness videos and our detailed plan video for COVID-19.

Digital Incident Logbook

To safeguard the health and safety of all individuals working or staying in our hotels, we have developed a new application to record and monitor medical issues, incidents related to COVID-19 and relevant complaints.

New Platform for Customer Surveys

Always trying to meet the evolving needs of our guests, we have developed a new platform for customer surveys to gain valuable guest insights, generate feedback and improve our service levels. By creating customer surveys, we can capture useful guest data at various points of their travel journeys, as well as tailor our service offerings and communications to indicated guest preferences.

Human Resource Recruitment Application

The online Human Resource Recruitment Application provides qualified individuals with the tools to apply for work at Mitsis Hotels Group. An organised plan is created to help interviewers assess candidates' skills, traits and qualifications, based on a scorecard of key attributes for a candidate's success, to evaluate all candidates consistently.



2.3.5 Communications & Marketing Plan

For the 2020 season, our integrated Communications & Marketing Plan assisted us to effectively reach our target audiences and meet core organisational objectives. Our Plan, revised on an annual basis, includes activities to increase brand awareness, enhance visibility, increase profitability and ultimately build brand value.

Print Advertising Campaigns

In 2020, we developed a consolidated marketing strategy including print advertising campaigns. Our plan for print ads consists of more than 30 promotional campaigns in the most well-known Inflight, Business and Entertainment magazines.

Mitsis Norida Beach Hotel, Kos

Google AdWords & Social Media Advertising Results

1k

Campaigns

28M

Impressions

35k

Room nights

18,082%

Return of Investment (ROI)

Newsletter Campaigns Results

70

Marketing Campaigns

180

Transactional Campaigns

2.5M

Recipients

80k

Unique Clicks

600k

Unique Opens

Online Advertising Campaigns

In times of crisis, it is critical to focus on the booking channels deemed most cost-effective. For this reason, in 2020 we enhanced the user experience of our website to increase direct bookings. Following an established business objective to increase direct sales, we created a concrete digital marketing strategy that includes both paid and non-paid campaigns.

With our effective digital marketing plan, we secured a strong online presence by identifying new target markets and segments, selecting the most appropriate media channels and increasing brand demand. Consequently, despite the circumstances, in 2020 we still achieved significant results in all our online metrics, including direct reservations and revenue, rooms' occupancy, new audiences and markets and brand awareness.

We have created profitable Google AdWords aiming to increase website traffic and awareness as well as direct bookings, with tailor-made campaigns on both search and display networks along with successful social media campaigns on Facebook and Instagram. Our effective marketing and transactional email campaigns provide us with the highest Return of Investment (ROI), positive reviews and guest loyalty. With our new email marketing platform, we enhanced personalised communications with customised newsletters before, during and after each guest's stay.

Tourism Expos

Mitsis Hotels joins some of the world's most renowned travel exhibitions, shows and fairs to showcase its destinations, hotels and resorts, products and services. Our participation in tourism expos is an important instrument in our efforts to continuously improve and progress, by staying up-to-date with emerging trends and gaining insight on new effecting solutions. This year, the COVID-19 pandemic caused the majority of tourism expos to either be postponed or take place virtually. In 2020, Mitsis Hotels participated in WTM (World Travel Market), Foire Vakanz, Tourissimo and Bridal Expo, among others.

2020 Print Advertising Strategy

100M

Readers

20

Countries

2.4 Leading Innovation

2.4.1 Innovation Leads our Brand-new Operating Model

At the dawn of a new digital reality, we are called upon to redefine our strategies and priorities. Digital transformation is a pressing need and a necessary process, impacting all areas and all people in our business.

The Mitsis Hotels IT Department has a leading role in the Group's digitalisation, implementing and supporting a brand-new type of operating model. We stay competitive in the post-analogue era, increasing business value through technological innovation. As our digital transformation journey continues, we are investing in our customer experiences, providing guests with the opportunity to continuously enjoy our state-of-the-art digital hospitality services.

Our integrated digital solutions contribute to maximising employees' productivity and capabilities, reduce operational costs and improve the effective use of information for strategic business decisions, improve our supply chain communication and positively impact our guests' experience, who can be served faster and with greater reliability.

2.4.2 System Optimisation

Creation of data centre for the Group and migration of information systems

To enable corporate systems to meet today's processing power and cybersecurity needs, a global upgrade of our computer fleet was undertaken. Software-wise, the Group operates with the latest updates on OS and application managed through a central console provided by a recently upgraded antivirus. All mail traffic now passes through a 2-level filtration system to block spam, malware and junk email. The first level is provided by our existing mailing platform with the addition of an extra module and the second level is implemented by using a worldwide awarded portal. Hardware-wise, 96% of our equipment (laptops, desktops, printers, servers, epos) has been upgraded following a 5-year plan that has been implemented since 2018.

Creation of Mitsis Disaster Recovery Site

A Disaster Recovery (DR) site is a facility that an organisation sets up to recover and restore its technology infrastructure and operations when its primary data centre becomes unavailable. Upon completion of our data centre, we set upon to create a DR site, a national first in hospitality. In the Mitsis Hotels HQ at Galatsi, Athens, we redeployed exclusively surplus network and server equipment that became available with the introduction of our data centre.

Having addressed the infrastructure, further development of our information systems becomes our main focus point. The now combined data at multiple levels can be much more easily transformed into meaningful information, available to our Group's workforce and departments. The goal is for our customers to be able to enjoy ultra-modern integrated digital hospitality services even in the case of a system failure.

2.4.3 Diverse Circuits

Failover Internet Lines to All Our Properties

In the event of a failure in the internet connection, failover is the process of switching to a backup or duplicate internet connection until the issue that led to the failure is resolved and the original connection to the primary working station is restored. In terms of the aforementioned problems relating to the necessity of internet failover's implementation, the main internet link can fail, causing internet outages, due to various reasons; examples include ineffectual construction or traffic accidents, but also more extreme cases such as natural disasters or cybersecurity attacks.

Ensuring that the internet is not lost or disrupted and that internet uptime is maintained are imperative in virtually all industries and organisations. In our case, we need internet due to centralised applications on two sites, main and disaster. This suggests that without an internet connection, guests cannot check-in/out, ePOS orders cannot be processed, guests cannot have Wi-Fi connectivity and business continuity is disrupted.

To manage the risks associated with internet failover, establishing internet redundancy is paramount. Internet redundancy refers to reducing reliance on any one source of internet connection and instead disseminating that potential internet failure over various sources as effectively as possible. An example of such a process is adopting fixed wireless as the primary internet service and fiber optic as secondary, which would take over in the case of failure.

In 2020, we installed to all our properties diverse circuits, where the primary line is based on fiber optic and the secondary line is based on Microware-LMDS, responding to a separate ISP infrastructure to ensure internet availability at all times.

Wi-Fi Infrastructure Update

Throughout our premises, we use a combination of Wireless Access Points and Wireless Bridges for Wireless Internet Connectivity. Most of the Wireless Access Points required an update due to the age of the hardware and most of the WAPs in use were end-of-life, suggesting they were no longer receiving security updates. In addition, the company recently introduced a new Electronic Point of Sale solution (ePOS) that required a 5GHz wireless connection for using the new hand-held PDAs in F&B outlets and the existing wireless connection did not suffice to cover our increasing coverage requirements.

Our response was to deploy a low-latency, high-uptime Wireless solution. The Mitsis IT Technical team designed and implemented an Enterprise-class 'unified' Wireless Network infrastructure using Ubiquiti as our wireless technology of choice, which is built from the ground up and is ideal for demanding use in a commercial environment. More specifically, for this project, we deployed Ubiquiti 'Unifi' AC Pro, AC Lite and AC HD Wireless Access Points. These access points use new generation dual-band technology, up to 5 times faster than conventional 802.11N access points. Ubiquiti also features a 'Network Management Controller', an end-to-end system interface allowing to configure, monitor and control the entire Wireless Network from a browser-based user interface.

The outcome of the project in collaboration with Ubiquiti's Enterprise-grade Wireless technology is that Mitsis Ramira now has 100% 5GHz wireless coverage throughout the entire building, significantly improving guest satisfaction regarding wireless connectivity issues. As a fully scalable solution, the existing wireless network can be extended as the Group continues to expand.

2.4.4 Measures to Ensure Business Continuity due to COVID-19 Pandemic

In response to the COVID-19 pandemic, the Greek government implemented full nationwide lockdown measures and all non-essential workforce was instructed to work from home. During that time, the Mitsis Group IT Department was responsible for ensuring that employees were able to work, collaborate and communicate as normal. To achieve this, the following actions were undertaken:

VPN Upgrade

Our Virtual Private Network allows access to all the applications used by the Mitsis Hotels Group. Before the pandemic, remote work was only available to a limited number of users and our data centre VPN Router was upgraded to manage traffic for over 750 concurrent users. At the same time, due to our data centre upgrades, all IT hardware, including desktops, laptops and mobiles, required to be updated with the latest VPN client installation.

Teams Communication - Collaboration

For effective cross-department collaboration, the Microsoft Teams Application was introduced as the main tool. All systems were upgraded with the latest version and Office 365 groups were created for all departments.

2.4.5 Business Intelligence & Data Analytics

Business Intelligence (BI) combines business analytics, data mining, data visualisation, data tools and infrastructure to facilitate data-driven decision making. Data analytics contribute to gaining critical insight to anticipate needs, mitigate risks and inform action plans.

The Business Intelligence Department was established to perform these analyses, monitor Key Performance Indicators (KPIs), generate reports and communicate findings to relevant Directors and stakeholders. In addition, the BI Department is responsible for developing custom web-based applications, commonly referred to as Software as a Service (SaaS), which do not require individual computer instalments but can be accessed through any device, instead. The custom SaaS applications provide multiple business benefits compared to on-premises software. Report developments for the Group include financial reports, sales reports, cost of sales reports and HR and recruitment reports.

2.4.6 Digital Transformation Across All Departments & Processes

Process Automation

To continuously improve our organisation's practices and efficiency, we are developing and deploying process automation of repetitive, time-consuming tasks, that were previously performed manually by our employees. Process automation increases efficiency and productivity, while simultaneously minimising errors and costs.

Customer Invoices Automation

The first step towards our digital transformation was taken in 2018, with the introduction of the integrated content management platform OpenText. In 2020, this innovative digital document management process was followed by the introduction of new process automation for issuing and distributing all customer invoices.

Development of System Tracking Corporate Fixed Asset History

We are currently developing a system, available as a module of our ERP software, to monitor the Group's fixed assets, including information on history of acquisition and maintenance. This project will permit the improved organisation of asset data, the access of multiple users and the update of asset records in one database in real-time. It will also automate depreciation calculations for accounting compliance, improve report preparation efficiency, automate asset transfers and monitor assets' condition.

Operational Expenses Approval Procedures

We have developed and launched a digital, automated Operational Expenses approval procedure, seamlessly integrated into our ERP system. This contributes to organisational transparency, simplifies auditing processes and improves efficiency.

Daily Attendance Application

The Daily Attendance Application allows for the registration, management and configuration of employees' attendance and provides the possibility of customising employees' working hours according to the Group's policies and legal framework. The application also manages the subsystems linked to employees' attendance including, but not limited to, PTO, illnesses, public holidays, nocturnal shifts and overtime.

Protel MPE

Our Property Management System, Protel Multi-Property Edition, allows for the central coordination of all our hotels, despite their geographic dispersion across Greece. Central data management bundles reservations, marketing and reporting, significantly improving efficiency and flexibility.

Electronic Point of Sale (ePOS)

Besides the receipt of payments, the installation of modern ePOS at all our hotels also contributes to task management, from accounting to staff management. Through connecting our ePOS systems to our PMS and ERP software, we can easily extract reports, coordinate inventory and manage F&B menus. Orders can be received either from the ePOS console or PDA and all charges are automatically posted to the respective guest room.

Atlantis Spa

The installation of the Atlantis Spa software allows for the tracking and management of individual and group appointments, as well as the assignment of employees and resources as needed. The software also generates relevant reports, a critical tool in optimising operational efficiency.

Music Concierge

To optimise music distribution in our hotel areas, we created specific music playlists for our hotels, utilising Raspberry Pi Boxes with Mopidy OpenSource software for the delivery of the project. Mopidy, an extensible music server written in Python, plays music from the local disk. All music players are centrally controlled, allowing for remote status monitoring and content change.

Digital Signage & Info Channels

To control the content of our info channels dynamically and remotely, we implemented the Otrum Digital Signage solutions. This process simplifies content delivery and, using the same solution, we installed premium screens in our properties' lobbies to present information on hotels, destinations, events and announcements.

2.4.7 Next steps

Mobile Security

Future work of the Mitsis Group IT Department includes the application of a data loss prevention policy. With the use of Microsoft Intune, a cloud-based enterprise mobility management tool, we can control mobile devices used for accessing corporate data applications, including emails and work files. A BYOD policy can then be implemented in a more secure environment in today's ever-evolving IT landscape.

Inventory and Fixed Assets Barcode Tracking

We have introduced a new WMS system, seamlessly integrated into ERP, designed to support and optimise warehouse functionality and distribution using barcode technology. A WMS system assists inventory and location tracking, as well as support stock control and procurement processes.

Payroll

Payroll functions will be automated using in-house software to facilitate the collection, organisation and storage of all information required for payroll calculations and regulatory agency reporting requirements. Payroll software can usually be combined with the company's existing solutions for accounting, sales ledger, working hour management and recruiting. Information that has been captured in one part of the system can be used by other modules. For example, hours registered in the work management system are automatically transferred to the wage calculation system.

Smart Guest Room

Starting in 2020, we are integrating KNX automations in our hotels. KNX is the worldwide standard for Home & Building Automation, effectively usable in all types of buildings, offering multiple advantages including:

- **Maximum comfort for guests:** management of all hotel functions via building automation, including temperature control, lighting control, shutters and blinds control and real-time monitoring of energy consumption

- **Notable reduction in operating and maintenance costs:** activation of the room's electrical devices, including lighting and TV, only when occupied by the guest. Intelligent and optimised air conditioning management (comfort mode activation at guest check-in and during room occupancy; transition to standby/OFF when the room is unoccupied and at check-out)
- **Ultra-easy building monitoring and maintenance:** a consequence of the central display and control point for the entire system.

Guest Rooms' Door Locks Upgrade

In some of our facilities, doors are equipped with mechanical locks that are often lost, a process requiring constant maintenance work. Our goal is to renew the electronic locks for the entire hotel chain, unifying the access management system, reducing the maintenance work on the locks and guaranteeing a satisfactory stay for guests.

For this purpose, we will use Tesa Spy Wireless Ready electronic locks, an offline system that allows the solution to be scaled up to a Wireless Wi-Fi system if required in the future. In addition, we will install energy savers in the rooms, contributing to saving 40% of energy consumption for each room.

Location Services

Bluetooth Low Energy (also called Bluetooth LE or Bluetooth 4.0) is the power- and application-friendly version of Bluetooth that allows for connectivity between devices and beacons. BLE is already used widely and is the basis for Google Eddystone and Apple's iBeacon. Beacons work in tandem with mobile apps to trigger specific messages or actions based on rules, such as triggering a push notification when a user is within a certain distance from a beacon. We have started incorporating location services in our company app and, along with that, we will run informative messages and marketing campaigns for our guests based on their location.

Staying focused on our Digital transformation journey, we will continue our technological investment plan, to create even more unique experiences for our guests. The Discovery phase of our Digital Reinvention will start next year and involves a fundamental redesign of the way we engage with customers and other stakeholders. Our goal is to have deeper technical conversations, consistent and highly experiential engagement for co-creation, bringing our complete portfolio of offerings in front of customers to unlock and accelerate business outcomes.

2.5 Corporate Reputation

We are passionate about offering our guests the finest of Greek hospitality and a premium-quality holiday experience. Our approach to total quality excellence, along with our warm and welcoming spirit, genuine care and attention to detail, ensure our continued success through elevated levels of customer satisfaction.

Even at times of unprecedented crises, we have achieved to continuously improve our market value, a vital aspect of our performance. Approximately 40% of our Group's market performance can be attributed to non-financial factors associated with our corporate reputation. Our social performance, media exposure and public perceptions, along with our awards collection and excellent reviews in recognition of our efforts, all contribute to our organisation's strong brand value.

For our remarkable performance, Mitsis Hotels has been awarded several prizes by national and international travel organisations and tour operators, recognising the provision of high-quality services, contribution to local communities and respect for the environment.

Reflecting the collective sentiment of our guests' satisfaction, a vast number of the awards we receive derive directly from our visitors, who share their post-stay experiences on review sites or support their favourite hotel in voting competitions. Mitsis Hotels' reputation is further enhanced by search engine results, news coverage and the Group's publicised actions.

For our remarkable performance, Mitsis Hotels has been awarded several prizes by national and international travel organisations and tour operators, recognising the provision of high-quality services, contribution to local communities and respect for the environment.

2.5.1 Group Awards

Mitsis Hotels has been awarded as one of 'The 25 Most Sustainable Companies in Greece' for 2020, recognised for its progress in digital transformation, environmental conservation and positive impact on the local communities' quality of life.

The Sustainable Greece 2020 Initiative is organised by the QualityNet Foundation, under the auspices of the Ministry of Development & Competitiveness and aims to create a development model that ensures a sustainable economy and society. Its strategic goal is to forge a systematic dialogue at the national level and to create methodologies and tools that would support organisations towards achieving sustainable development.

Mitsis Hotels has also been awarded the 'Smart Hotel Manager of the Year' by the Hotel Tech Awards 2020. HotelTechAwards recognise companies that have proven to add immense value for hoteliers by helping them compete in the digital age.

2.5.2 Hotel Awards

Continuously improving the quality of our offerings and services, we aim to bring to life enriching experiences for our guests, making the most of our unparalleled family touch and impeccable Greek essence. In recognition of the high quality of the services provided, we have been awarded several prizes by local and international tour operators and travel organisations.

Review Sites Awards

For another consecutive year, our provision of premium quality services and experiences were reflected in our visitors' positive online reviews. Our guests evaluated us with the highest ratings in the most popular hotel review sites, granting Mitsis Hotels a place among the winners' lists.

For their 2020 performance, Alila Resort & Spa, Blue Domes Resort & Spa, Grand Hotel, Laguna Resort & Spa, Norida Beach Hotel, Rodos Maris Resort & Spa, Rodos Village Beach Hotel & Spa and Summer Palace Beach Hotel were included in the Travelers' Choice Awards '21 by TripAdvisor.

Alila Resort & Spa collected a Special Award '21 by Holiday Check.

Blue Domes Resort & Spa, Faliraki Beach Hotel & Spa, Family Village Beach Hotel, Galini Wellness Spa & Resort, Grand Hotel Beach Hotel, La Vita Beach Hotel, Laguna Resort & Spa, Lindos Memories Resort & Spa, Norida Beach Hotel, Petit Palais Beach Hotel, Ramira Beach Hotel, Rinela Beach Resort & Spa, Rodos Maris Resort & Spa, Rodos Village Beach Hotel & Spa and Summer Palace Beach Hotel & Spa, were all Recommended by Holiday Check for '21.

TOs & OTAs Awards

Once again, Mitsis Hotels received multiple awards from the most recognised Tour Operators and Online Travel Agents based on their clients' feedback and reviews.

Alila Resort & Spa, Blue Domes Resort & Spa, Faliraki Beach Hotel & Spa, Family Village Beach Hotel, Galini Wellness Spa & Resort, Grand Hotel Beach Hotel, La Vita Beach Hotel, Laguna Resort & Spa, Lindos Memories Resort & Spa, Norida Beach Hotel, Petit Palais Beach Hotel, Ramira Beach Hotel, Rinela Beach Resort & Spa, Rodos Maris Resort & Spa and Rodos Village Beach Hotel & Spa collected a Traveller Review Award '21 by Booking.com.

Alila Resort & Spa, Blue Domes Resort & Spa, Faliraki Beach Hotel & Spa, Laguna Resort & Spa, Norida Beach Hotel, Rinela Beach Resort & Spa and Rodos Maris Resort & Spa were included in the list with the Best Resorts '20, Family Village Beach Hotel, Grand Hotel, La Vita Beach Hotel Petit Palais Beach Hotel and Ramira Beach Hotel in the lists with the Best Hotels '20 and the Best Luxury Hotels '20, all by Kayak.

Grand Hotel was a Loved by Guests, All-Inclusive Winner '21, Blue Domes Resort & Spa, Faliraki Beach Hotel & Spa, Family Village Beach Hotel, Galini Wellness Spa & Resort, La Vita Beach Hotel, Laguna Resort & Spa, Norida Beach Hotel, Petit Palais Beach Hotel, Ramira Beach Hotel, Rinela Beach Resort & Spa, Rodos Maris Resort & Spa and Rodos Village Beach Hotel & Spa were Loved by Guests, Award Winners '21 and Alila Resort & Spa and Lindos Memories Resort & Spa collected a Loved by Guests, Most Wanted Award '21, all by Hotels.com.

Blue Domes Resort & Spa was included in 17 lists by Travelmyth for '21, Ramira Beach Hotel in 16 lists and Rodos Village Beach Hotel & Spa in 15 lists.

Travel Awards

Our remarkable performance and high-quality services are recognised by the most prestigious travel organisations, granting Mitsis Hotels several travel awards.

Laguna Resort & Spa was a content winner in Europe under the Luxury Family All-Inclusive Hotel category in the World Luxury Awards '20 and a global winner under the Luxury Theme Restaurant category for its Fish à la carte restaurant in the World Luxury Restaurant Awards '20,

2.5.3 Certifications

Travelife

All Mitsis Hotels have been awarded a Travelife credential, a certification scheme managed by ABTA, dedicated to achieving sustainable practices within the tourism industry, helping hotels manage and monitor their social and environmental impact. Mitsis Hotels implement strict environmental policies and practices, eliminating all single-use plastic products, using energy-efficient led bulbs, diligently recycling or composting the waste produced and conserving water resources by recycling water through the Reverse Osmosis process, Simultaneously, Mitsis Hotels supports the local communities by financially supporting local sports teams, participating in local events and festivals, promoting local products and producers, offering academic scholarships and organising blood donations.

Green Key

All Mitsis Hotels received the 'Green Key' eco-label for their environmental programme, as part of the Group's green growth strategy, aiming to adopt and promote the best ecological practices in hospitality and tourism.

Blue Flag

For another consecutive year, our beaches have been awarded a Blue Flag, the most recognisable eco-label for beaches and marinas in the past 30 years.

In 2020, a Blue Flag was awarded to the following beaches managed by Mitsis Hotels:

'Ammoudes' Alila Resort & Spa

'Psaltos' Lindos Memories Resort & Spa

'Galouni Kokkinogia' Rodos Maris Resort & Spa, Rodos Village Beach Hotel & Spa

'Anissaras' Laguna Resort & Spa

'Kokkini Chani' Rinela Beach Resort & Spa

'Vouno' Blue Domes Resort & Spa, Family Village Beach Hotel, Norida Beach Hotel, Summer Palace Beach Hotel

'Psalidi' Ramira Beach Hotel

'Kamena Vourla' Galini Wellness Spa & Resort

Greek Breakfast

Mitsis Hotels proudly promote Greek gastronomy and cultural heritage, being certified with the 'Greek Breakfast' seal. The initiative was launched in 2010 by the Hellenic Chamber of Hotels, aiming to promote the gastronomy of each tourism destination by enriching the breakfast menu offered by Greek hotels with local agricultural products and traditional specialities.

ISO 14001

Alila Resort & Spa and Rodos Village Beach Hotel & Spa received the ISO 14001 certification, the international standard for environmental management systems (EMS) and the most widely used EMS in the world. ISO 14001 provides organisations with requirements and guidance on minimising their environmental impact and complying with applicable environmental laws and regulations. ISO 14001 is voluntary and assists companies with managing resources more efficiently, continually improving their environmental performance.

ISO 22000

Alila Resort & Spa, Blue Domes Resort & Spa, Faliraki Beach Hotel & Spa, Laguna Resort & Spa, Norida Beach Hotel, Petit Palais Beach Hotel, Ramira Beach Hotel, Rinela Beach Resort & Spa, Rodos Maris Resort & Spa and Sofitel Athens Airport received the ISO 22000 certification. The ISO 22000 international standard, developed by the International Organisation for Standardisation, is a general derivative of ISO 9000 and specifies the requirements for a Food Safety Management System (FSMS) that involves interactive communication, system management, prerequisite programmes and HACCP principles.

Awards and certifications 2020

Certification	AL	BD	FLK	FML	GLN	GH	LV	LGN	LM	NRD	PP	RMR	RNL	RM	RV	SFT	SP
Blue Flag	■	■		■	■			■	■	■		■	■	■	■		■
Greek Breakfast	■	■	■	■	■		■	■		■	■	■	■	■	■		■
Green Key	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Health First Protocol	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
ISO 14001	■														■		
ISO 22000	■	■	■					■		■	■	■	■	■		■	
Safe Restart	■	■			■			■		■			■	■		■	
Travelife	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		■

2.5.4 Safe Operation Certifications

Health First

All Mitsis Hotels obtained the 'Health First ' certification seal, launched in 2020 by the Hellenic Chamber of Hotels to assure hotels' compliance with official health and safety protocols, aiming to reduce the risk of COVID-19 transmission to hotel employees and guests.

Safe Restart

Alila Resort & Spa, Blue Domes Resort & Spa, Galini Wellness Spa & Resort, Laguna Resort & Spa, Norida Beach Hotel, Rinela Beach Resort & Spa, Rodos Maris Resort & Spa and Sofitel Athens Airport were evaluated by TÜV HELLAS (TÜV NORD) for their full compliance with all relevant national legislative requirements and recommendations, as well as guidelines by the World Health Organisation and European Union. The Safe Restart evaluation applied only to hotels operating in the 2020 season.

Award	AL	BD	FLK	FML	GLN	GH	LV	LGN	LM	NRD	PP	RMR	RNL	RM	RV	SFT	SP
Booking.com, Traveller Review Award '21	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
Holiday Check Special Award '21	■																
Holiday Check Recommended '21		■	■	■	■	■	■	■	■	■	■	■	■	■	■		■
Hotels.com, Loved by Guests, Most Wanted Award '21	■							■									
Hotels.com, Loved by Guests, Award Winner '21		■	■	■	■		■	■		■	■	■	■	■	■		
Hotels.com, Loved by Guests, All-Inclusive Winner '21						■											
Kayak, Best Resort '20	■	■	■					■		■			■	■			
Kayak, Best Hotel '20				■		■	■				■	■					
Kayak, Best Luxury Hotel '20				■		■	■				■	■					
Travelmyth '21		■										■			■		
Trip Advisor Travellers' Choice '21	■	■				■		■		■				■	■		■
World Luxury Awards '20, Luxury Family All-Inclusive Hotel (Continent winner - Europe)								■									
World Luxury Restaurant Awards '20, Luxury Theme Restaurant - Fish à la carte Restaurant (Global winner)								■									

Hotel Ratings

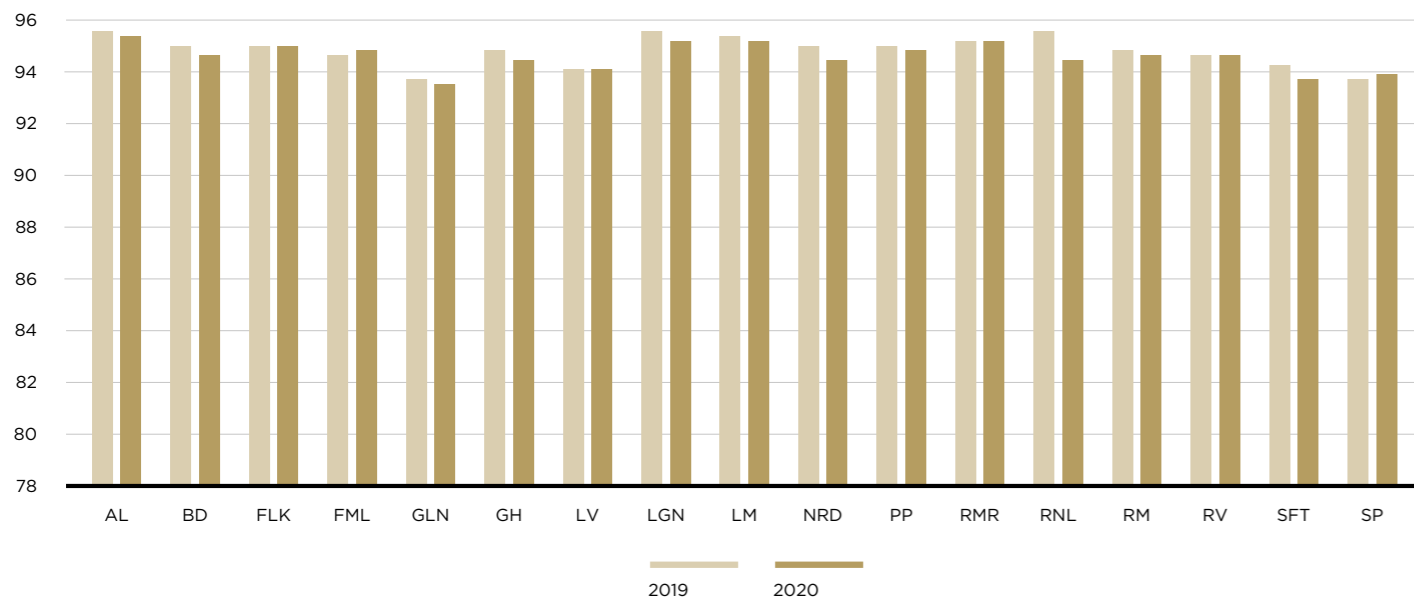
Mitsis Hotels is honoured to continuously be recognised by national and international tour operators and travel organisations for the high quality of our services, contribution

to local communities and environmental protection programmes. We are also grateful to our guests for their continuous support and contribution in award distinctions, sharing their positive reviews on award sites and supporting their favourite hotels in international voting competitions.

Ratings 2020

Review site	AL	BD	FLK	FML	GLN	GH	LV	LGN	LM	NRD	PP	RMR	RNL	RM	RV	SFT	SP
Booking.com	89	88	88	89	83	89	87	90	94	89	90	89	86	87	85	86	76
Holiday Check	93	92	90	85	57	87	80	92	98	90	88	87	87	85	92	92	73
Top Hotels	93	87	89	91	98	93	85	90	95	93	94	93	88	87	88	100	88
Trip Advisor	90	90	90	90	80	90	80	90	90	80	90	90	90	90	80	90	80
Zoover	98	92	96	93	38	84	69	99	88	97	91	90	98	93	90	86	88
Overall	94	90	92	91	84	89	87	93	93	89	91	93	89	90	90	85	86

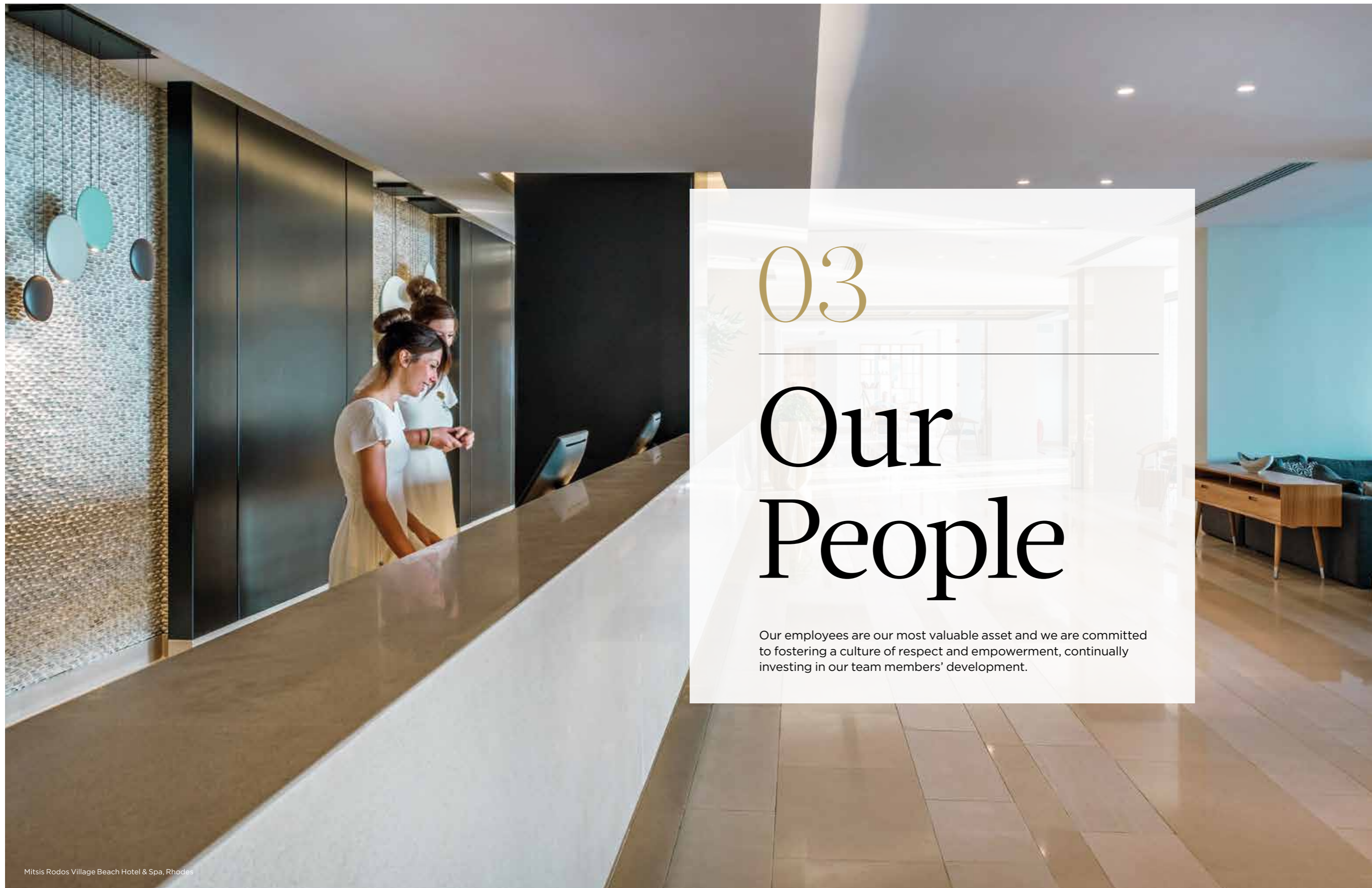
Overall comparison 2019 - 2020



2.5.5 Guest Review Management

When planning their holiday vacations, the majority of travellers rely on online reviews to inform their choice of destination, accommodation, services and activities. Effective reputation management is a critical step in ensuring our Group's positive online presence, promoting user-generated content (UGC), engaging with our audience and taking the time to thoughtfully respond to every single review.

- For 2020, the Mitsis Hotels Global Review Index score was 90%, formulated by 8,158 reviews.
- Mitsis Hotels' popularity was 12% higher than its competitors.
- The online performance of the Group was 83% on Booking.com, 91% on Google 91% and 86% on TripAdvisor.



03

Our People

Our employees are our most valuable asset and we are committed to fostering a culture of respect and empowerment, continually investing in our team members' development.

3.1 Our Brand Culture

Our people are our most valuable asset, being at the core of our operation. This year, we established extensive trainings, procedures and tools to enhance the development of Mitsis employees and provide team members with the resources they need to excel at what they do. The policies of our Group are tailored to our corporate culture and philosophy. Our brand definition model is our credo,

applied in all of our customer-centric procedures. The Mitsis brand culture is aligned with all stages of our employee journey, from the selection of candidates and recruitment to training and evaluation, constantly ensuring that we are unified and defined by the same values, philosophy and mission towards our guests and each other. As our founder Konstantinos Mitsis used to note:

Leaders always stand by their employees, working closely with them to achieve maximum results.

3.1.1 Brand Definition Model

Vision

Transforming each visitor into a special guest.

Mission

To stand out as the preferred portfolio of hotels & resorts in Greece offering excellent service, great locations, impeccable facilities, sophisticated dining and a broad spectrum of options where guests can choose what best fits with them.

Insight

I treasure the opportunity to transform myself according to what matters most to me.

Purpose

To offer a world of delightful experiences, where visitors can embrace their own perspective of enjoyment and fulfillment.

Positioning

Mitsis is a Group of hotels and resorts that aims to reimagine what luxury means bringing to life enriching experiences for its guests, making the most of its unparalleled family touch and its impeccable Greek essence. Always aspiring to be flexible and adaptable to individual customer needs and the mindset of new generations, Mitsis Hotels allows visitors to feel what they want to feel, creating exceptional memories that will endure.

Values

Empathy
Adaptability
Surprise

Personality

Warm at heart
Multifaceted
Insightful

Quality Standards

Excellent Service
Great Locations
Impeccable Facilities
Sophisticated Dining
Broad Spectrum of Options

Promise

Where everything begins.

CREATE YOUR OWN STORY

3.1.2 Our Personality DNA

Our Group's employees are expected to possess the following 12 personality traits to successfully operate in their roles:

1. Communication, perception & insight

The employees' ability to comprehend the verbal and non-verbal information they receive to anticipate others' reactions and circumstances, creating a caring and thoughtful environment for the guests.

2. Attention to detail & quality

The employees' ability to ensure their work is performed with emphasis on attention to detail and high-quality services to surpass the guests' expectations and capture the hearts and minds of the customers, paying special attention to small details.

3. Speed & organisation

The employees' ability to plan and organise their work by setting priorities according to the guests' needs.

4. Adaptability

The employees' ability to accept, adapt to and work around any unexpected changes of circumstances or workload, by maintaining a calm presence under pressure with the mindset of prioritising guest satisfaction.

5. Empathy

The employees' ability to understand the needs of the guest and create deep connections. Respond in a resourceful and insightful manner by putting themselves in the guest's perspective, to provide them with a pleasurable and personalised visit where experiences are created to last a lifetime.

6. Teamwork

The employee's ability to collaborate effectively with others to achieve mutual goals, by fostering an atmosphere of mutual support in which each member feels reinforced and respected, similar to that of a Greek family that characterises Mitsis Hotels.

7. Professionalism, reliability & responsibility

The employee's ability to be consistent and maintain a high sense of confidentiality and integrity in the way they conduct themselves with our guests and each other, reflecting the company's high standards.

8. Willingness to grow & develop

The employees' ability to be ambitious and develop skills enabling them to evolve and explore their role within the company, creating their own career story.

9. Management skills - Team management

The manager's ability to coordinate, motivate and effectively manage the performance of team members. Ensure continuous development of talent through training and systematic guidance by delegating tasks. Demonstrate in practice commitment to binding the team together and to act as a role model and ambassador of the Mitsis philosophy.

10. Result & goal-oriented project management

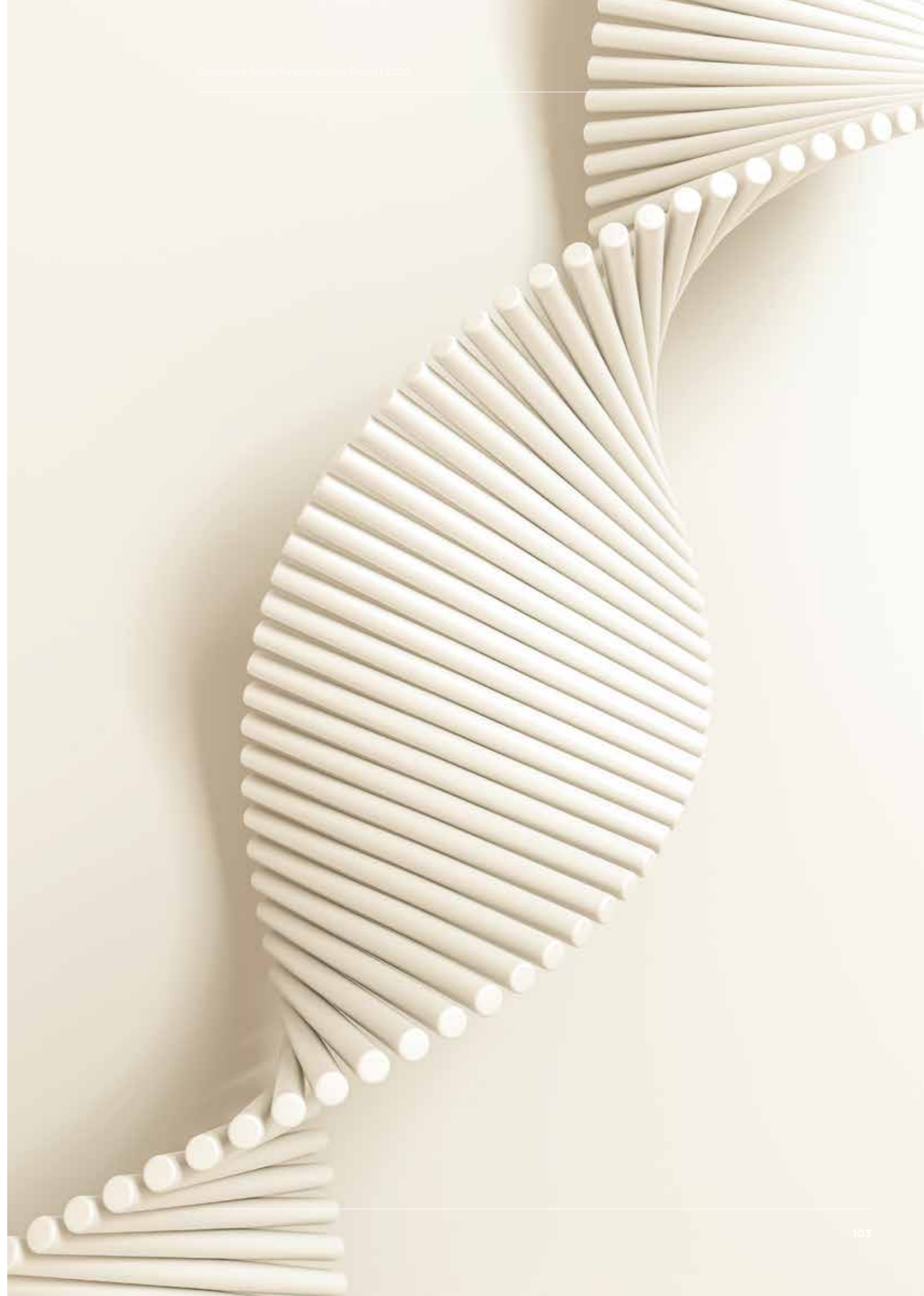
The manager's ability to be motivated for achieving objectives by setting clear and measurable goals that are results-focused according to the Key Performance Indicators (KPIs). To seek continuous improvement of processes/systems and practices, to maximise performance in the resourceful Mitsis way of thinking and acting.

11. Problem resolution & management

The manager's ability to ensure that problems are detected, analysed, resolved and prevented in a consistent and traceable way according to standards set by Mitsis Hotels. To guide and support team members when needed and to effectively enhance customer satisfaction by creating unique experiences for the guests.

12. Undertaking initiatives & innovation

The manager's ability to offer improved product services, anticipate problems and identify opportunities for continuous improvement according to the Mitsis philosophy and vision.



3,500 people. One Mitsis personality.

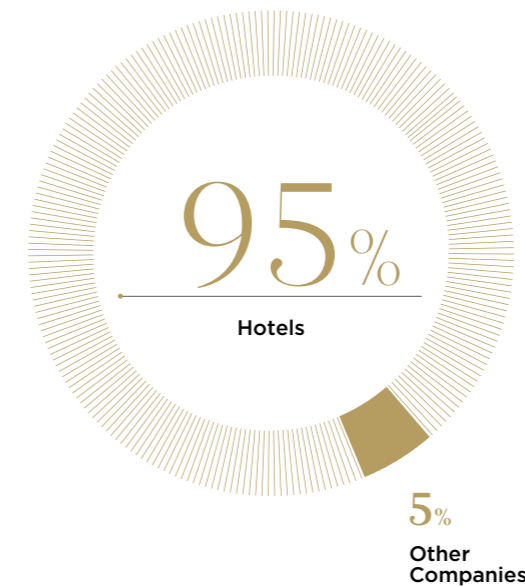
Our personality derives directly from our values and purpose, utilising family care and the authentic Greek identity of Mitsis Hotels. Our employees are warm at heart and, based on our value of empathy, we seek to hire caring, helpful, attentive, kind, committed and thoughtful individuals to join our team. Mitsis Hotels' employees are multi-faceted as, based on our value of adaptability, we are oriented towards talented, versed, skilful and resourceful people. We are committed to being adaptive to our guests' needs and preferences in every stay. Our team members are insightful and, based on our value of surprise, we motivate our people to express their ambitious, challenging, open-minded, self-assured and courageous character.

3.2 Our People in Numbers

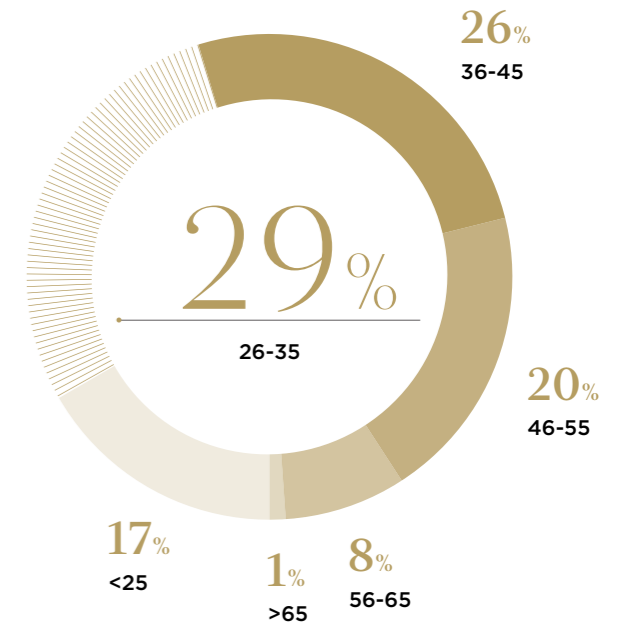
Our people are the most valuable asset of our organisation. We employ over 3,500 staff members throughout Greece, of which over 2,000 are seasonal and maintain a long-term relationship with most of them. Every year, we undertake all needed efforts to

ensure that our hotels' personnel includes a variety and diversity of talents, skills, personalities, ages and other characteristics. Creating a multi-talented team contributes to operating as a high-performance Group that continuously strives to achieve more.

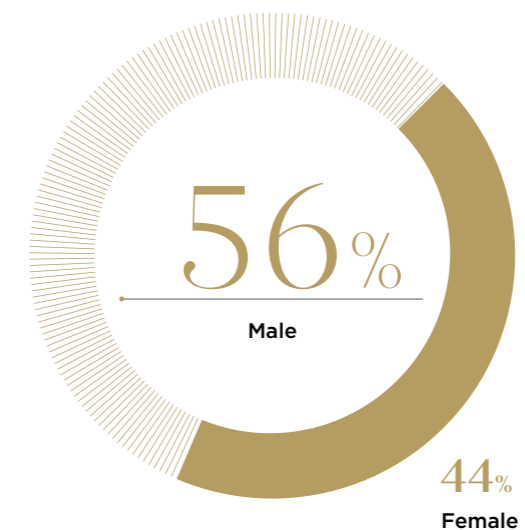
Employees



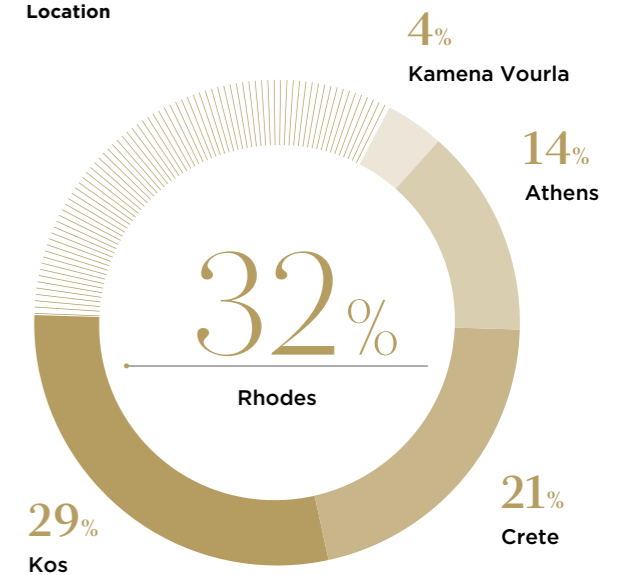
Age



Gender

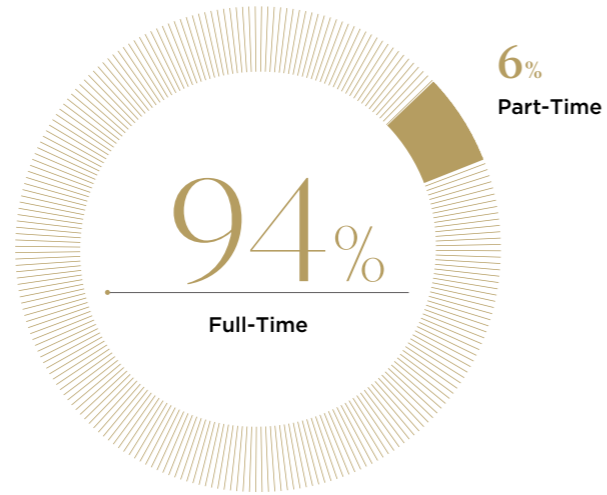
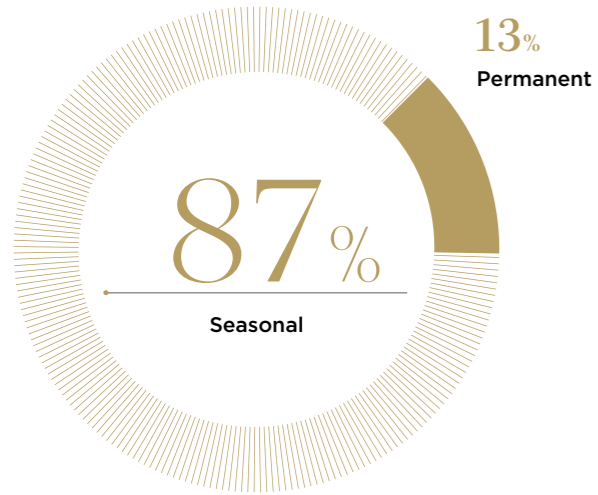


Location



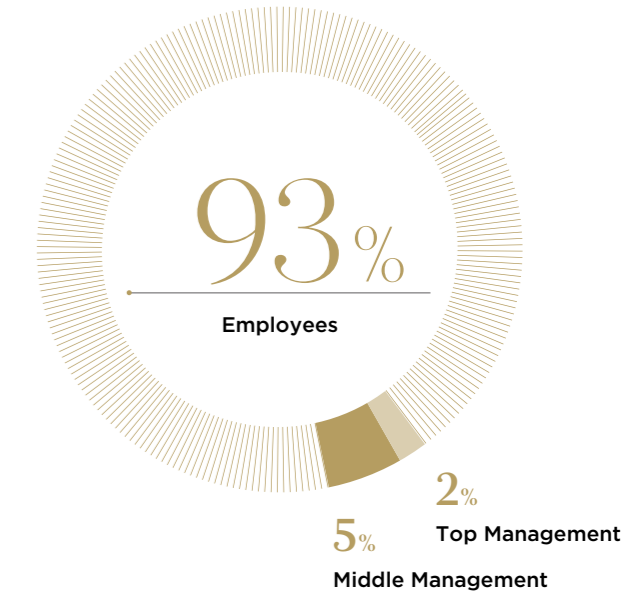
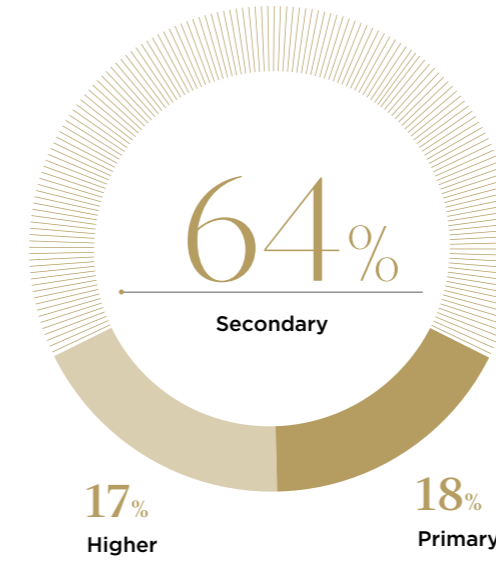
Employment

Employment Terms



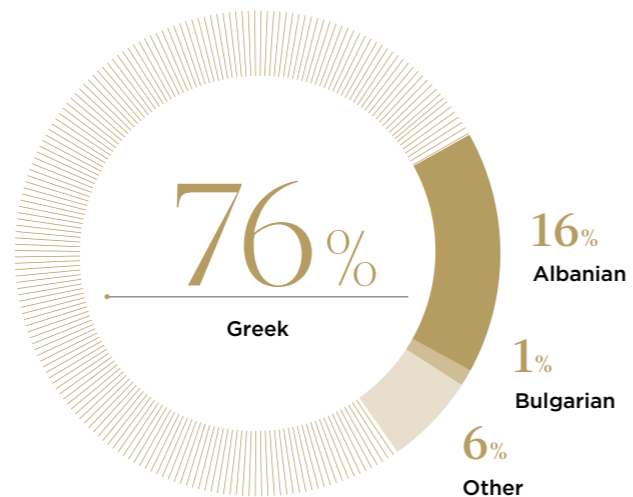
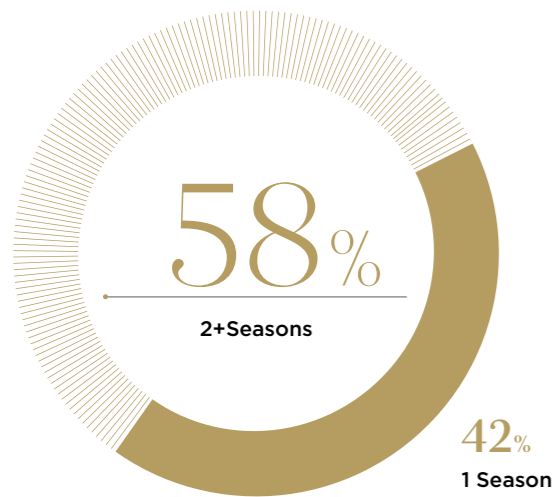
Educational Level

Hierarchy Level



Employment Duration

Nationality



Internships



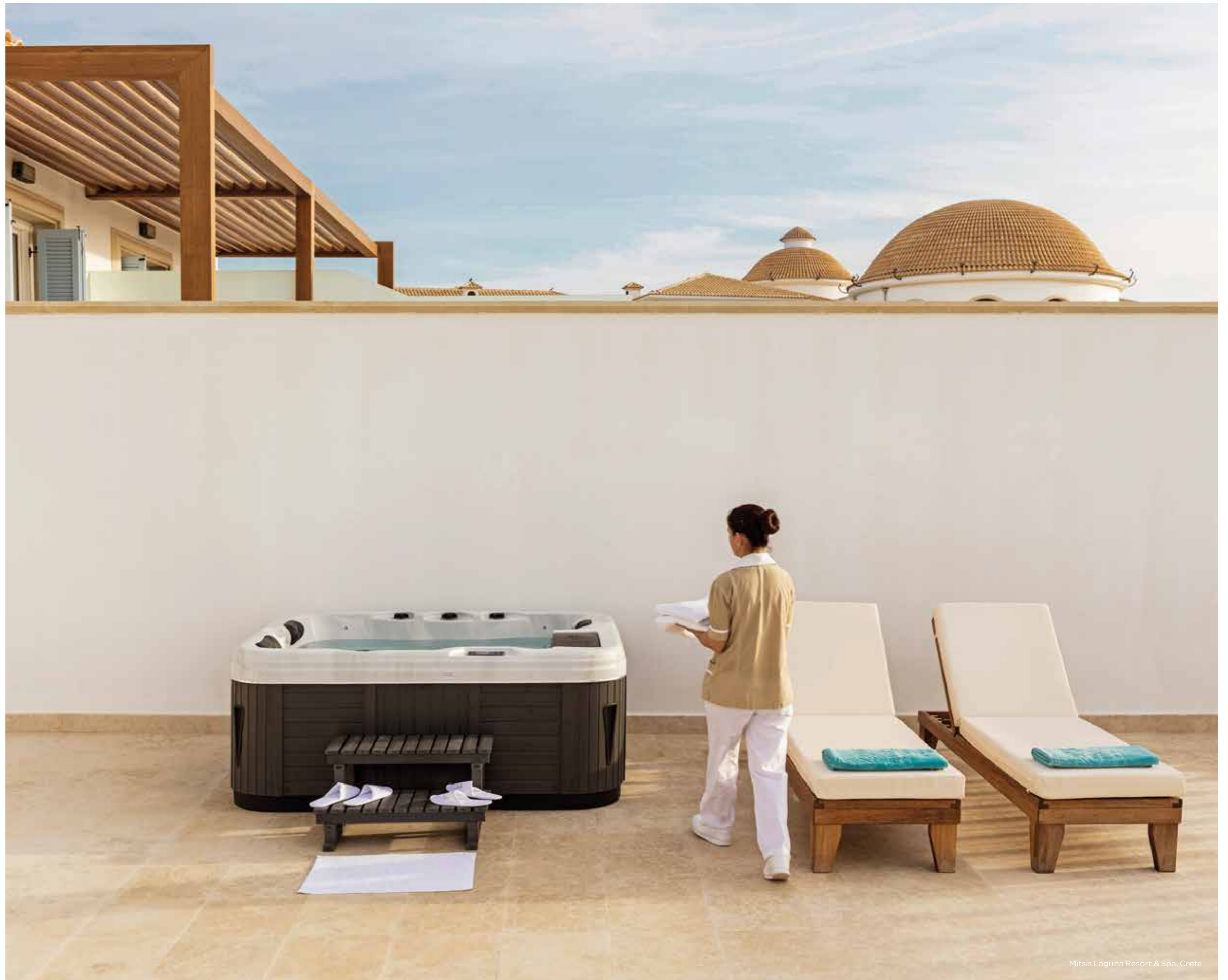
3.3 Training & Development

3.3.1 Ongoing Education

At Mitsis Hotels, our people are at the centre of everything we do. We provide an ecosystem of training programmes and seminars to support our employees at every stage of their career and development within our organisation. This ongoing education process is designed to focus on individual performance that in turn results in higher team performance. The importance of effective training has continuously grown over the last year of the pandemic while extensive work was undertaken by our staff, focusing on their personal growth and pledging the Group's evolution.

3.3.2 Mitsis Training Programmes

People's education plays a key role in our organisation's excellence. Every year, we develop a well-organised training plan for all employees, which includes various topics taking into consideration the requirements of our hotels' operations. In our effort to provide a 360° approach to our training programme, we cooperate with external experts or run training sessions internally, either remotely or in person.



Mitsis Laguna Resort & Spa, Crete

Mitsis Training Programmes by Department

Hotel Operations

Seminar Title	Trainer	Participants	Date
Computer Science Seminar	ANKO	IT Dept	02.2020
Protel & Fast Check in	MH IT Dept	General Managers, Reservations Managers, Front Office Managers, Room Division Managers	04.2020
Atlantis	MH IT Dept	Spa Managers	05.2020

F&B

Seminar Title	Trainer	Participants	Date
Educational Trip to the heart of gastronomy of Madrid / Le Cordon Blue School	Gastronomy Essential	Executive Chefs (3 participants)	19 - 25.01.2020
E-POS & Table Reservation	MH IT Dept & HIT	F&B Managers, Maitres	04.2020
ERP & Kitchen Recipes	MH IT Dept	General Managers, F&B Managers	04.2020
Ordering Process	MH IT Dept	General Managers, Reservations Managers, Front Office Managers, Room Division Managers, Housekeeping Managers, Maintenance Managers, Warehouse Managers, F&B Managers, Maitres, Bar Managers	24 - 25.06.2020
Table Reservation Seminar	Marketing Dept	General Managers, Reservations Managers, Front Office Managers, Room Division Managers, Guest Relations, F&B Managers, Maitres, Bar Managers	25.06.2020
Food & Beverage Management	Le Monde	F&B Manager (1 participant)	12 weeks
Technology of modern refrigeration applications	National University of Athens	Maintenance staff (14 participants)	5 months

Marketing & Communication

Seminar Title	Trainer	Participants	Date
ORM Seminar	MH Marketing Dept	General Managers, Reservations Managers, Front Office Managers, Room Division Managers, Guest Relations, F&B Managers	11.06.2020
CRM & MFC Seminar	Marketing Dept	General Managers, Reservations Managers, Front Office Managers, Room Division Managers, Guest Relations, F&B Managers	02.07.2020
New MFC Launch Seminar	Marketing Dept	General Managers, Reservations Managers, Front Office Managers, Room Division Managers, Guest Relations	28.07.2020
CRM & MFC & Table Reservation Seminar	Marketing Dept	General Managers, Reservations Managers, Front Office Managers, Room Division Managers, Guest Relations, F&B Managers, Concierge, Spa Managers	30.09.2020
Concierge Platform Seminar	Marketing Dept	General Managers, Reservations Managers, Front Office Managers, Room Division Managers, Guest Relations, F&B Managers, Concierge, Maitres, Spa Managers, Reception Team	12.10.2020
Recreation Seminar	Marketing Dept	General Managers, F&B Managers, Room Division Managers	25.11.2020
Mitsis Stories Seminar	Marketing Dept	General Managers, Room Division Managers, Reservations Managers, Guest Relations, Concierge	02.12.2020

Health & Safety

Seminar Title	Trainer	Participants	Date
Presentation of Health protocols KYA	MH Health & Safety Dept	All staff	09.06.2020
Implementation of Health protocols - Maintenance Dept	MH Health & Safety Dept	Maintenance Dept	15.06.2020
Implementation of Health protocols - Spa Dept	MH Health & Safety Dept	Spa Dept	16.06.2020
Implementation of Health protocols - Housekeeping Dept	MH Health & Safety Dept	Housekeeping Dept	17.06.2020
Implementation of Health protocols - Kitchen & Warehouse Dept	MH Health & Safety Dept	Kitchen & Warehouse Dept	19.06.2020
Implementation of Health protocols - FO & Recreation Dept	MH Health & Safety Dept	FO & Recreation Dept	22.06.2020
Implementation of Health protocols - Restaurant & Bar Dept	MH Health & Safety Dept	Restaurant & Bar Dept	23.06.2020
HACCP - Norovirus - Legionella	MH Health & Safety Dept	All staff - Ranela Beach Resort & Spa	25 - 26.06.2020
HACCP - Norovirus - Legionella	MH Health & Safety Dept	All staff - Aiila Resort & Spa	27.06.2020
HACCP - Norovirus - Legionella	MH Health & Safety Dept	All staff - Blue Domes Resort & Spa	28 - 29.06.2020
HACCP - Norovirus - Legionella	MH Health & Safety Dept	All staff - Galini Wellness Spa & Resort	07 - 08.07.2020
HACCP - Norovirus - Legionella	MH Health & Safety Dept	All staff - Rodos Maris Resort & Spa	04 - 05.08.2020
HACCP - Norovirus - Legionella	MH Health & Safety Dept	All staff - Norida Beach Hotel	06 - 07.08.2020
HACCP - Norovirus - Legionella	MH Health & Safety Dept	All staff - Laguna Resort & Spa	17 - 18.08.2020
HACCP - Norovirus - Legionella	MH Health & Safety Dept	All staff - Grand Hotel	22 - 23.08.2020
Modern A/C applications	National University of Athens	Maintenance staff	5 months

Human Resources

Seminar Title	Trainer	Participants	Date
Emotional Intelligence: How to make it work	Treasure Lab	General Managers	25 - 26.06.2020
Seeking joy, strength & meaning in my profession	AKMA	Ramira General Manager	19.10 - 21.12 2020
Recruitment Seminar	Treasure Lab	F&B Managers, R&D Managers	17 - 18.12.2020
Hotel SOPs	MH HR Dept	Managing Director, General Managers	24 - 28.02.2020 10.2020
Job Descriptions	MH HR Dept	General Managers	10.2020 - 11.2020
Operations Checklists	MH HR Dept	General Managers	10.2020 - 11.2020

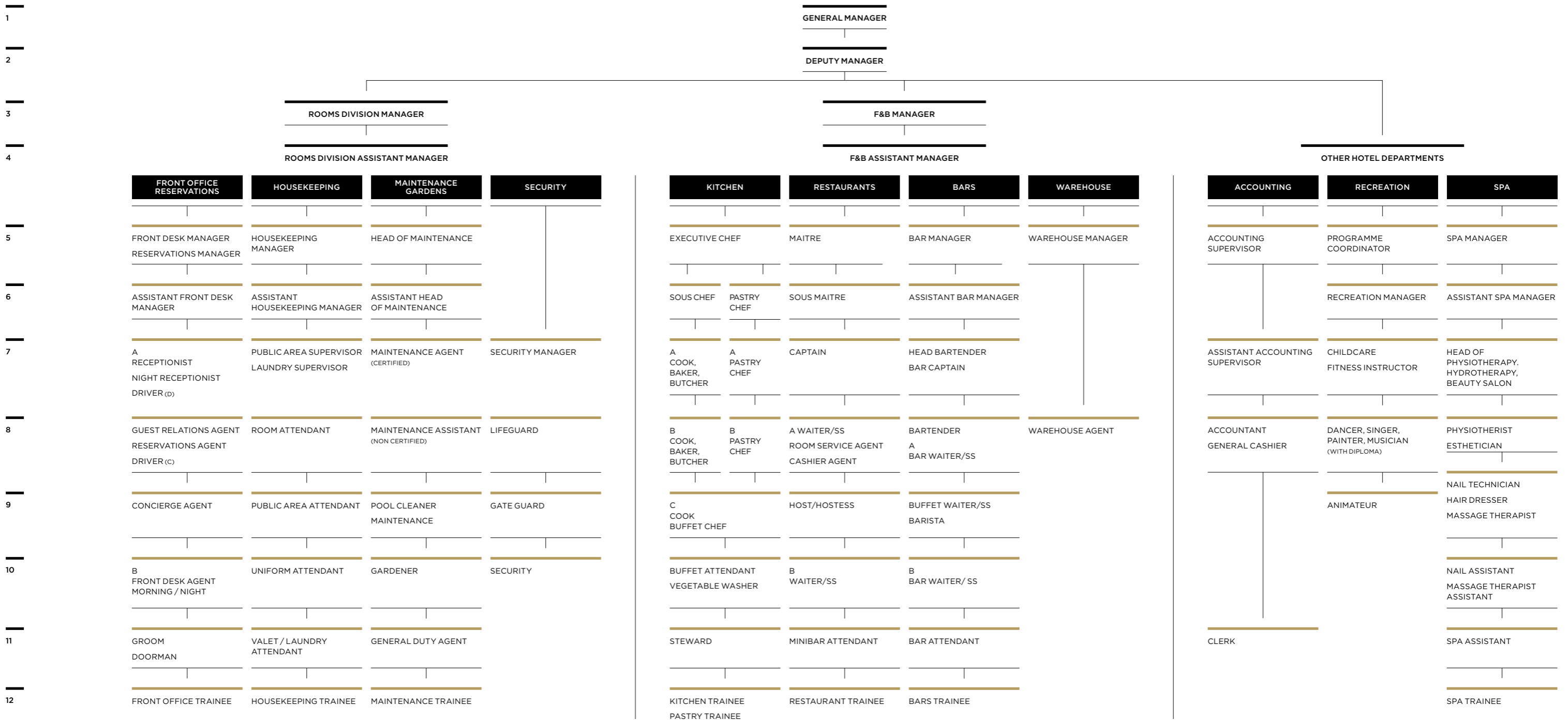
Legal

Seminar Title	Trainer	Participants	Date
Data Protection Seminar	TUV Hellas (Nord)	Legal Counsel Director, DPO	3 days

3.4 Organisational Structure

The organisational structure of each hotel's operation consists of 12 hierarchy levels for every department, which are then divided into 3 main categories. Our Top-level management is responsible for setting the organisational goals and is part of hierarchy levels 1-4.

Hierarchy levels 5-6 concern our Middle-level management, involving all Department Heads and their Assistants. Lower-level positions 7-12 consist of all the operational roles within each hotel property.



3.4.1 Mitsis Job Descriptions

At Mitsis Hotels, we are committed to ensuring an engaged and empowered workforce. For that to be achieved, several internal collaborative workshops with our management teams took place to set and assess expectations. During the last quarter of 2020, 86 job descriptions were created for all departments.

The Mitsis Job Descriptions have set the expectations for our top-line employees to communicate to their team members the duties they must fulfil. This process creates awareness of expectations and provides a way to evaluate performance that is transparent and consistent across all levels of the organisation. Outlining the main duties and responsibilities facilitates high performance within the specific job role and enables the provision of more customised trainings.



3.5 Standard Operating Procedures

At Mitsis Hotels, our Standard Operating Procedures are based on optimising management processes, bringing value to the Group and its members. During 2020, the Group organised extensive educational workshops for its employees and ensured the implementation of applicable standards for all departments of our 17 hotels. The documented processes ensure the successful and consistent delivery of our services, abiding by the regulations that govern our business.

The development and implementation of the SOPs system have created the necessary culture for the Group's regulatory compliance in all operations of the business. In the same context, our Mitsis SOPs are reviewed regularly to ensure the continuous successful implementation of our processes.

Mitsis Hotels continually train employees on ensuring the successful implementation of these standards and the role they play within their specific job duties. All our SOPs have been developed taking into consideration legal obligations and health and safety protocols. SOPs were specifically created for the following departments: Housekeeping, Kitchen, Bars, Restaurant, Front Office and Reservations teams for all properties, to maintain consistency across the brand and to standardise orientation and training. They consist of procedures regarding the opening and closing of the season, as well as the daily effective performance of each department. The result of this project highlights our service orientation and commitment to delivering superior customer value in each hotel, by setting our core values into action within every aspect of our operations.



Mitsis Blue Domes Resort & Spa, Kos

3.6 Mitsis Career Opportunities

Mitsis Hotels is employing a workforce of 3,500 employees in the context of long-term and stable partnerships. The Group has adopted practices and procedures that promote respect for diversity, equal treatment and equal opportunities for all. We support policies that promote decent work in tourism, entrepreneurship, gender equality and youth employment. Mitsis Hotels emphasize the improvement of our people's education and cultivation of hospitality spirit, as well as the delivery of high-quality services with a great sense of responsibility.

Our vision to develop our operations goes hand-in-hand with fostering progress in our destinations, welfare in our communities, new business opportunities for our local partners and new job opportunities for the young talents of our country. At Mitsis Hotels, we believe that there are no limits in learning, growing and making your mark. We share this belief with the 3,500 hospitality professionals of our team.

We are delighted to attract young local talents, highly educated hospitality professionals and experts from all over the world, offering employment to Greece's fastest growing sector.

Choosing the right candidates is a vital aspect of our Group's success and we implement a systematic approach to selecting team members that will add value to our business, possessing qualities and personal traits that are consistent with our brand culture philosophy. Our corporate values define our approach in all employment stages. This begins with our interview process; a fundamental component of selecting new team members. We evaluate all candidates using criteria that have a twofold objective: to ensure competency and to confirm compliance with our corporate values and philosophy.

Depending on the employment areas in which Mitsis Hotels are located and operate, our Group focuses on local recruitment and opportunities for individuals from areas with fewer economic prospects, to develop the local economies of our destinations.

We participate in interactive career events including career days and workshops, virtual career events, national tourism fairs and exhibitions, as well as collaborate with hospitality recruiting agencies. Moreover, we partner with community organisations and educational institutions, such as tourism schools and universities, to recruit qualified and diverse candidates.

To facilitate our potential candidates and broaden the candidate profiles of those who would like to join our Group, in November 2020 we launched our online recruitment platform through our Mitsis Hotels website, where individuals can personalise their application in pursuing the next step in their careers within our organisation. Under the 'Career' section of our user-friendly website, candidates can express their interest in working with us, having the option to select specific destinations (Athens, Kammaena Vourla, Crete, Kos, Rhodes), area of interest and specific position they wish to apply for. Applications are conveyed directly to the hotel or destination candidates have applied for, allowing the relevant managers to contact applicants directly, schedule an interview and assess them according to our Mitsis evaluation process.



04

Sustainability & Well-being

Mitsis Hotels is committed to the sustainability of its operations, enforcing policies, practices and initiatives minimising its environmental footprint and maximising its environmental conservation efforts. We provide high-quality services while staying committed to our social responsibility, ensuring ethos and transparency in all aspects of our business.

4.1 Our Path to Sustainable Growth

4.1.1 Overview

Mitsis Hotels has been awarded as one of 'The 25 Most Sustainable Companies in Greece' for 2020 by the QualityNet Foundation, recognised for its progress in digital transformation, environmental commitment and positive impact on the local communities' quality of life.

Our Group is committed to embedding environmental sustainability in the hospitality and tourism sector, reflected in our deep commitment to sustainability goals and our continued strategic investments towards their implementation. Our choices address the needs of all stakeholders and our decision-making integrates all relevant sustainability principles in our activities.

To this end, Mitsis Hotels establishes policies, practices and initiatives designed to address the environmental impact of our operations and the wellbeing of our guests, employees and local communities.



Mitsis Norida Beach Hotel, Kos

4.1.2 UN Sustainable Development Goals (SDGs) & the 2030 Agenda

The Sustainable Development Goals are the blueprint to achieving a better and more sustainable future for all. They address the various global challenges we face, including poverty, inequality, climate change, environmental degradation, peace and justice. All goals are interconnected and we aim to attain each target by 2030.

We support the 2030 Agenda as part of our steadfast commitment to driving progress in society. Each one of our sustainability pillars comprises a set of ambitions, medium-term objectives and annual lines of action. Guided by our Sustainability and Social Impact Goals, as well as the UN Sustainable Development Goals, we commit to creating a positive and sustainable impact in all our activities. We nurture our local communities, support our unique destinations and foster social and economic growth.

Source: un.org



1. No Poverty: The goal to end poverty everywhere and in all its forms is more critical than ever. The COVID-19 pandemic has led to the first rise in extreme poverty in a generation, with an additional 119-124 million people being pushed back into extreme poverty in 2020. The global poverty rate is projected to be 7% in 2030, missing the target of eradicating poverty.

2. Zero Hunger: Finding new ways to end hunger, achieve food security and improved nutrition and promote sustainable agriculture is of utmost importance. The global pandemic is exacerbating world hunger worldwide and an additional 70-161 million people are likely to have experienced hunger as a result of the pandemic in 2020. The pandemic will also worsen child malnutrition and 2.37 billion people are without food or unable to eat a healthy and balanced diet on a regular basis.

3. Good Health and Well Being: Ensuring healthy lives and promoting the well-being for all at all ages is essential for sustainable development. The pandemic has halted or reversed progress in health and shortened life expectancy. A decade of progress in reproductive health, maternal health and child health could be stalled or reversed by COVID-19, while health workers have been stretched to their limits by the pandemic.

4. Quality education: Ensuring inclusive and equitable quality education and promote lifelong learning opportunities for all is the foundation of sustainable development. COVID-19 has wiped out 20 years of education gains, as an additional 101 million or 9% of children in grades 1 through 8 fell below minimum reading proficiency levels in 2020.

5. Gender equality: The goal to achieve gender equality and empower all women and girls is a fundamental human right. Women's equal participation in decision-making is crucial for COVID-19 response and recovery, but gender parity still remains far off. Violence against women also persists at unacceptably high levels and is intensified by the pandemic.

6. Clean water and sanitation: There is an increased need to ensure availability and sustainable management of water and sanitation for all. Billions of people still lack access to safe drinking water, sanitation and hygiene in 2020, while 2.3 billion people live in water-stressed countries.

7. Affordable and clean energy: The goal to ensure access to affordable, reliable, sustainable and modern energy for all is imperative, as 759 million people still lack access to electricity. One third of the world's population use dangerous and inefficient cooking systems and an accelerated action on modern renewable energy is needed, especially in heating and transport sectors.

8. Decent work and economic growth: We need to promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all. The pandemic has led to the loss of the equivalent of 255 million full-time jobs, about 4 times the number lost during the global financial crisis (2007-2008).

9. Industries innovation and Infrastructure: it is important to build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation. 2020 was catastrophic for air travel demand and the global manufacturing production plummeted as a result of the COVID-19 crisis.

10. Reduce inequalities: The goal of reducing inequality within and among countries is critical, because the pandemic is likely to reverse progress made in reducing income inequality since the financial crisis. COVID-19 is estimated to increase the average Gini index for emerging market and developing countries by 6%.

11. Sustainable cities and communities: We must make cities and human settlements inclusive, resilient and sustainable. The pandemic has worsened the plight of slum dwellers to over 1 billion, while only 16% of the average global share of urban area is allocated to streets and open public spaces.

12. Responsible Consumption and Production: The global 'material footprint' has increased by 70% between 2000 and 2017. Electronic waste continues to proliferate and is not disposed of responsibly while, despite progress, fossil fuel subsidies continue to threaten the achievement of the Paris Agreement and 2030 Agenda.

13. Climate action: As the climate crisis continues largely unabated, we need to take urgent action to combat climate change and its impacts. Rising greenhouse gas emissions require shifting economies towards carbon neutrality and 125 of 154 developing countries are formulating and implementing national climate adaptation plans.

14. Life below water: We need to conserve and sustainably use the oceans, seas and marine resources for sustainable development. Over 3 billion people rely on oceans for their livelihoods, but the sustainability of our oceans is under severe threat. Dead zones are rising at an alarming rate, from 400 in 2008 to 700 in 2019.

15. Life on land: The goal is to protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, halt and reverse land degradation and halt biodiversity loss. Progress to safeguard key biodiversity areas has stalled the last 5 years.

16. Peace, Justice and strong Institutions: We must promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels. The pandemic is intensifying children's risk of exploitation, while only 82 countries have independent human rights institutions in compliance with international standards.

17. Partnerships for the goals: It is crucial to strengthen the means of implementation and revitalise the global partnership for sustainable development. Net ODA reached a record high of \$161 billion in 2020 while, defying predictions, remittance flows to low- and middle-income countries reached \$540 billion in 2020, only 1.6% below the 2019 level.

4.2 LIFE, our Green Project

LIFE, our overarching green project, is guiding all our environmental policies, local activities, social initiatives and awareness campaigns.

4.2.1 Our Philosophy

Our goal is to maintain a leading role in the hospitality and tourism industry by delivering high-quality services and ensuring a flawless hospitality experience for our guests, all in a sustainable manner. To achieve this, we adopt and implement responsible policies and practices to minimise our ecological footprint and maximise our environmental protection efforts.

Our green philosophy is founded upon our respect, preservation and promotion of the valuable natural resources of our destinations, granting future generations the right to an unspoiled natural environment and cultural heritage, as well as the necessary conditions for their own prosperity.

4.2.2 Our Environmental Actions

We assume responsibility for our energy consumption and waste production across our 5 destinations. Following all relevant national regulations and global sustainability management standards, our targeted ecological efforts relate to the following key environmental activities:

1. Sustainable development

To provide a sustainable hospitality experience for our guests, we undertake targeted actions for the protection and enhancement of the valuable natural resources of our destinations. For our sustainability practices, the 'Green Key', 'Blue Flag' and 'Travelife' tourism eco-labels have been awarded to our hotels.

2. Responsible production & consumption

Mitsis Hotels is working tirelessly towards the adoption of a sustainable production and consumption model. Our long-established and continuous effort to protect natural resources and reduce costs through sustainable practices, such as limiting water and energy use, aims to respond to the concerns of a socially and environmentally aware society and our informed customers. We aim to make a difference in the hotel industry regarding the use of resources, resource conservation and use of renewable sources, achieved by installing energy-saving technologies, embracing recycling and composting, encouraging our guests to go green, saving water, planting trees within our premises, financially supporting reforestation projects and supporting local sustainable companies.

3. Reduction of carbon footprint

To reduce our carbon footprint, we use low-consumption light bulbs, energy-saving devices and electric golf-type cars. We also use new type air conditioners and heat pumps for cooling and heating, propane to washers, dryers, ovens and kitchen fireplaces, as well as insulating window frames, manufactured with recyclable materials.

4. Protection of water resources

For the protection of water resources, we produce drinking water by the method of reverse osmosis, use of desalinated seawater in swimming pools, recycling 100% of produced water, operate automatic watering at night, use taps and showers with water reducers and dual flush cisterns and deploy environmentally friendly awareness campaigns for our employees and guests.

5. Hygiene

We select certified ecological products for housekeeping, perform daily thorough waste collection with special emphasis on recycling, frequently clean the filters of our units and perform monthly chemical and microbiological drinking water tests.

6. Recycling and composting

We implement a comprehensive recycling programme for paper, glass, plastic, aluminium, electric appliances, bio-waste, used oils, soaps, inks and toners, in cooperation with certified suppliers. Special recycling bins are installed throughout our beaches, while our guests are urged to participate in our recycling efforts.

7. Use of chemicals

We aim to prevent pollution by minimising the use of chemicals with hazardous substances. Therefore, we only have in stock the minimum quantity necessary, follow the correct storage, use guidelines and provide all our staff with the necessary training. For cleaning and laundry, we only use chemicals that do not harm the environment or our customers' health.

8. Preservation of natural resources

To grant future generations their right to an unspoiled natural environment and cultural heritage, we protect and expand the existing natural flora and fauna environment in our hotels, supply our chain with local certified goods and seasonal products and implement a broad 'We go local' campaign to showcase and support our destinations.

4.3 Energy Saving

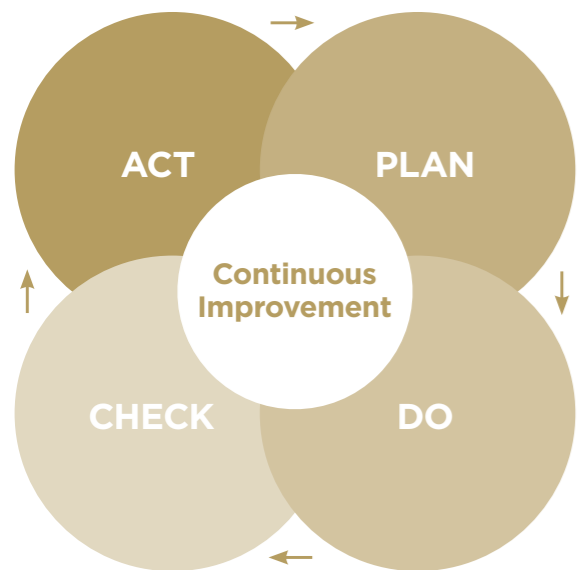
4.3.1 The International Mandate

Climate change creates natural imbalances, affects our health and diet, makes life in cities strenuous and endangers the future of next generations, our environment and our cultural heritage.

Mitigating and adapting to climate change are key challenges of the 21st century. At the core of these challenges is the issue of energy –our overall energy consumption and our dependence on fossil fuels. To succeed in limiting global warming, we urgently need to use energy efficiently while simultaneously embracing clean energy sources.

In addition, the discharge of climate-damaging CO₂ emissions can be reduced through economical energy consumption. For this reason, we have made it our goal to continuously reduce the energy consumption and carbon dioxide emissions of our operations, achieved by recording and assessing our energy sources' consumptions and machinery efficiency.

PDCA Deming Circle on Continuous Improvement



4.3.2 The Deming Cycle

Over the past years, Mitsis Hotels' commitment to sustainability excellence engages the well-known Deming Cycle (Plan - Do - Check - Act) iterative procedure for the control and continuous improvement of both internal and external auditing procedures focusing on quality assurance and environmental auditing. The four steps of the cycle are:

- **Plan:** Establish objectives and processes required for delivering the desired results.
- **Do:** Implement the Plan of the previous step. Changes are typically tested first and data is gathered to assess the effectiveness of each change.
- **Check:** Results gathered from the Do phase are evaluated and data are compared to the expected outcomes. The testing process is also evaluated to observe whether any changes occurred from the original test created during the planning phase. Data are placed in charts to make it easier to observe trends if the PDCA cycle is conducted multiple times. This further assists in observing which changes work best and whether said changes can be improved.
- **Act:** Also called 'Adjust', the Act phase is concerned with the improvement of processes. Records from the Do and Check phases help identify issues with each process, including problems, non-conformities, opportunities for improvement, inefficiencies and other issues that result in less-than-optimal outcomes. Root causes of such issues are investigated, found and eliminated by modifying the process. Risk is re-evaluated. At the end of the actions in this phase, the process has better instructions, standards or goals. Planning for the next cycle can therefore proceed with a better baseline. Work in the next Do phase should not create a recurrence of the identified issues; if it does, then the action was not effective.

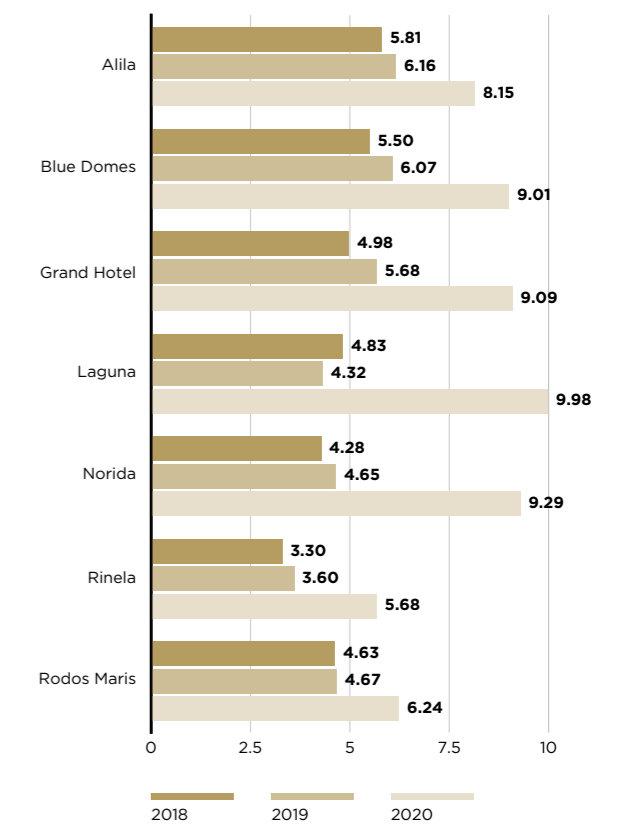
4.3.3 Achievements

To mitigate our carbon footprint, Mitsis Hotels is currently implementing various policies, further described below:

- Adoption of clean energy processes (shifting from oil-burners combustion to Air-Cooled Thermal Heat Pump Units).
- Replacement of energy-saving lamps with LED lamps throughout the venues and installation of lighting management systems for control.
- Installation of EIB/KNX to assure total monitoring of venue lighting strategy scenarios.
- Replacement of conventional A/C split units with A+++ energy labelled A/C using ozone-friendly refrigerants.
- Placement of special signage in communal areas and rooms, urging guests and staff to close doors and windows to ensure optimum performance and energy saving in all air-conditioned areas.
- Energy assessments on building envelopes to minimise heat losses and thermal bridges.
- Installation of low-E glazing and external thermal insulation composite systems for securing building envelope.
- Infrared Thermography Inspection of Critical Venue Equipment to ensure interruptible power supply, HVAC comfort zones for the guests and minimise breakdowns, leakages, excess heat emissions.
- Installation of energy-efficient rotary equipment for circulation and delivery of fluids (air/water/sludge).
- Procurement of certified low-emission kitchen and culinary appliances and use of gas cooked equipment (ovens, fry tops, tumble-dryers, etc.) to minimise fuel-gas emissions.
- Use of fully rechargeable electric golf cars for guest transportation between venues.
- Pursuing Travelife Environmental Certification for all chain hotel venues.

The main strategy, part of the Plan section of the Deming Cycle, is to establish countable objectives and common energy consumption indexes for benchmarking indicators across our hotels, such as energy consumption and CO₂ emission per guest night.

CO₂ emission per guest night (KG)
originated from electric power source



4.3.4 Energy Actions Undertaken in 2020

Among the mitigation techniques that aim to balance the heat load in urban built environments by increasing the heat losses and decreasing the relative thermal increases, are those based on geoengineering. The recent techniques that investigate the optical properties of materials are based on the highly reflective (cool) materials capable of maintaining low surface temperatures. During the day, a greater reflectivity of surface materials allows a considerable reduction of daytime surface temperature to be achieved, while during the night the materials' albedo does not influence lower nocturnal surface temperatures.

The second type of mitigation and adaptation measures regarding open urban space is that of 'green infrastructures', considered as one of the best and most effective strategies for cooling, combating and mitigating the urban heat island due to shade, with the consequent reduction of ground surface temperatures and evapotranspiration. This measure comprises all vegetated surfaces, from parks to trees, including artificial ones like green roofs and walls.

An extensive green roof system used in renovations is characterised by its vegetation, ranging from sedums to small grasses, herbs and flowering herbaceous plants.

Due to the composition of the substrate and the selection of the plants, another important aspect is reduced inspection, maintenance and repair life cycle costs compared to bitumen, gravel and terracotta cladding roofs. Due to the infiltration of the surplus water on green roofs, the excessive rainwater run-offs are minimised. The cool materials and green roofs were adopted in the Rinela Beach & Summer Palace renovation projects held in 2020.

Major energy actions and improvements have been taking place during the 2019-2020 period, including:

- Installation of high performance – centralised VRV units for renovated buildings in Rinela Beach & Summer Palace projects.
- Installation of EIB/KNX to assure total monitoring of venue lighting strategy scenarios.
- Pursuance of International Hotels Accredited Body Travelife Environmental (2019) and ISO 14001 Certification for all-chain hotel venues (on-going process in 2020).
- Installation of metering devices for process monitoring (flowmeters, kWh) to prevent leakage and predict fluctuations.

4.4 Clean Water & Sanitation

The sixth UN Sustainable Development Goal concerns access to clean water and sanitation for all. However, natural constraints, climate change and the increase of population forecasts will challenge this goal and its interrelation with other targets. In particular, domestic water will increasingly compete with additional water demands essential for the achievement of other goals, including zero hunger and life below water.

4.4.1 Water Supply Goals

Having access to clean, abundant water constitutes a fundamental pillar for all civilizations. Water is a vital necessity not only for everyday needs but also for economic development. In most developed countries, water resources are vastly taken for granted. However, with nearly 1.2 billion people around the world still lacking guaranteed access to clean water and more than 2.6 billion without adequate sanitation, many countries find themselves amid a global water crisis that seriously threatens the pursuit of development goals and poverty reduction.

At present, there is sufficient water on a global scale to satisfy human needs, as withdrawals only currently account for about 10% of the available renewable freshwater resources. Nevertheless, global water resources are unequally distributed in space and time. Some parts of the globe are naturally blessed with abundant water, whereas others are located in arid or semi-arid zones of the world. Moreover, the precipitation regime in many places is characterised by a short rainy season followed by a long dry season. Another limiting factor to exploiting all available water resources is that not all water is fit for human purposes due to pollution from human activities, which compromises its quality.

The tourism sector is a major consumer of water in popular tourist destinations, putting further stress on water resources in regions already suffering from some form of water scarcity. However, this is not always evident from official water use statistics. The water footprint concept offers a very useful tool for considering both the quantity and nature of water used in the tourism sector. The annual water footprint of a consumer or industry is defined as the sum of the virtual water content of all the products consumed (supply-chain footprint) and the additional water directly consumed for drinking, washing, cooking (operational footprint).

Tourism consumes significant volumes of water and has both a supply chain and an operational footprint, drawing directly from domestic water sources (used in hotels and other accommodation facilities) and indirectly from the agricultural sector (through F&B consumption). The indirect component of water use in the tourism sector has yet to be considered in detail in either policy or academic research.

4.4.2 Water Management

Mitsis Hotels has established various water management applications through water resource risk management, improvement and expansion of diverse water sources and development of pollution prevention techniques to maximise the efficiency of water use throughout the water cycle in our facilities. In 2020, Mitsis Hotels took further steps to regulate the water management framework of our facilities and ensure the reasonable allocation of water resources in response to seasonal consumption changes.

Strategies

- Risk management of water resources.
- Implementation of water conservation and water scarcity adaptation measures.
- Establishment of diverse water sources using internal and external resources to develop regenerated water technologies.
- Implementation of water conservation and the use of regenerated excellent quality water by establishing high technologies systems of wastewater treatment.
- Development of preventive procedures to improve the efficiency of water pollution.
- Use of desalinated seawater in swimming pools.

Targets and Achievements

Mitsis Hotels' water conservation practices and policies focus on four aspects:

- Reducing water consumption in facility systems,
- Increasing wastewater recycling and use for watering,
- Improving system water production rates,
- Decreasing water discharge loss from the system.

We target reducing water consumption per unit product by 20% until 2023 (base year: 2020) and saving an additional 10% of the water through newly adopted water conservation measures until 2025.

4.5 Waste Management & Recycling

4.5.1 Effective Waste Management System

Sustainable waste management is a critical challenge for our industry. We implement rigorous practices and policies to mitigate the negative environmental impacts of waste production, especially given the dependence of environmental sustainability on effective waste management systems.

Mitsis Hotels' waste management policy is based on the 5 R Waste Hierarchy model (Reduce, Reuse, Recycle, Recover, Residual management). We aim to protect the environment and human health by minimising waste generation and optimising the implementation of waste management techniques.

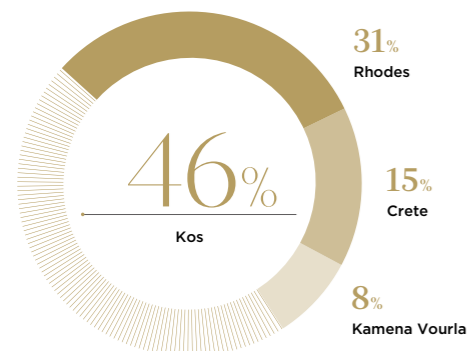
We implement a comprehensive recycling programme for paper, glass, plastic, aluminium, electric appliances, biowaste, used oils, soaps, inks and toners, in cooperation with certified suppliers. Special recycling bins are also installed on our beaches and our guests are urged to participate in our recycling efforts. All our hotels have been registered in the National Waste Inventory Management e-platform since 2017.

4.5.2 Total Energy Consumption by Destination

Total Electricity Consumption 2020

in KG CO₂e

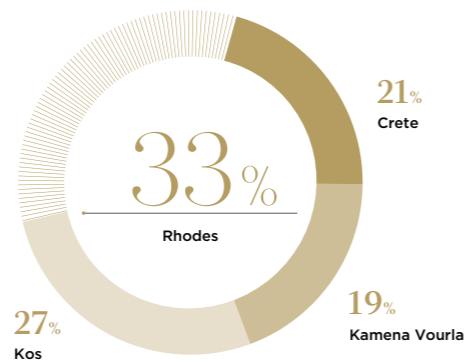
Destination	Number
Kos	1,748,956
Rhodes	1,184,162
Crete	551,845
Kamena Vourla	274,038



Total LPG Consumption 2020

in KG CO₂e

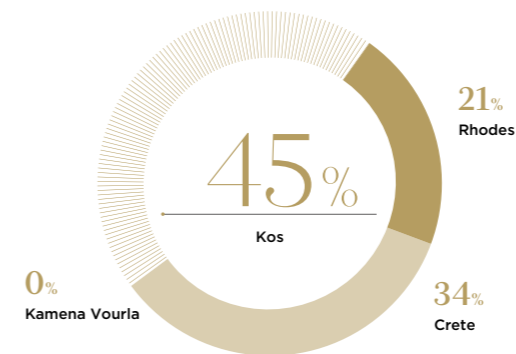
Destination	Number
Kos	167,233
Rhodes	199,706
Crete	132,063
Kamena Vourla	115,980



Total Diesel Consumption 2020

in KG CO₂e

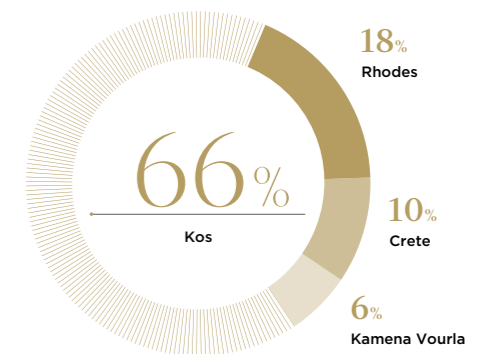
Destination	Number
Kos	33,874
Rhodes	15,458
Crete	26,306
Kamena Vourla	0



Total Petrol Consumption 2020

in KG CO₂e

Destination	Number
Kos	23,020
Rhodes	6,427
Crete	3,460
Kamena Vourla	2,276

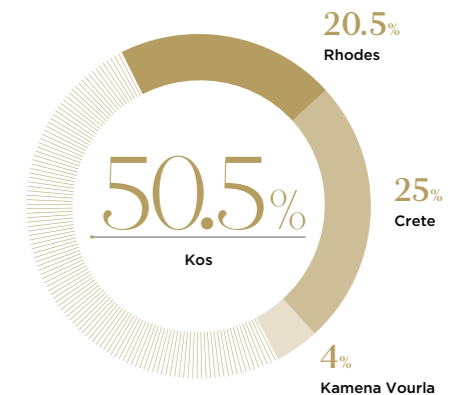


4.5.3 Total Water Consumption by Destination

Total Water Consumption 2020

in m³

Destination	Number
Kos	195,056
Rhodes	79,116
Crete	96,520
Kamena Vourla	15,743

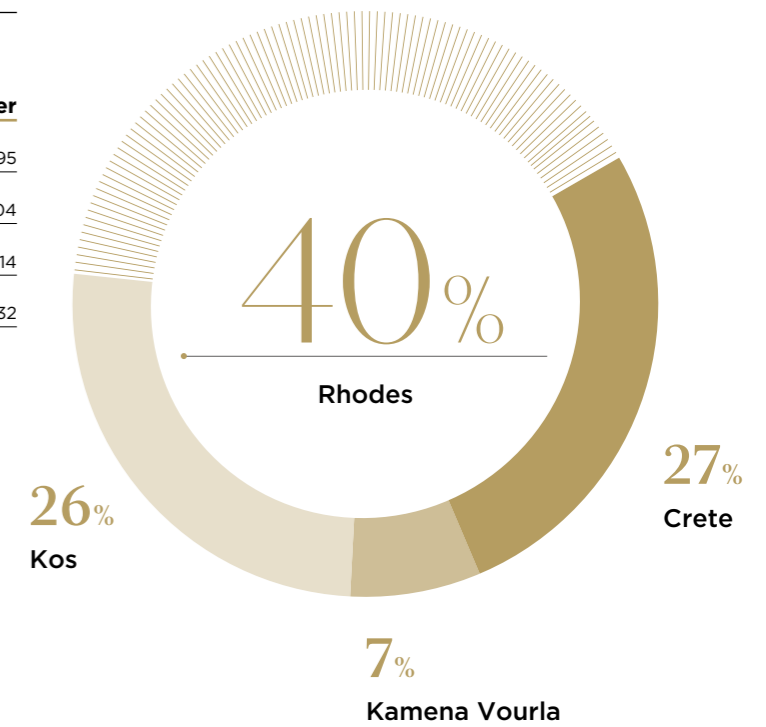




4.5.4 Total Waste Production by Destination

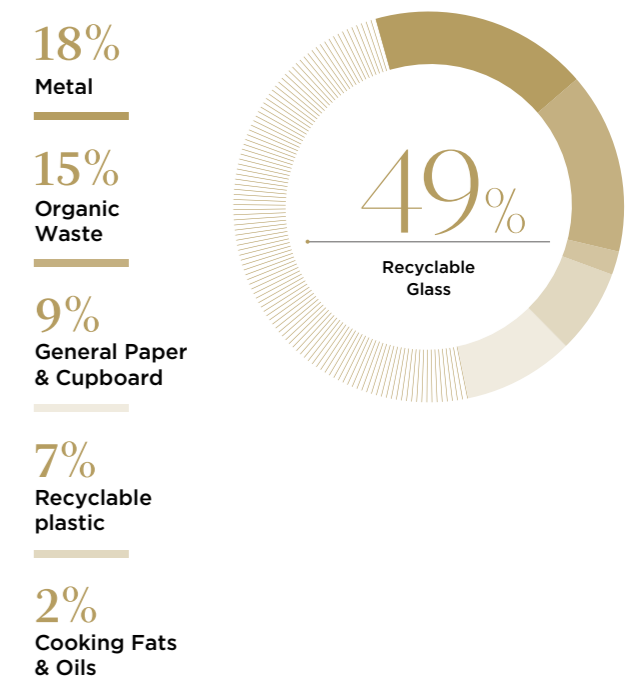
Total Waste Production by Destination 2020

Destination	Number
Kos	147,095
Rhodes	225,504
Crete	153,514
Kamena Vourla	39,432



Total Waste Production in Kamena Vourla 2020

Waste	Galini	KG CO ₂
Organic Waste	5,871.0	15,780.07
Cooking Fats & Oils	750.0	2,015.85
Recyclable Plastic	2,676.0	7,192.553
General Paper & Cardboard	3,575.0	9,608.885
Recyclable Glass	19,310.0	51,901.42
Metal	7,250.0	19,486.55
Guest Room Nights	26,166	
Organic Waste	0.22	
Cooking Fats & Oils	0.029	
Recyclable Plastic	0.10	
General Paper & Cardboard	0.14	
Recyclable Glass	0.74	
Metal	0.28	



Total Waste Production in Kos 2020

Waste	Blue Domes	Norida	Total KG	KG CO ₂
Organic Waste	37,890.0	60,675.0	98,565.0	264,923.0
Cooking Fats & Oils	680.0	550.0	1,230.0	3,306.0
Recyclable Plastic	290.0	164.5	454.5	1,221.6
General Paper & Cardboard	12,542.0	5,870.0	18,412.0	49,487.8
Recyclable Glass	18,050.0	5,763.7	23,813.7	64,006.5
Metal	4,620.0		4,620.0	12,417.6

Guest Room Nights	114,705	89,798
Organic Waste	0.33	0.68
Cooking Fats & Oils	0.005	0.006
Recyclable Plastic	0.003	0.002
General Paper & Cardboard	0.109	0.065
Recyclable Glass	0.157	0.064
Metal	0.04	0

16%
Recyclable Glass

13%
General Paper & Cupboard

3%
Metal

1%
Cooking Fats & Oils

0%
Recyclable plastic



Total Waste Production in Rhodes 2020

Waste	Alila	Grand Hotel	Rodos Maris	Total KG	KG CO ₂
Organic Waste	85,150.5	42,542.95	49,728.28	177,421.7	476,874.13
Cooking Fats & Oils	720.0	410.0	360.0	1,490.0	4,004.82
Recyclable Plastic	1,749.5	453.0	290.0	2,492.5	6,699.34
General Paper & Cardboard	9,848.0	3,794.0	1,720.0	15,362.0	41,289.98
Recyclable Glass	8,000.0	12,581.0	6,449.48	27,030.48	72,652.52
Metal	985.0	470	675.0	1,707.0	4,588.07

Guest Room Nights	78,243	39,572	66,252
Organic Waste	1.088	1.075	0.751
Cooking Fats & Oils	0.009	0.010	0.005
Recyclable Plastic	0.022	0.011	0.004
General Paper & Cardboard	0.126	0.096	0.026
Recyclable Glass	0.102	0.318	0.097
Metal	0.016	0.001	0.010

12%
Recyclable Glass

7%
General Paper & Cupboard

1%
Recyclable Plastic

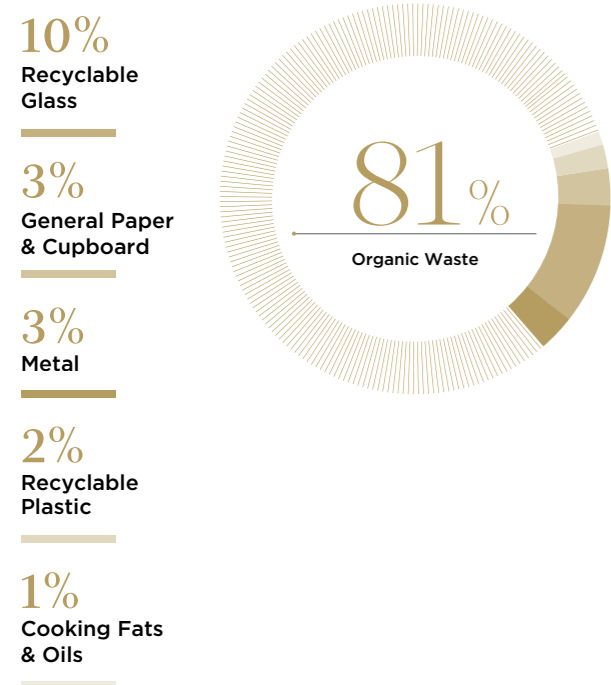
1%
Metal

0%
Cooking Fats & Oils



Total Waste Production in Crete 2020

Waste	Laguna	Rinela	Total KG	KG CO ₂
Organic Waste	14,000.0	110,025.0	124,025.0	333,354.40
Cooking Fats & Oils	340.0	530.0	870.0	2,338.39
Recyclable Plastic	1,150.0	2,132.0	3,282.0	8,821.36
General Paper & Cardboard	2,705.0	2,280.0	4,985.0	13,398.68
Recyclable Glass	8,410.0	7,802.0	16,212.0	43,574.61
Metal	1,650.0	2,490.0	4,140.0	11,127.49
Guest Room Nights	42,386	98,052		
Organic Waste	0.330	1.122		
Cooking Fats & Oils	0.008	0.005		
Recyclable Plastic	0.027	0.022		
General Paper & Cardboard	0.064	0.023		
Recyclable Glass	0.198	0.080		
Metal	0.039	0.025		



4.5.5 The Goal of Zero Waste

Zero Waste relates to a set of principles focusing on waste prevention, encouraging the redesign of resources' life cycles so that all products are reused. The zero-waste approach aims to reduce and ultimately eliminate garbage.

We are focused on continuously reducing the amount of waste production. To achieve this, we are targeting to lower our hotels' solid waste disposal to 5% per season until 2030, applying all regulations and directives adopted by the European Union and the Greek authorities for the circular economy and waste management.

Particular efforts are made to especially reduce organic waste that, if disposed in landfills, can significantly affect climate change by producing greenhouse gases.

The 5-step Waste Hierarchy model presented is a useful planning tool for moving towards zero waste.



Mitsis Rinela Beach Resort & Spa, Crete



Reduce

Reduce as much as possible the amount or toxicity of material that enters the solid waste stream, as well as the environmental impact of producing it in the first place.



Reuse

Ensure that materials or products are reused as many times as possible before entering the solid waste stream.



Recycle

Recycle as much material as possible



Recovery

Recover as much material as possible from the solid waste stream through the application of relevant technology.



Residuals Management

Provide safe and effective residual management once the solid waste stream has been reduced through the application of relevant technology.

4.6 Other Environmental Policies

4.6.1 Procurement Policies

Each of our hotel units is a living organisation, operating autonomously and consuming a wide range of products and services from various suppliers, from building materials, mechanical equipment and furniture to kitchen and restaurant equipment, food supplies and stationery.

Procurement is vital to Mitsis Hotels' operation, requiring in-depth research and central agreements to meet the needs of our 17 hotels in the most advantageous, cost-effective and timely manner, according to the Group's premium quality standards and environmental specifications. The year 2020 created new challenges in procurement processes, however, our Group was able to successfully navigate them.

Procurement Standards

All decision-making processes concerning purchases by the Procurement Department are related to our objective of minimising our environmental footprint. The following principles guide Mitsis Hotels' procurement activities:

- We buy environmentally friendly products, either made from recycled materials or that can be recycled, produced in a sustainable and fair trade manner.
- We avoid purchasing products, materials or machinery containing substances that are hazardous to the environment or public health.
- We inform our suppliers about Mitsis Hotels' environmental policy and ensure that they share our green philosophy and follow sustainable practices.

In all procurement purchases, the following 4 criteria are taken into consideration for the selection of suppliers.

- Competitive price
- High-quality standards of operation and compliance with safety, hygiene and environmental standards, according to internationally certified management systems (e.g. ISO 14001)
- Reliability
- Adaptability

The following table illustrates the technological equipment purchases for the year 2020:

Technological Equipment 2020

Type	M/U	M/U	Total Cost
POS	pcs	100	75,000 €
PDA Mobile XCover	pcs	200	40,000 €
POS Printers	pcs	100	30,000 €
WiFi Equipment	pcs	400	45,000 €
Computers - Laptops	pcs	200	80,000 €
Raspberry Music Servers	pcs	250	15,000 €
Total Optical Fiber	m	10000	8,000 €
Other Passive Equipment	pcs	1500	10,000 €
Printers	pcs	25	20,000 €
TOTAL COST			323,000 €

We are committed to minimising our environmental footprint and take all necessary steps in the procurement processes to ensure so. We continuously invest in machinery facilitating our recycling processes and, for our Food & Beverage procurement, we prefer purchasing products in recycled or recyclable packages. For glass packaging and glass bottles, the Procurement Department has arranged for all empty glass materials to be returned to their suppliers. We are in continuous open communication with our suppliers, informing them of our environmental processes and ensuring their compliance with similar practices. At the same time, Mitsis Hotels implemented all protective measures for COVID-19, recommended by the Greek Health Authorities for the safe restart of tourism.

In 2020, the Procurement department proceeded to relevant purchases contributing to safeguarding the health of employees and guests during the tourism season. We obtained plexiglasses for our reception areas, as well as contactless thermometers. For our F&B outlets and recreation areas, disinfection columns and wall appliances were placed, according to the relevant legal framework. Cloth masks were purchased for all employees and hotel guests were provided with disposable masks, individual antiseptic gels and disposable gloves upon arrival. Steam cleaners were employed for the disinfection of surfaces and sterilisation sprays were used for all hotel rooms and common areas.

All procurement items were selected based on health and hygiene policies and recommendations. The following table indicates all relevant purchases of

protective equipment for the safety of our employees and guests in the 9 hotel properties we operated in the 2020 summer season:

Personal Protection Supplies

Type	M/U	Consumption
Protective Plexi Glass (Buffet / Reception)	m	320
Contactless Measurement Thermometers	pcs	50
Space Sterilisation Nebulizer	pcs	30
Steam Cleaners for Surfaces Disinfection	pcs	40
Ventilation System in Elevators	pcs	30
UVA Sterilisation System for Elevator Surfaces	pcs	30
Rewashable Full-Body Apron	pcs	326
Stainless Steel Base for Antiseptic Device	pcs	205
Automatic Antiseptic Device 1000 ml	pcs	219
Antiseptic Device 1000 ml with button	pcs	237
Antiseptic Gel 70% 60 ml	pcs	15,000
Disposable Mask	pcs	200,000
Fabric Mask	pcs	8,000
Half-Face Visor	pcs	380
Full-Face Visor	pcs	44
Antiseptic Gel 70% 1L	pcs	568
Antiseptic Gel 70% 4L	pcs	710
Vinyl Gloves Large 100 pcs	pckgs	200
Vinyl Gloves Small 100 pcs	pckgs	23
Blue Disposable Nitrile Gloves Extra Large 100 pcs	pckgs	160
Disposable Latex Gloves Small 100 pcs	pckgs	3,000
Disposable Latex Gloves Medium 100 pcs	pckgs	6,000
Disposable Latex Gloves Large 200 pcs	pckgs	5
Disposable Latex Gloves Large 100 pcs	pckgs	5,000
Black Disposable Nitrile Gloves Small 100 pcs	pckgs	3,000
Black Disposable Nitrile Gloves Medium 100 pcs	pckgs	8,000
Black Disposable Nitrile Gloves Large 100 pcs	pckgs	2,000
Blue Disposable Nitrile Gloves Small 100 pcs	pckgs	23
Blue Disposable Nitrile Gloves Medium 100 pcs	pckgs	160
Blue Disposable Nitrile Gloves Large 100 pcs	pckgs	3,000

4.6.2 Sustainable Renovation & Refurbishment Projects

Guiding Principles

Mitsis Hotels is undertaking a considerable investment plan for the renovation and refurbishment of the Group's hotel facilities. Since 2017, major upgrades have been completed across the Group's portfolio of hotels and resorts, concerning both public and private areas, adding new room types, facilities, amenities and F&B outlets to ensure a comfortable and pleasurable stay for all guests. All Group practices and decisions are guided by our continuous commitment to global sustainability measures and standards, green growth strategy and local community development philosophy.

Rinela Beach Resort & Summer Palace Beach Hotel Refurbishment Projects

Despite the challenges that the pandemic created, two major Mitsis Hotels renovation projects took place in 2020, concerning the Rinela Beach Resort and Summer Palace Beach Hotel properties in Crete and Kos, respectively.

For both projects, certified sustainable materials were utilised meeting international standards for low emissions of Volatile Organic Compounds (VOC). This concerns the selection of paints, adhesives, recycled material wall coverings, sustainable wood structures and low flow plumbing fixtures designed to conserve significantly more water compared to conventional fixtures. Energy Star certified televisions and LED lights were also installed in all guest rooms. Moreover, we implemented green roofs in all renovated buildings and villas, as well as installed double-glazed windows on thermally isolated aluminium frames to ensure that ambient temperature is less susceptible to fluctuations. In the Rinela Beach Resort project we additionally implemented exterior wall insulation, improving energy efficiency.

Energy efficient air-conditioning systems (VRV/VRF), the optimisation of indoor air exchange, the production of hot water using heat pumps and the use of energy efficient electrical equipment have also contributed to a significant reduction in energy consumption and airborne pollutants.

Our 2020 sustainable renovation and refurbishment projects have resulted in a significant energy consumption reduction, noting a 28% decrease at Rinela Beach Resort and 17% decrease at Summer Palace Beach Hotel.

Financials

The financial investment figures for the two renovation and refurbishment projects are as follows.

Rinela Beach Resort & Spa refurbishment project	6,100,000€
Summer Palace Beach Hotel refurbishment project	3,500,000€

4.6.3 New Wastewater Treatment Plants

The construction of two central wastewater treatment plants, at the Blue Domes Resort in Kos and the Rodos Village Beach Hotel in Rhodes, was also undertaken in 2020. The new plants were designed and built to support the Group's adjunct hotels, located in the same area. The new Blue Domes wastewater treatment plant is connected to the two old wastewater treatment plants in the area and now also supports the Norida Beach Hotel and the Family Village Beach Hotel. Similarly, the Rodos Village wastewater treatment plant also supports the Rodos Maris Resort.

Both hotels continued their recycling efforts, achieving the recycling of over 120,000m³ water per year, used mainly for cleaning outdoor floors and watering plants. In addition, to reduce plant watering demand, we have carefully adopted drought-resistant landscaping and turf greens in our properties.

Financials

The financial investment figures for the two new wastewater treatment plants are as follows.

Blue Domes Resort & Spa wastewater treatment plant	250,000€
Rodos Village Beach Hotel & Spa wastewater treatment plant	200,000€

For all projects undertaken in 2020 (sustainable renovations & refurbishments, wastewater treatment plants), internal employees and local contractors were mainly recruited, further supporting the local economies with € 10M and reducing emissions resulting from travel requirements. We remain committed to our sustainability philosophy, principles and goals as we proceed with our investment projects of the next years and continue to develop our portfolio.

4.6.4 Mitsis Pillars

We aim to provide added value experiences to our guests by placing two key pillars at the heart of our operations: food & beverage and recreation.

Changes in Food & Beverage Outlets due to COVID-19

The COVID-19 pandemic affected our 2020 operations in multiple ways. Out of our 17 hotels, 9 opened their gates welcoming guests, implementing strict health and safety protocols.

F&B outlets were significantly affected, requiring the highest modification of processes to ensure the safety of our guests and employees. All relevant policies and measures that were designed and implemented for F&B were based on the four following pillars:

1. Developing awareness campaigns in all our hotels on hygiene and safety measures for employees and guests.
2. Extensively training employees on safety rules and procedures and creating health and safety teams in all our hotels.
3. Cooperating with specific suppliers and selecting the supply of local products.
4. Operating our F&B outlets with reduced capacity.

Changes in Recreation Services due to COVID-19

Recreation activities are an integral part of our offering to guests, bringing visitors together and creating unforgettable memories. Unfortunately, the COVID-19 pandemic significantly impacted recreational services to ensure the safety of our guests and employees.

To secure hygiene and safety in all recreational areas, strict protocols and measures were implemented, including:

- Employees' health checks
- Social distancing measures
- Use of outdoor areas
- Operation with reduced capacity
- Activities without physical touch
- Information materials
- Hand sanitising stations
- Disinfection of equipment

4.6.5 Awareness and Motivation

As part of our Environmental Awareness Campaign, our environmental video plays in all Mitsis Hotels rooms' info channels, introducing our eco-friendly practices to our guests. Information brochures are also found in all rooms, promoting the causes and activities of 'Life, our Green Project.' We provide our guests with detailed recommendations regarding responsible and sustainable travel, encouraging them to adopt specific practices concerning environmental protection and sociocultural respect while visiting our destinations.

We continually communicate our sustainability philosophy to our employees, guests and other stakeholders and invite them to become part of our green story, contributing to our environmental commitment.

4.7 Health & Safety

4.7.1 Good Health & Well-being

Our 'COVID-19 Health & Safety Plan' presented in the Appendix, provides detailed information of the specific actions Mitsis Hotels enforced in the 2020 season.

4.7.2 Health & Safety Policies

With an acute sense of responsibility to provide a safe workplace to our employees and carefree holidays to our guests, we have established an extensive Health & Safety Policy and are fully committed to its implementation. Procedures covered relate to all services provided in our hotels, including food production, water supplies, pool operations, building safety, maintenance, housekeeping, recreation and kids clubs, concierge services, local activities and more. These procedures have been implemented following all relevant national and European legislation, as well as safety standards such as ISO 22000 and ISO 14001.

Moreover, to ensure that all Health & Safety Policies are accurately adhered to, regular internal audits by the Department of Health & Safety are performed. Detailed documentation processes, corrective actions and maintenance further contribute to ensuring the safe and optimal operation of systems.

The unprecedented COVID-19 pandemic redefined the urgency and importance of health and safety practices in our operations. Mitsis Hotels acted promptly and implemented all relevant protocols and recommendations to ensure the health and well-being of our guests, employees and partners during the pandemic.

COVID-19 Updates

In light of the COVID-19 pandemic, Mitsis Hotels has introduced response teams in all of our properties, responsible for addressing COVID-19 risk management and ensuring compliance with all health & safety protocols.

The following measures have been implemented, following Health Authorities and CDC guidelines.

- COVID-19 risk assessment and action plan development
- Allocation of sufficient resources
- Employee training
- Reduced operation capacity
- Social distancing measures
- Respiratory etiquette and hand hygiene policy
- Rigorous cleaning and disinfection of rooms and public areas
- Personal Protective Equipment (PPE)
- Isolation protocol for suspected or confirmed COVID-19 cases
- Continuous employee health checks with PCR tests
- Awareness campaigns in all hotels

Policy Statement

Mitsis Hotels is committed to providing and maintaining a healthy and safe environment for our team members, guests and other parties when using our premises, facilities and services.

To achieve this aim, Mitsis Hotels adhere to the following key objectives:

1. Comply with all relevant Health & Safety legislation and FTO recommendations.
2. Set and maintain high standards of food safety and hygiene, including the implementation of the HACCP system.
3. Identify hazards, assess risks and implement control procedures.
4. Ensure that employees and visitors are adequately informed of risks and where appropriate receive instruction, training and supervision.
5. Document and review risk assessments.
6. Protect the environment by implementing targeted environmental initiatives and acquiring green certifications.
7. Monitor and review the effectiveness of arrangements and controls.
8. Educate employees by providing extensive Health & Safety trainings, including hygienic food production practices, fire action, first aid instructions, Norovirus and Legionella directions, as well as chemicals and disinfectants usage practices.
9. Conduct periodic audits in all hotel units, undertaken by Mitsis Hotels' Health & Safety Manager.
10. Collaborate with certified suppliers regarding supply of food and perishable products, pest control and food and water tests.
11. Ensure that all individuals and teams responsible for Mitsis Hotels' Health & Safety have adequate time and all necessary resources to execute their responsibilities.
12. Engage all employees in Mitsis Hotels' Health & Safety goals and objectives. Supervisors have a special responsibility to ensure the health and safety of all team members under their supervision.

The majority of Health & Safety practicalities are addressed on a property level to account for the differences among hotel units. General Managers are responsible for providing all necessary arrangements to ensure compliance with all aspects of Mitsis Hotels' Health & Safety Policy.

The Health & Safety Manager assists central management in employing specific policies and practices and consults all hotels in accurately implementing the Health & Safety Policy. If required, external specialist professionals are contacted to assist in any health and safety issues.

Managers and Supervisors play a central role in ensuring health and safety. They have a responsibility to consider all safety aspects of work under their control and ensure that appropriate precautions are taken. Where applicable, Managers and Supervisors should:

- Take into consideration employees' capabilities, experience, knowledge and training concerning health and safety when allocating work tasks.
- Ensure that employees undergo appropriate health and safety training courses.
- Ensure that accurate and relevant health and safety information is provided. All employees are required to comply with Mitsis Hotels' Health & Safety Policy and must conduct themselves and perform their work safely, so as not to endanger themselves or others.

Responsibilities

Mitsis Hotels' Central Management

- Responsible for the overall formulation and implementation of the Mitsis Hotels Health & Safety Policy, including its review and amendment, as necessary.
- Appoint specialised professionals to perform all health- and safety-related duties within the hotels.
- Ensure that information on policies and procedures is appropriately disseminated to relevant individuals and that all employees have access to a copy of the Policy.
- Ensure that periodic inspections and monitoring take place at least twice a year.
- Request guidance and advice on relevant matters by the Health & Safety Department, when necessary.

Health and Safety Manager

- Execute relevant audits and reviews.
- Coordinate risk assessments in specific areas and periodically review documented risk assessment actions.
- Ensure that employees are adequately trained and organise refresher trainings when needed.
- Identify employees requiring additional special training.

- Attend all appropriate training courses as required.
- Take reasonable care for the health and safety of themselves and others who may be affected by their acts or omissions.
- Not to interfere with or misuse anything provided for the health, safety or welfare of those in the workplace.

Risk Assessment

- General risk assessments are carried out by the delegated Safety Technician.
- No new activity involving significant risk can begin unless a relevant risk assessment has taken place. Upon completion, an action plan will be produced, identifying action areas, priorities and time frames for completion.
- The action plan will be frequently reviewed and updated as needed.
- Other specific risk assessments, as required by legislation, are performed by the individuals involved in each activity with assistance from appropriately trained professionals. Required actions, priorities and time frames for completion are again identified.
- Any risk that is not controlled for will be recorded and individuals involved will be informed on relevant measures to be taken. Records will be retained for inspection purposes.
- Health and safety risks are generally lower in offices but may include muscle-skeletal problems from repetitive work, injuries from manual handling operations, problems associated with poor workstation layout, possible electric shock from electrical equipment, poor housekeeping and trip hazards from cables or obstructions. A simple risk assessment identifies any of the above issues.
- It is important to note that, sometimes, risks also depend on local conditions and may be outside the direct control of each hotel property. However, all appropriate measures are in place to avoid such development.

Accidents and Incidents

Any actual accident and incident, or potential incident that could have resulted in injury or illness must be reported as soon as possible in the appropriate section of the logbook.

Emergency Situations

Fire evacuation instructions are posted in all hotel areas (including rooms, corridors, lobby) and all employees are responsible for familiarising themselves with the emergency procedures, escape routes and location of alarm points and extinguishers.

Hotels General and Assistant Managers

- Ensure the compliance of their hotel with the Health & Safety Policy.
- Ensure that all aspects of the Policy are implemented and all required audits are conducted and recorded for every term.
- Perform risk assessments and monitor health and safety issues.
- Ensure that all accidents are properly reported and accurately recorded.
- Follow up on reported accidents and ensure that appropriate measures are in place to prevent similar incidents in the future.
- Ensure that employees receive accurate information and appropriate trainings.
- Ensure the availability of first aid kits and other first aid supplies.
- Ensure that all machinery and equipment are safely operated and maintained and that any defects or breakdowns are accurately reported and resolved.
- Nominate a Fire Safety Team, ensure that they are adequately trained and organise refresher trainings as needed.
- Ensure that all employees have access to copies of all relevant health and safety booklets.
- Provide instructions and refresher trainings on Food Hygiene, Manual Handling and Health & Safety issues.
- Ensure that all employees receive training regarding safe work methods and that all team members have the appropriate information and resources to comply with the Hospitality and Accommodation Services Health & Safety Policy.
- Report any accidents or hazards to the Ownership and Health & Safety Manager.

Staff

- Comply with Health & Safety legislation and departmental policies at all times.
- Report accidents and potential hazards to supervisors.
- Use personal protective clothing and equipment when necessary.

All team members must attend the annual mandatory fire prevention training and records of both trainings and fire drills must be kept. All other emergency procedures are reported in the 'Emergency Plan of the Hotel'.

Files

All procedures and records required, as described above, are kept in the files of all hotels' General Managers and Assistant Managers and are available at all times.

4.7.3 Safeguarding Policy for Kids

Mitsis Hotels takes a strong stand against child abuse and assumes responsibility for promoting the welfare and safety of all children and youth. Our safeguarding policy for kids concerns and applies to every Mitsis Hotels employee, including seasonal workers, volunteers, agency staff and student interns.

Purpose

- To protect the children and young people who use the services/facilities of Mitsis Hotels. This includes the children of adults who use our facilities/services.
- To provide all team members with the overarching principles that guide our approach to safeguarding.

Legal Framework

Extensive national and international legislation is in place to protect children's rights, including:

- United Nations Convention on the Rights of the Child 1991
- Legislative framework for safeguarding children, including the protection of children's rights, protection against illegal employment of children, protection against sexual abuse or exploitation and more.
- EU Protection Legislation

We Acknowledge That:

- The welfare of the child is paramount.
- All children, without exception, have the right to equal protection from all types of harm or abuse regardless of age, disability, gender, racial heritage, religious belief, sexual orientation, identity or any other factor.
- Some children are additionally vulnerable due to the impact of previous experiences, level of dependency, communication needs or other factors.
- Working in partnership with children, young people, parents, guardians, caregivers and other agencies is essential in promoting young people's welfare.

We Keep Children and Young People Safe by:

- Valuing, respecting and listening to them.
- Adopting practices for their protection through the establishment of relevant safety policies and practices and Code of Conduct for all Mitsis Hotels employees.
- Providing effective supervision, support and training to all team members.
- Performing all required screenings and evaluations in the recruitment process.
- Communicating relevant child protection information to children, parents, employees and other stakeholders.
- Convey concerns regarding children's safety to agencies or other appropriate stakeholders.

4.8 Green certifications

4.8.1 Green Key

Green Key is an international voluntary eco-label awarded to tourism facilities that promote sustainable tourism, aiming to contribute to the prevention of climate change by awarding and advocating facilities with positive environmental initiatives. The Green Key label is based on international criteria and involves the environmental management and education of tourism enterprises.



4.8.3 Travelife Gold Certification

For another year, all Mitsis hotels and resorts have been awarded the Travelife Gold Certification, the international sustainability certification scheme recognizing the accommodations that responsibly manage their socio-economic and environmental impacts. As part of our responsible operation, our hotels have adopted sustainability policies and initiatives related to our environmental and socio-cultural impact, successfully meeting Travelife's 163 criteria.

Among other factors, Green Key criteria include staff involvement in informing customers, waste management, Corporate Social Responsibility actions and green activities.

4.8.2 Blue Flag

Blue Flag is a world-renowned award, operated under the auspices of the Foundation for Environmental Education, while in Greece, the programme's coordinator is the EEPF. It is a leading programme promoting environmental education and sustainable management of beaches, marinas and boating operators worldwide.

To qualify for this prestigious award, a series of stringent environmental, educational, safety and access-related criteria must be met and maintained.

In 2020, the eco-label was awarded to the following beaches managed by Mitsis Hotels:

'Ammoudes' Alila Resort & Spa

'Psaltos' Lindos Memories Resort & Spa

'Galouni Kokkinogia' Rodos Maris Resort & Spa, Rodos Village Beach Hotel & Spa

'Anissaras' Laguna Resort & Spa

'Kokkini Chani' Rinela Beach Resort & Spa

'Vouno' Blue Domes Resort & Spa, Family Village Beach Hotel, Norida Beach Hotel, Summer Palace Beach Hotel

'Psalidi' Ramira Beach Hotel

'Kamena Vourla' Galini Wellness Spa & Resort



Mitsis Rinela Beach Resort & Spa, Crete



05

Corporate Citizenship

Mitsis Hotels is committed to its social responsibility and support of local communities, acting as a role model for both its internal and external audiences.

5.1 Our Brand’s Unique Role in times of crises

While we have been forced to be apart, our shared humanity and acts of kindness have never been more evident. Small moments of victory, care and love filled our hearts and lighted up our spirits, directing us to brighter days ahead. We relearned the importance of trust and respect and understood that a collective effort is essential to achieve a common goal. The period of self-isolation provided a unique opportunity to step back and redefine what matters most.

Hand-in-hand with the Greek Government & Authorities

Mitsis Hotels joined forces with the Greek government, the Hellenic National Public Health Organisation EODY and all associated local authorities to address and overcome the impact of COVID-19 on travel and tourism. In collaboration with the Hellenic State, we implemented all necessary protocols, specifications and measures to ensure the health, safety and wellbeing of our employees, guests and local communities.

Acting for Life

Mitsis Hotels organised national blood donations throughout Greece, at all of our destinations. We contributed to each region’s local blood banks and assisted individuals in need. Together we can do more for our local communities and ensure their welfare at all times.

10,000 Room Nights to the Heroes of our Times

During these unprecedented times, we proudly opened our arms to the healthcare community. Mitsis Hotels donated 10,000 room nights in all of our 17 hotels & resorts to frontline medical workers, providing them with comfortable rooms to rest, isolate or vacation.

Mitsis Hotels also donated a latest-technology machine for the diagnosis of corneal and retinal diseases to the B’ Ophthalmology University Clinic of Attica Hospital, in memory of our founder Konstantinos Mitsis.

We addressed individual and collective needs, we extended our appreciation to the healthcare community, we reconnected with each other and we demonstrated our social responsibility in practice.

10,000

Room Nights | Donation to the Health Care Community

The global crisis highlighted the unique role our brand plays in people’s lives.

As Greece’s largest privately-owned hotel chain, hospitality is at the heart of our business. We have been a tourism pioneer for over 45 years now, making our mark on the country’s travel industry. Through our rich hospitality blend and continuous commitment to acting as a force of good, we add value to the relationships we cultivate with our guests, employees, partners and local communities.

We reinforce the unique role our brand plays in people’s lives by acting as a role model for our internal and external stakeholders, a force of prosperity and progress, a dedicated brand ambassador of Greece and an industry leader in hospitality and tourism. We are proud of our 3,500 talented individuals across all walks of business, taking care of more than 350,000 guests every year.

5.2 Greece's Proud Brand Ambassadors at all times

Marketing Greece

Mitsis Hotels supports Marketing Greece, their campaigns to promote Greek tourism and their digital platform 'Discover Greece'. Marketing Greece, the alliance of the private sector to promote Greece as a modern and enticing tourism destination, aims to improve the qualitative characteristics of Greek tourism. These include the increase of the average tourism spending, the extension of the tourism season and the dispersion of tourist flows in peripheral areas.

It is an honor for Mitsis Hotels to collaborate and financially sponsor the work of Marketing Greece, as well as fund and promote 'DiscoverGreece.com', the country's innovative online consumer platform. The website provides high-quality experiential digital content and is complemented by a social media ecosystem and blog, following the latest international trends and best practices. In 2020, Marketing Greece launched an updated version of 'DiscoverGreece.com' with a fresh user interface. The new platform offers virtual tours of Greece's unique destinations and provides information on authentic experiences, cultural heritage, gastronomy and lifestyle.



Campaign of Hope

With the slogan 'Till Then, #StaySafe', Marketing Greece launched a new campaign sending a message of hope and optimism amid the COVID-19 pandemic. The campaign invites travellers to dream of the next time they will be able to visit and enjoy the uniqueness of Greece. The Greek Tourism Confederation (SETE) and the Hellenic Chamber of Hotels supported the campaign by additionally releasing 15 alluring photos capturing breathtaking Greek landscapes.

Mitsis Hotels released the campaign #MitsisSafeSummer to share our latest updates, announcements, health & safety protocols, hotels' reopening, guidelines & tips, while handling over 25,000 messages and requests during the summer 2020 season with our 24/7 presence on social media, website and blog.

#GreeceFromHome Online Platform

The online platform 'Greece from Home' was launched by the Ministry of Tourism, the Greek National Tourism Organisation and Marketing Greece, aiming to reinforce the country's positive image during the COVID-19 pandemic. The initiative is part of the government's strategic response to the coronavirus crisis and was conceived in congruence with the #MenoumeSpiti (#WeStayHome) campaign. The platform offers new and varied ways to explore Greece in all of its facets from the comfort and safety of one's home. The platform is divided into the categories Watch, Visit and Learn, which correspond to the three objectives of the programme: promoting Greece and its culture, recommending Greece as a tourism destination and assisting tourism professionals with improving their digital skills.

#CreteFromHome Online Platform

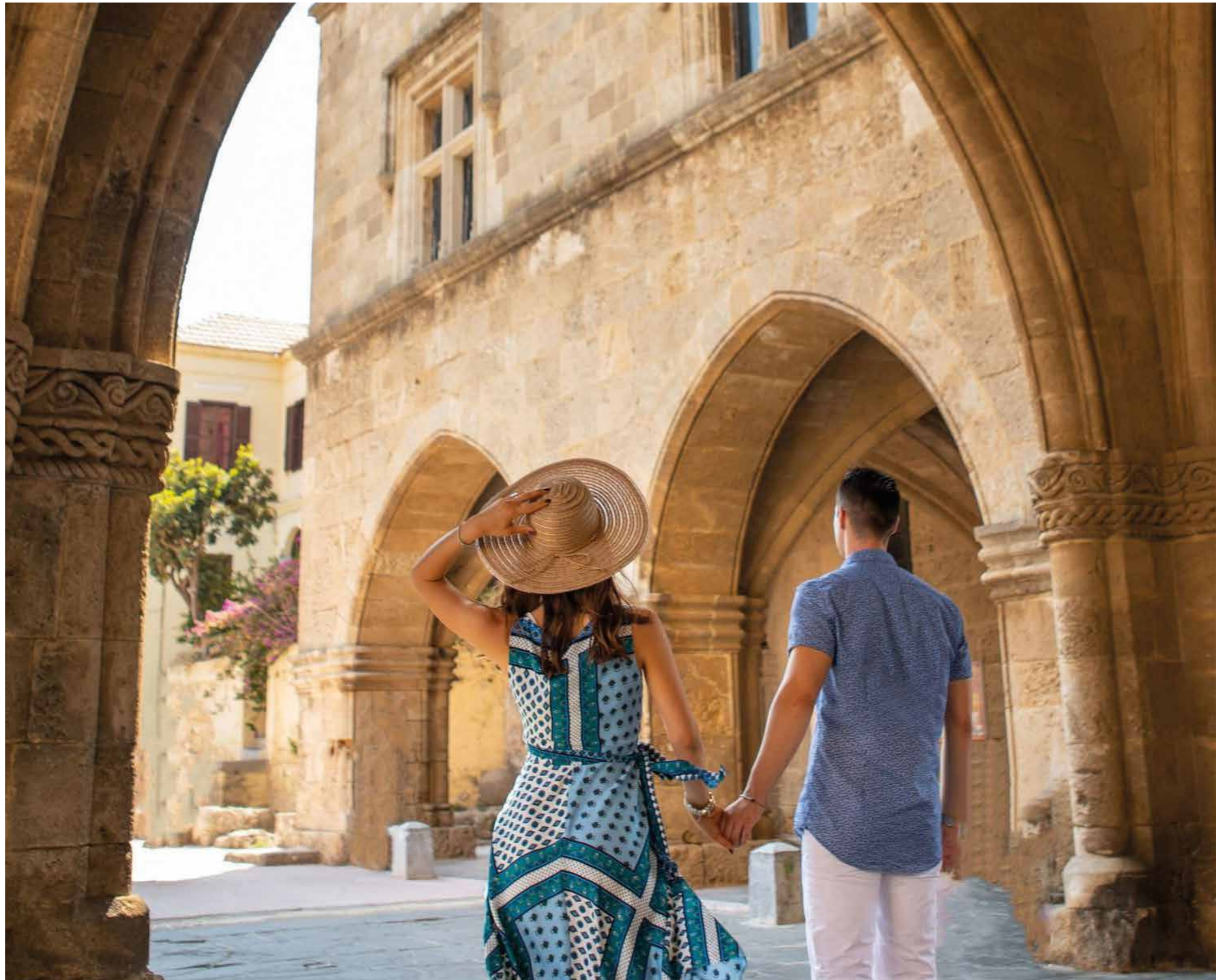
'Crete From Home' is the new website of the Region of Crete, created to share different aspects of the beloved island with users. The platform opens a window to the world by posting engaging videos, presenting museums and archeological sites and promoting the natural resources, cultural identity and customs of locals. 'Crete From Home' was created in support of 'Greece From Home', the initiative undertaken by the Greek Ministry of Tourism. The content of the website is continuously updated and enriched with the contribution of local agencies and cultural institutions.

Municipality of Kos - Campaign

The Office of Tourism Promotion & Development of the Municipality of Kos launched an online promotional campaign for the island. The initiative was featured on social media and the destination's website, using the slogan 'Refresh your story in Kos'. The campaign explores the complete holiday experience that Kos offers to travellers and covers the concepts of refreshing your heart, senses, mind, body and way of living in Kos.

Destination Wedding Planners (DWP) Congress 2021 - Mitsis Alila Resort & Spa, Rhodes

Planned originally for 2020, the world's largest business platform for the destination wedding industry will eventually host its annual edition on the island of Rhodes in November 2021, bringing 500 attendees from 75 countries. In 2019, the luxurious Mitsis Alila Resort & Spa, a member of Mitsis Premium Collection, won the bid to be the official host hotel partner for the 7th Annual Destination Wedding Planners (DWP) Congress. Mitsis Hotels is looking forward to showcasing Greece as the ultimate wedding destination!



5.3 Empowering Local Communities

‘We go local’ Campaign

Our progress and development are directly correlated with the success of the communities that nurture us. We aspire to promote local culture, protect our environment and enhance the prosperity of our destinations. Within the framework of our Corporate Social Responsibility and in addition to the economic development of the communities we operate in, Mitsis Hotels supports and cooperates with local businesses and residents to preserve regional culture and traditions, social developments and the wider welfare of local societies. We continuously engage in various activities, initiatives and events, including:

- Organising events to promote the local element.
- Using local products and choosing local suppliers.
- Encouraging guests to buy products and services from local suppliers.
- Informing guests about local businesses and local events.
- Providing guests with information brochures of local businesses including shopping, dining, entertainment, tours and car rentals.
- Providing guests with local transport information.
- Encouraging employees and guests to participate in hotel activities related to environmental issues or other voluntary actions.
- Organising activities related to the formation of environmental consciousness in our regions, including tree plantings and beach cleanings.

Within the context of our initiative ‘We go local’ and as an active member of the local communities that we are part of in our five unique destinations, we financially support cultural activities and encourage our guests and employees to participate in local affairs.

Changing Everyday Life

- Mitsis Hotels participated in several volunteering actions to ensure the prosperity of two public gardens in Rhodes Town, at Mandraki Harbour and the 100 Palm Trees square. Undertaken actions included cleaning the area, clearing the grass, pruning of ornamental trees and palm trees, installing automatic watering systems, planting new flowers, shrubs and herbs, painting flower beds, as well as cleaning and maintaining the fountain pumps.
- Mitsis Hotels employees of our Kos hotels & resorts volunteered in several initiatives for the prosperity of the Kardamena village. Undertaken actions included cleaning the playground that Mitsis Hotels donated and constructed in 2019 in memory of our founder Konstantinos Mitsis, cleaning the local elementary school and maintaining the main road of the village.
- The Mitsis Ramira Beach Hotel team, along with local residents, organised and participated in the cleanup of a central bike road in Kos Town. The action is part of the initiative KOS WE CARE, a partnership with Anza Polanz.

Hippocratia Festival of Kos

Mitsis Hotels supports and encourages guests and employees to attend the Hippocratia Festival in honor of the great Greek physician Hippocrates who was born on the island and is recognised as one of the most notable figures in the history of medicine. The festival takes place from early June to late August on the island of Kos. Hippocratia includes cultural events that honor traditions, customs and Christianity. Theatrical performances, group activities for children, art exhibitions and concerts of classical and traditional music are also organised during the festival. Various sports events are arranged, including beach volley tournaments in the village of Tigkaki and basketball and martial arts tournaments in the island’s Gymnastics Centre.

Other notable local festivals and events that Mitsis Hotels supports for the promotion of cultural heritage, history and tradition, include:

- Rhodes International Festival
- Medieval Rose Festival of Rhodes
- European Heritage Days – Rhodes Open Doors

Mitsis Hotels also participates in traditional and folklore concerts, amateur artists’ exhibitions, gastronomical festivals for the promotion of traditional local products, digital cultural events and virtual live streamings.

Date	Event	Location
14-16.02	Arts Spontanés Festival European Polyphony	Rhodes
01.03	International Rhodes Grand Prix 2020	Rhodes
07.03	Winter Festival of Kos	Kos
08.03	International Tour of Rhodes 2020	Rhodes
15.03	Athens International Half Marathon	Athens
10.05	The Tour of Crete	Crete
28.05	Flower Festival	Rhodes
29.05	Medieval Rose Festival	Rhodes
15.06	Hippocratia Festival	Kos
21.06	Matala Beach Festival	Crete
10.07	Watermelon Festival	Rhodes
01-15.08	Honey Festival	Kos
01-15.08	Fish Festival	Kos
01-15.08	Wine Festival	Kos
05.08	Sound & Light Show	Rhodes
08.08	4th Amateur Artists Exhibition	Kos
08.08	Honey & Lukumades Festival	Kos
24-29.08	Rhodes International Festival 2020	Rhodes
25.09	Digital Race for the Cure	Athens
27.09	World Tourism Day Event	Kos
18.10	RunGreece Rhodes	Rhodes
25.10	Elos Chestnut Harvest & Festival	Crete

5.4 Our Pledge to Society

Mitsis Hotels has been building a reputation as a responsible corporate citizen for more than 45 years. We expect our employees and partners alike to meet our standards and we motivate and unite all team members around our shared philosophy.

5.4.1 Non-Governmental Organisations

An important aspect of our Corporate Social Responsibility programme is our support to and cooperation with NGOs, NPOs & social care institutions dedicated to serving underprivileged populations in our destinations.

Make-A-Wish Greece

We continuously support Make-A-Wish Greece, realising the wishes of children with incurable diseases. The non-profit organisation relies on the generosity of individual donors to create unforgettable wish experiences for every eligible child they serve and offer a glimpse of happiness to them and their families. In 2019, we brought to life the wish of 4-year-old Christina, who wanted to experience the fairy tale 'The Beauty and the Beast' and become a princess. In 2020, we made another wish come true for 17-year-old Elena, who wished for a gaming computer to listen to music, watch movies and do her homework. We strongly encourage our guests to donate to Make-A-Wish Greece while booking their hotel stay online and support our effort to grant life-changing wishes to children with critical illnesses.

Kivotos tou Kosmou

Mitsis Hotels offers financial support and full accommodation, hospitality facilities and services at our 17 hotels & resorts to the members, partners, volunteers, parents and children of Kivotos tou Kosmou (Ark of the World).

Goodbye to Cancer

Goodbye to Cancer is a non-profit organisation based in the village of Kardamena in Kos, raising awareness and offering financial assistance to cancer patients on the island. The association cooperates with the Hospital of Kos and improves the living conditions of patients and their families. With our purpose of serving the local communities, our four hotels & resorts operating near Kardamena on the island of Kos participate in the annual 'Walk of Life' event organised by the association 'Goodbye to Cancer'. In 2019, the association celebrated its 10th anniversary of continuous psychological support to patients. Financial assistance was provided for the upgrading of the hospital of Kos and Mitsis Hotels organised several events for guests and residents to raise awareness and encourage donations. In 2020, given the circumstances, the walk took place virtually. All participants were asked to contribute by buying T-shirts specially made for the occasion and were invited to complete the walk individually, posting their participation on social media, to ensure their health and safety in light of the COVID-19 pandemic.

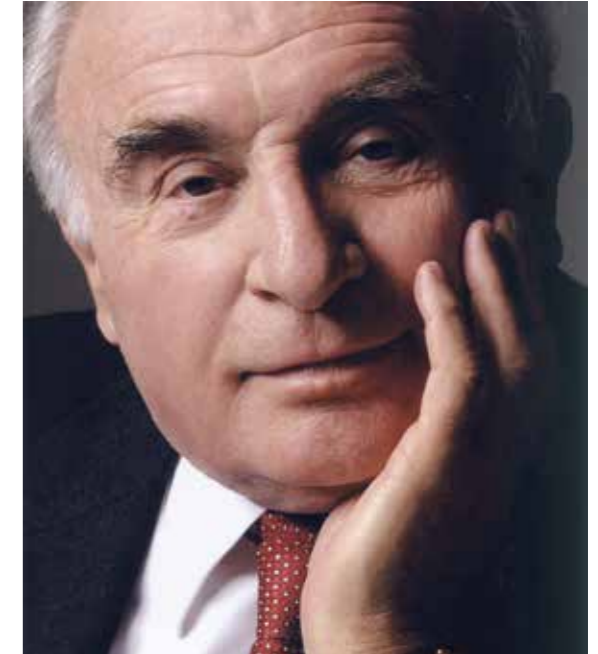
5.4.2 Athletes & Sport Clubs

Financial support was offered to major athletic associations, clubs and groups for their athletic events and needs. In particular, Mitsis Hotels sponsors:

- Greece's young motorcycle racer Spyros Marios Fourthiotis, who achieved to be among the top 10 drivers at two Italian Motorcycling Championships and received an honorary distinction for his achievement at the European Championship 'Mini Bikes', among other distinctions.
- PAE Rodos F.C., a Greek football club of the second national division, based on the island of Rhodes.
- Diagoras of Rhodes B.C., a Greek basketball club of the third national division, based on the island of Rhodes.

5.4.3 Educational Institutes, Universities & Schools

- We support and collaborate with the public University of Aegean, a multi-campus university located in Lesvos, Chios, Samos, Rhodes, Syros and Lemnos.
- We cooperate with A.S.T.E.R, Greece's oldest Tourism University, located in Rhodes. Mitsis Hotels representatives invite, meet and evaluate students from A.S.T.E.R. as potential future employees and partners.
- We host and provide conference halls and facilities to medical and scientific associations for their presentations and seminars on the Dodecanese islands of Rhodes and Kos.



5.4.4 Blood Donations in Memoriam of our Founder

In 2017, we established the Blood Donor Volunteer Association 'Mitsis Group of Companies' in honor and memory of our founder Konstantinos Mitsis, with the collective participation of Mitsis Hotels employees and guests across Greece. Several voluntary blood donations take place throughout the year at four of our hotels' premises. The association aspires to make a valuable blood benefaction to the wider community and assist individuals in need. We are sincerely grateful for the generous support of our initiative over the past three years and we encourage all employees and guests to participate in future blood donation events and become systematic blood donors to further support our communities.

5.5 Our Social Product

5.5.1 Members of a Sustainable Network

We are delighted to be part of the QualityNet Foundation network for the promotion of sustainable development in Greece. Mitsis Hotels is joining forces with organisations and citizens from 193 countries in taking action to create a better world. We are at a critical turning point for humanity and the planet and for the first time in decades, the world has a common goal: to overcome the coronavirus crisis. A goal that touches us all, that concerns our health, our living conditions, our freedom - with the most vulnerable groups being the hardest hit.

The 17 Global Sustainable Development Goals reflect the current global challenges to creating a better world: a world without poverty or inequality, a world without the threat of climate change, a world that provides for the health and safety of citizens. The UN SDGs provide a universal framework for sustainable recovery from the pandemic and beyond.

Simultaneously, the Greek Sustainability Code aspires to become a practical tool of transparency and self-commitment for organisations on issues of sustainable development and responsible business, taking into account requirements of the EU Directive on disclosure of non-financial data. The Code responds to the increasing need for measuring the economic, environmental and social impact of organisations.



5.5.2 Our contribution in numbers

As a trusted partner, visionary sponsor and proud ambassador of Greece, we are ambitious in acting as a role model for our communities, tackling economic, social and environmental challenges. Mitsis Hotels invests capital, time and expertise, provides employees with opportunities to volunteer, supports sustainability initiatives, thinks and acts local and deeply cares about being a force for good. Through our work, we aspire to promote local culture, protect our environment and enhance the overall prosperity of our destinations. Our goal is to create added value from all activities we participate in and for all the stakeholders we engage with.

Economy & Society

- In 2020, Mitsis Hotels Group contributed indirectly 0.03% to the total GDP through its supply chain activities, while the total added value created for the Greek economy is multiple.
- We support about 3,500 jobs that correspond to 0.09% of the country's employment and support the income of over 7,000 people.
- For every 1 job of Mitsis Hotels, an additional 7 jobs are supported in the wider economy, as we work with over 1,600 companies in Greece, supporting local economies (240 in Crete, 240 in Rhodes, 90 in Kamena Vourla, 130 in Kos, >900 in the rest of Greece).

Investments

- 23.5 million euros in facilities and equipment modernisation focusing on sustainable development.
- Three-year plan of 100 million euros for the complete upgrade of our 17 complexes and services.

Environment

- Production of drinking water by the method of reverse osmosis, recycling 100% of produced water.
- Replacement of all electrical lighting equipment with 25,000 LED lamps.
- Collection, arrangement and maximum reuse of construction waste generated during the 2020 renovation projects.
- Gradual replacement of mechanical refrigeration and air conditioning equipment with environmental criteria and ecological coolants.
- Starting in 2020, recording and monitoring fluorinated greenhouse gases and compounds that affect the ozone layer.
- Recycling programme results:

24,232 KG

Paper & Cardboard

9,375 KG

Plastic

46,340 KG

Glass

8,957 KG

Metal & Aluminium

234 KG

Light bulbs - Electrical equipment

192 KG

Batteries

2,240 KG

Cooking fats & Oils

0.03%

Total participation in GDP

€60M

Paid to suppliers

€23.5M

Facilities and equipment modernisation

€100M

Total investment plan

3,500
Jobs supported

0.09%
National employment

7
Employment multiplier

1,600
Local companies supported

4,000,000

Local communities

COVID-19 Health & Safety Plan

Considering the health and safety of our guests and staff as our top priority, Mitsis Hotels devised and implemented an integrated Health and Safety Plan foreseeing all measures, specifications and procedures across all hotel departments.

1. Virus outbreak risk assessment & prevention plan

1.1 General Information

It is difficult to predict instances of illness or outbreak, especially when large numbers of people gather in close proximity to one another.

The important factor is to be prepared and the steps needed are:

- Risk assessment to identify all the possible infection points
- Prevention and protection plan
- Staff training
- Implementation
- Review and update of the plan

It is obvious that precautionary measures and the right and sufficient resources together with a speedy response can make the difference between a few isolated incidents and a full-blown outbreak.

What is an infection?

Infections are caused by pathogens ('bugs') such as bacteria, viruses, yeasts or fungi that enter into the body. It can take some time before the microbes multiply enough to trigger the symptoms of an illness, which means an infected person may unwittingly spread the disease during this incubation period. However, for most infectious diseases, person to person transmission is most likely when the infected person is symptomatic.

Instances of transmission can rapidly escalate into larger scale outbreaks, which are often difficult to control and extremely damaging to health and business alike.

How are infections transmitted?

Pathogens can spread in a variety of ways and understanding these different modes of transmission will help our guests adopt good infection control practices. Coronaviruses are present in the respiratory secretions that can be transmitted as a spray over 2 meters after coughing or sneezing. This means that the infection can occur through contact and inhalation of these droplets.

If infected, people that sneeze or cough can spread germs through tiny airborne droplets. These droplets can land on surfaces. Hands and surfaces soiled with nasal and throat discharges can then aid the spread of the disease.

Contaminated objects, humans or food

Cross-contamination carries pathogens from one contaminated place to another. If a person is unwell they could carry viruses, bacteria, or parasites. Also, a person does not have to seem unwell to be carrying a pathogen. When ensuring pathogens are not transmitted, special attention should be paid to hand and surface hygiene.

Main control points

1. Arrival at the airport in the destination country
2. Taking transportation to the hotel
3. Arrival at / departure from the hotel
4. Access to and stay in the room
5. Being in / passing through the lobby
6. Eating at the restaurants and sitting at the bars
7. Access to and use of the toilets
8. Access to the pools and beach
9. Using beach sports facilities
10. Access to the Gym / Spa
11. Visiting the Kids' Club



Key touchpoints for hotels

- Lobby / Reception: Reception, tablets, pens, money, credit cards, room keys/cards, tables, handrails, elevator buttons
- Guestrooms: Door handles, switches, remote controls, telephone, room accessories (kettles, iron, hair dryer), furniture handles, tabletops, food contact surfaces, bathroom handles, toilet seat & flush, shower control, tap, bathroom sink, dispensers
- Restrooms: Door handles, switches, bathroom handles, toilet flush, shower control, taps, toilets, dispensers
- Restaurants: Tabletops, buffets, chairs' hard surface, utensils
- Kitchens: Door handles, switches, taps, utensils, food contact surfaces, dispensers, hand contact areas
- Gym: Door handles, switches, machine handle and seat, water fountain
- Swimming pools & beach: Lounge chair mattresses, water sports
- Children's playground: Swings, teeters and slides in outdoor playgrounds, toys, tables, chairs, all the equipment used for kids' workshop, toilets inside the Kids' Clubs

How COVID-19 spreads

- By droplets: when infected people cough, sneeze or talk
- Touching: contaminated objects or surfaces
- Person to person transmission: by a mere handshake

Our guests' and personnel safety & wellbeing is our top priority.

1.2 General Prevention & Protection Policies

A prevention plan that protects guests and employees while on property aims to put our guests at ease and help ensure a positive, safe experience at all Mitsis Hotels.

Below please find precautions hotel managers and staff are taking to improve guest and employee health and safety:

Action Plan for prevention and protection

The Management Teams of all Mitsis Hotels, in consultation with the guidelines and recommendations of the World Health Organisation, the Greek Ministries of Health and Tourism and local authorities, have created a tailored action plan, with the aim to prevent illness incidents, effectively manage those cases and mitigate impact among clients and staff, including cleaning and disinfection of rooms occupied by ill persons. This plan is updated when necessary as a consequence of new guidance, procedures, or regulations issued by the pertinent authorities.

Staff information and training

All Mitsis Hotels personnel have been provided with information about COVID-19, management instructions, as well as extensive ongoing training on Health & Safety measures to provide a carefree and safe stay to our guests, implementing the POSI guide and all procedures and preventive measures as described in our Hotels Manual.

COVID-19 response teams

Overall, our hotels will be armed with an internal COVID-19 response team, which includes a member from every department. This team should be responsible for keeping a pulse on the evolving landscape, continually brainstorming adjustments to strategy and presenting to internal stakeholders to take action.

Our internal COVID-19 response teams were created by those hotels executives whose health has been checked (according to the government's plan).

In addition to hotels' response teams, Mitsis Hotels head office is standby 24/7 to support the hotels and coordinate with local & regional authorities.

Doctors on call 24/7

24/7 specially commissioned doctors are on call to provide care for our guests. In case of a verified case, guests shall be taken to the hospital.

Mitsis Hotels collaborate with external hospitals and doctor services and the Hotel is not responsible for external hospital's and doctor's services or charges, which latter shall be paid by our guests directly to them and are not included in our charges.

Contingency Planning

Reduced hotel capacity

We have reduced maximum hotel capacity. We are checking daily the local authorities' websites for updated guidance to reduce spread of COVID-19.

Room service

Room service is strongly suggested to guests who do not feel well but can be offered to any guest that wishes to dine in privacy. Our 24h service is at guests' disposal.

Action Plan in the event of a COVID-19 incident

A detailed Action Plan has been drafted and communicated across all departments in consultation with the Ministries of Health and Tourism and the local authorities to determine appropriate actions if a guest or worker presents symptoms of COVID-19, as well as how to respond if asked to quarantine guests.

The measures undertaken in the current Handbook are in accordance with the measures undertaken by the Greek Government in order to guarantee the protection of health and safety of the population.

In particular, the Greek Government has enacted legislation providing a wide range of means, necessary to guarantee the protection of health and safety of the population. In this respect, people with COVID-19 are submitted to clinical and laboratory medical examination, health monitoring, vaccination, medication and treatment, particularly in cases when the competent medical authorities have reasonable suspicions that they may transmit directly or indirectly the disease.

In addition, the competent health authorities may impose temporary restriction of persons under COVID-19 conditions, preventing contact with third parties, from which it could cause transmission of the disease. The measure of temporary restriction may be implemented in a suitable hospital, health structure, treatment area, institution, in appropriate public or private temporary facilities, accommodation, or even at home. Such measures, if decided by the competent administrative authorities are obligatory for both the hotels and its guests.

Furthermore, Mitsis Hotels will comply with any guidelines issued by competent medical authorities or other competent administrative authorities and will notify appropriately our guests and personnel.

Awareness Campaign at the hotels

A comprehensive awareness campaign is rolling out in all our hotels, with health & safety measure signs throughout the facilities, as well as information brochure upon arrival.

- Detailed manual is available for all guests regarding COVID-19
- Note from the Manager in every room
- Posters throughout the facility with hygiene rules
- Signs throughout the facility describing ways to prevent the spread of germs
- Signs at the entrance instructing members not to visit if they have symptoms of respiratory infection

Monitoring of guests & employees: Log book

The GDPR allows hotels to process personal data of their personnel and guests, in the context of an epidemic, in accordance with national law and within the conditions laid by competent EU or Greek authorities (indicatively the EU Regulation EU/2016/679 of the European Parliament and the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46/EC (General Data Protection Regulation), Law 4624/2019 and all other relevant regulations and administrative decisions).

In this situation of COVID-19, processing is necessary for reasons of substantial public interest in the area of public health. Under such circumstances, our hotels will process personal data of our guests and personnel, in order to safeguard their health and safety as well as the health and safety of all those working or staying in our hotels.

This processing will be limited to what is necessary by Greek Law and will be proportionate to the purpose of protection health and safety in our hotels. In addition, all necessary technical and organisational security measures shall be adopted, so as to protect the personal data of our guests and employees.

For such processing, there is no need to rely on consent of individuals, since it is necessary for compliance with obligations relating to health and safety at the workplace and to the public interest, such as the control of diseases and other threats to health, as articulated in Greek and EU legislation enacted, in order to protect all of us against the COVID-19 pandemic. Such personal data may be transferred to competent medical authorities or doctors, if necessary and according to Greek Legislation. We can generally notify our staff or our guests for the presence of a case of COVID-19 or suspicious symptoms thereof. However, such notification shall take place in such a way that does not in any way, directly or indirectly, identify the data subject.

Notwithstanding the above-mentioned, we may need to inform competent medical authorities relating to cases of COVID-19 or suspected threats thereof, particularly after their prompt and legal request.

Complaints handling

The hotels implement a documented procedure for complaint handling regarding the measures and actions related to the COVID-19 disease. The files are kept and re-examined.

Impermissible behaviors

The hotels are developing and implementing well-documented guidelines to make it clear to all parties involved that negative behaviors related to the occurrence of a suspected case of illness are not acceptable. In addition, the hotels reserve all legal rights to protect their reputation and employees.

10 Guiding Principles

- 1 Operation at low occupancy**
to ensure proper distancing
- 2 Intensified cleaning & disinfection**
across all high-volume touchpoints & guestrooms
- 3 Welcome safety pack**
with disinfectant gel and mask for all guests upon arrival, as well as disinfectant dispensers in public areas
- 4 High standards of food safety**
according to HACCP procedures and contactless service at the restaurants
- 5 24h operation of F&B outlets**
to allow ample time & space for lunch & dinner
- 6 Social distancing specifications**
in recreational areas, pools & our Blue Flag awarded beaches
- 7 Simple & fast check-in/check-out**
procedures
- 8 Doctors on call 24/7**
to provide special care to our guests
- 9 Ongoing training**
for our compliant staff
- 10 Awareness campaign**
at all hotels

1.3 Basic Hygiene Guidelines for Guests

Assuming everyone is potentially infectious

Good infection control begins with assuming everyone is potentially infectious and following proper procedures at all times. The following provides guidelines to reducing transmission of infection.

Hand hygiene

Effective hand hygiene is the greatest single measure that our guests can take to prevent the spread of pathogens. Our staff will always help our guests to maintain their levels of personal hygiene by ensuring the continuous supply of soap, shower gel, personal care products and alcohol-based hand rubs available in common areas.

Respiratory hygiene

When you cough or sneeze, you should cover your mouth with a disposable tissue or use your elbow. You should dispose of used tissues and perform hand hygiene after used tissue disposal. Avoid touching your eyes, nose and mouth with unwashed hands.

Social distancing

Social distancing actions include limiting large groups of people coming together. Members with medical conditions may wish to avoid a congregate setting as a gym.

To ensure proper distancing, our hotels will operate at low occupancy.

Personal Protection Equipment (PPE)

Face masks and gloves are provided for free to all guests and staff by the hotel. To ensure protection against virus transmission, the use of masks in all interior areas of the hotel by guests and staff is mandatory. In public areas, which are not overcrowded, the use of a mask is not necessary.

Vulnerable guests

Vulnerable guests are discouraged from participating in activities where physical distancing cannot be guaranteed at all times and especially when such activities take place in closed spaces.

In case of symptoms

If you do not feel well, you should call the reception requiring for a doctor and stay in your room. Upon departure, guests are explicitly requested to immediately notify our hotels if they develop symptoms associated with COVID-19 or obtain a positive test result for COVID-19, within 14 days following departure.



2. Detailed prevention plan for every hotel area

2.1 Increased Hygiene Protocols

Health & safety measures for our employees

- Increased focus on hand hygiene at all our hotels.
- Disinfectants applied during routine cleaning of guestrooms, public spaces, health club areas and meeting rooms.
- Staff equipped with appropriate consumables (hand sanitizers, masks, disposable gloves, etc.).
- Staff will have to measure their temperature every morning as part of individual responsibility. In case of fever, they must inform their supervisor prior to coming for work. A thorough audit of the staff can be followed according to the epidemiological outlook of the local community/region.

Health & safety supply pack for guests

Upon arrival, all our guests will be handed a Health & Safety supply pack at the Reception with detailed instructions for use to be replenished upon request:

- Protective hygiene material, such as masks and gloves etc.
- Disinfectant products

2.2 High-Volume Touchpoints

Public areas

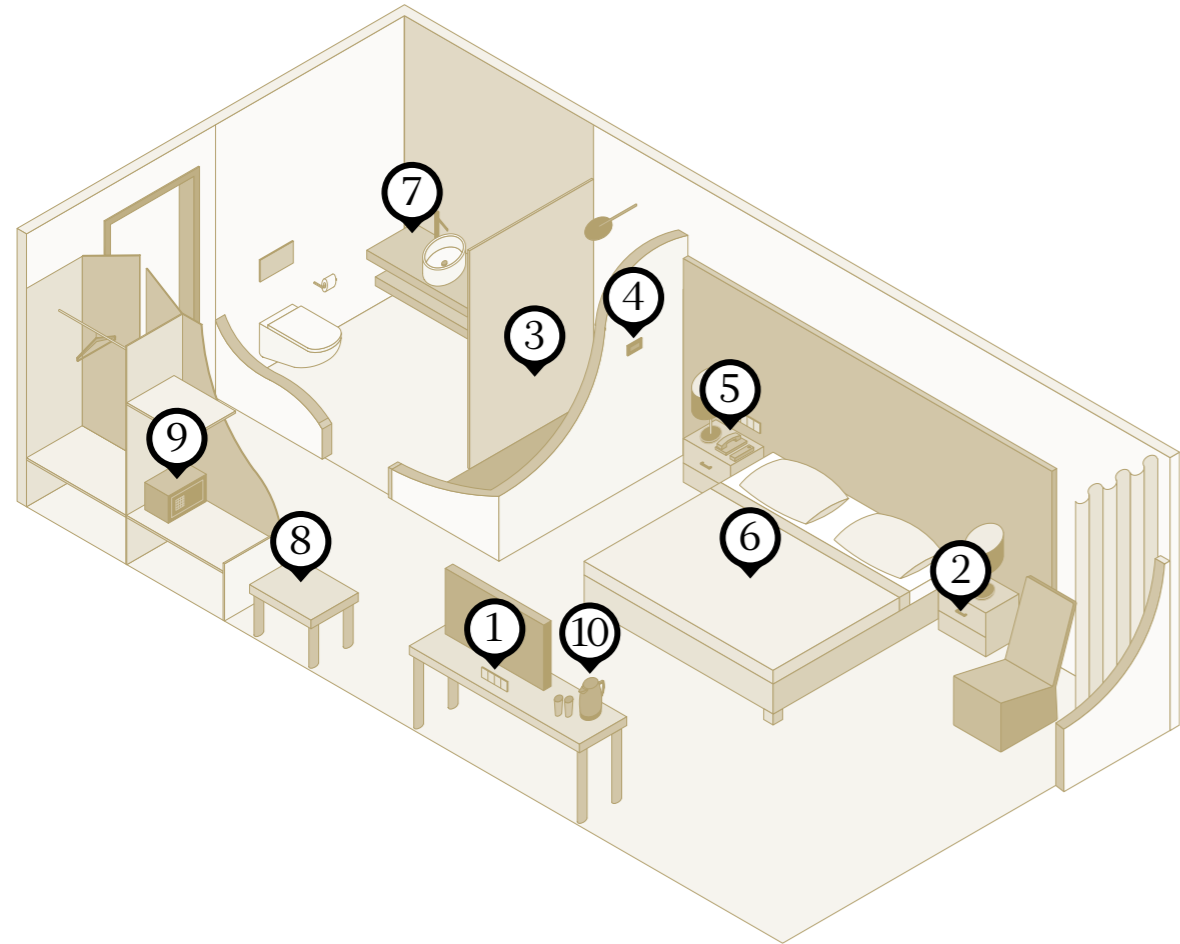
- Increased cleaning and disinfection across all high-volume touchpoints e.g. WCs, entrances/exits, front desk, public areas, as well as exposed surfaces such as door handles, card terminals and elevator buttons with anti-bacterial liquids.
- Provision of dispensers with disinfectant solution at hotel entrances, lifts, WCs, restaurants.
- All cleaning and disinfectant materials used are non-toxic and safe particularly for people with allergies.

Reception

- Hand disinfection is indicated after exchanging objects (tablets, pens, money, credit cards, room keys/cards) with staff.
- Reception surfaces are regularly disinfected after the end of customer service.
- Group check-in of more than 2 guests at a time is not allowed. Group check-in takes place only with the support of Tour leader or Hygiene Agent.
- It is important for guests to maintain social distancing whilst in the hotel lobby.
- Electronic check-in via fast check-in tablet. A disposable pen will be given to each guest, while after each use, the tablet will be cleaned and disinfected. Where possible, all guest information and payment details as well as special requirements such as early morning call, dietary

- needs, car reg etc. which may usually be collected on check-in should be verified prior to arrival.
- Minimum physical contact between the guest and staff. Guests should pay taxes and other services contactless via a credit/debit card. The customers' invoice will be emailed or posted to them 24 hours later.
- Check-in tablets and touch screens will be disinfected after each use.
- Customers should speak to reception via the phone from their room regarding any queries they may have during their stay and prior to check-out.
- Where possible, guests are to enter the hotel premises through doors that are either propped open, are automated or manually operated by an employee wearing the proper protective gear. We will ask guests to avoid touching any public handrails throughout their stay.
- The groom will transfer simultaneously luggage of guests staying in the same room or are members of the same family.
- At the end of the day, the hotel's luggage room will be disinfected.
- Extra attention should be paid to the points of the club car where the hands touch. Club car passengers should only use back seats. It is advised to transfer guests staying in the same room or families.
- The hotel's club and transfer cars are disinfected after each transfer.

10 High-touch deep clean areas in the guest room



1 Switches & electronic controls
Lights, lamps, switches and remote controls

2 Knobs & Handles
Doors, windows, closets, drawers, furniture knobs and handles

3 Bathroom surfaces
Toilet and bathroom handles, bathroom curtains, toilet seat and flush, shower control, taps, dispensers, tub controls and sink faucets

4 Climate control panels
Remote controls and thermostats

5 Telephones & remote controls
Handsets, dial pads and function buttons

6 Bed & Bedding
All bed linens including duvet covers, pillowcases and sheets, bed scarfs and bedspreads

7 Bath amenities
Bathroom vanities and accessories, soap dishes, amenity trays and hair dryer

8 Hard surfaces
Tables, desks, chairs, food contact surfaces, nightstands, mirrors, frames and all hard surfaces

9 Closet items
Wardrobes, hangers, iron, safe handle and keypad and other amenities

10 In-room food & beverage
Cutlery, glassware, ice buckets, mini bars, kettle and coffee maker



Lobby area

- The furniture in the lobby and all public areas should be rearranged at least 1.5 m from each other to ensure social-distancing measures between guests.
- The lobby area, at the beginning of the day after being cleaned, will be disinfected using the steam cleaner and all the soft surfaces will be passed through (living rooms). The same procedure will be repeated frequently during the day.
- Any hard surfaces (handles, tables, glass surfaces, elevators etc.) will also be disinfected using an appropriate disinfectant.
- Daily natural ventilation of lobby and public areas.

Elevators

- Elevators can only be used by one person, families or guests of one room at a time.
- Guests are advised to take the stairs if they are able to.

Restrooms

- Every touch point (door handles, switches, bathroom handles, toilet flush, shower control, taps, toilets, dispensers) is regularly disinfected in the restrooms.
- Alcohol-based hand rub will be available in every restroom.
- Every sink will be well-stocked with soap and tissues/ hand drying materials for hand washing.
- Trash can placed near every exit will make it easy for guests to discard tissues, paper towels, etc.

2.3 Disinfection of Rooms

- Complete disinfection of rooms and bathrooms.
- Specific sanitation consideration will be paid to the following guest room areas using appropriate disinfectant, according to POSI guide:
 - o Desks, all hard surfaces, tables and chairs
 - o Phones, tablets, remote controls and thermostats
 - o Doors and doorknobs
 - o Electric appliances - fridge, coffee machine and kettle
 - o Bottles refilled in the fridge
 - o Unused coffee capsules, tea and sugar bags are thrown away
 - o Bathroom fixtures, hardware and handles
 - o Bathroom sink, toilet seat & flush, shower control, tap
 - o Bathroom vanities, accessories and dispensers
 - o Windows, mirrors and frames
 - o Lights and switches
 - o Wardrobes, hangers and other amenities
 - o Hairdryer, iron
- All extraneous items will be removed from the room (extra pillows, blankets) and supplied to the guests upon request. All printed material will be disinfected after each departure.
- Unused disposable items, e.g. toilet paper rolls and cups are discarded.
- Cleaning staff should not come in contact with guests and should clean the room when guests are not in the room.
- For handling and sorting of linen, the CDC guidelines are strictly followed.
- Bed linen from customer rooms that may be contaminated are kept in separate labeled bags and washed at temperatures of 60-90 degrees.
- Bed scarfs and bedspreads are frequently washed and all furniture made out of fabric is disinfected with steam cleaners and disinfectants.
- All cleaning and disinfectant materials used are non-toxic and safe particularly for people with allergies.
- After guest departure, meticulous cleaning - disinfection (e.g., with steam cleaner) on the rooms and bathroom surfaces in question.
- Ventilation of rooms after evacuation.

2.4 Food Safety Protocols

Operation at reduced capacity

- Operation of hotel restaurants 24/7 to allow ample time for the sitting of guests.
- Reduction of seating capacity in our F&B outlets to maintain social distancing rules.
- Arrangement of tables to allow a maximum of 4 persons for 10 square meters.
- Design of one-way traffic for various directions to all bar & restaurant outlets.
- Room service is strongly suggested to guests who do not feel well but can be offered to any guest that wishes to dine in privacy. Our 24h service is at guests' disposal.

Food safety standards

- High standards of food safety and hygiene according to HACCP procedures.
- Chefs and their teams in the kitchens keep all protective measures regarding COVID-19 disease (personal hygiene, work uniforms, hand gloves, face masks, avoid close contact).
- Collaboration with certified suppliers.

Personal hygiene measures

- Strict personal hygiene policies for our team members and staff.
- During service, the staff will use gloves, changed every half hour.
- Entrance to the restaurant is not allowed to sick guests. They will be served in their rooms, by room service staff, in accordance with safety instructions.
- Guests should disinfect their hands with disinfectant gel when entering and leaving the restaurant.
- Face masks and gloves will be available for free at the entrance of the restaurant.

Regular disinfection

- Disinfection of all restaurants with steam cleaner including chairs, tables, baby chairs before and after each service.
- Disinfection of all tables at each sitting.
- Regular disinfection of surfaces touched by customers and staff (workbenches, bars, etc.).

Buffets and shared utensils

- Customer flow controls at the buffets and throughout the outlets will be one-way.
- Guests will be provided with individual packaged portions of bread.
- Condiments such as salt & pepper will be disinfected after each use. Ketchup, mustard and mayonnaise will be served clean and disinfected upon request.
- The use of shared utensils / objects, dispensers, automatic knitting machines (coffee, juice, soda etc.) will be made only by the staff. Coffee machines, soda machines and others and especially the parts that are more in contact with the hands of users, will be cleaned and disinfected at least after each service and more often if necessary.
- Children must be supervised by parents at any time in the restaurant and should not be allowed to access the buffet by themselves.

Serving & table setting

- Guests will be seated at their tables and escorted to the buffet by the restaurant team. Our trained staff will be serving on guest's plate anything they choose from the buffet and during the process the plate should in no way be touched by the staff.
- The staff shall keep required distances when serving customers at the buffet.
- Guests should not refill their used plate or glass. They may ask the staff to provide a new one.
- All tableware including condiments, menus etc. and chairs' hard surface will be cleaned after each customer leaves the table.
- The cutlery - glasses will be provided at the tables.
- Menus will be available through contactless QR Codes. In case guests do not have a QR Code app or a smartphone, they can print the menus via monochrome laser printers.
- Sous-plats will be cleaned and disinfected after each sitting.

Bars

- Bars will be cleaned and disinfected after each service.
- Especially for bars, provision of individual packaged accompaniments for customers' drinks and limited use of garnishes.
- Guests are allowed to use two chairs at the bar desk keeping at least 1.5 m distance from the next ones.
- All beverages offered at the bar are served by the staff.

Room Service

- Room service staff is provided with gloves, masks, alcohol gel 70%, disinfectant soap, microfiber towels.
- Food shall be delivered without delay and without entering the room or coming in contact with the guests.
- Beverages and other supplies must be cleaned and disinfected externally before placed in the fridge.



2.5 Recreation Areas

The aim of the Recreational activities is bringing guests together and creating unforgettable memories through special group activities. During the COVID-19 pandemic, we found ways of operating our recreational services that are safe for all parties involved.

Adult recreation

- Group activities for guests are avoided. In the event of daily sports activities, ensure guests maintain a distance of at least 1.5m from each other.
- All sport activities with direct body contact are prohibited (e.g. soccer).
- Entertainers and guests should sanitize their hands when joining the activities.
- All surfaces/door handles/sports material are cleaned and sanitized after each use.
- Proper social distancing measures, cleaning and sanitization of shared PC terminals and rest business centre areas after each use.

Swimming pools

- The operation of swimming pools is completely safe concerning COVID-19.
- The hotel ensures the meticulous observance and supervision of established procedures, frequent recirculation time of water at least every 4 hours during daily operation, frequent chlorine measurements to control its levels, water change, pH control, etc.
- For outdoor swimming pools, one bather is allowed for every 5 sq.m. of water surface.
- Lounge chairs and sitting areas are disinfected after each sitting.

Guests at the pools are kindly requested to follow the rules below, according to government policies:

- Comply with the staff's instructions.
- Follow the rules of personal hygiene: wash your hands and take a shower frequently.
- Take a shower before entering the pools. In case you use the toilet, you should take another bath before reentering the pool.
- Take a foot bath to disinfect your feet before entering the pool.
- Wear a waterproof swim cap before entering the pool. Use waterproof swim nappies for babies.
- Wear your flip flops at all times up to the point of entrance into the swimming pools.
- Do not enter the pool if you have any skin conditions, such as extensive abrasions, blisters or open sores.

Beach

- Lounge chairs and sitting areas are disinfected after each sitting.
- Hotels supervise partners for the disinfection of water sports equipment.

Spa & Wellness Centres

- The use of spa & wellness services is by appointment only.
- Prohibited use of indoor swimming pools.
- Sauna, Massage and Beauty Centres provide excellent hygiene practices, sufficient dressing rooms, shower rooms and toilet facilities to ensure personal hygiene.
- Adequate handwashing facilities including handwashing basin, liquid soap and paper towels/hand dryer are provided to facilitate handwashing for the users.
- Showering facilities and toiletries including bathing liquid soap and shampoo are provided for the convenience of the guests using the facilities.
- Guests with signs and symptoms of contagious diseases, such as skin lesions, respiratory illness or diarrhea will be prohibited from the use of the facilities.

Health Clubs & Gyms

- The use of health clubs & gyms is by appointment only.
- Main touch points at the gyms (door handles, switches, machine handle and seat, water fountain) are regularly disinfected.
- Signs at the entrance instructing members not to visit if they have symptoms of respiratory infection. Inclusion of extra signage to ensure members are following self-cleaning protocols.
- Assessment of members' symptoms of respiratory infection upon entering the gyms and health clubs.
- Sanitizer spray and paper towels are available at each end of each row of exercise machines and at least one set in the free weight area.
- Guests are responsible for cleaning and sanitizing their fitness material before & after use.
- Detailed hand hygiene before and after cleaning workout rooms.
- Gym and Health Club personnel should monitor their local and state public health sources to understand COVID-19 activity in their community to help inform their evaluation of individuals with unknown respiratory illness. If there is transmission of COVID-19 in the community, in addition to implementing the precautions described above for members with acute respiratory infection, facilities should also consult with public health authorities for additional guidance.

Mini Clubs

- Implementation of special cleaning and disinfection protocols to these facilities, including cleaning and sanitizing all surfaces/door handles/chairs/tables twice a day.
- Every Entertainer, every kid and all parents need to sanitize their hands when joining/entering the kids club.
- Kids Clubs shall operate outdoors only.
- Everyone must wash their hands every 60-90 minutes. Everyone must wash their hands after using the toilet.
- Minimum distance of 1.5 m between children during the entire programme.
- No open food is allowed in the Kids Club (no fruits, no birthday cakes, no candies).
- Board games are only allowed to use during the programme, renting the games is prohibited.
- Sufficient number of coloured pens/pencils for every single child. Sharing pencils is not allowed.
- Kids Disco: The space for every kid is minimum 1 sqm. Parents are not allowed to join the Kids Disco or if

possible watch kids from a distance. Kids that are afraid of being alone should stay with their parents.

- Shows: The audience is only allowed to use every second chair in the theatre apart from families who are allowed to sit together, maintaining one seat free to the next person.
- All materials at the playground will be sanitized and disinfected twice a day.
- A visible and easily accessible sign with all information will be placed at the playground.

Partner outlets

- Observance of all measures and protocols by our partners who are active in hotels such as shops, gyms, car rentals etc.

2.6 Maintenance

Water supply

- Maintenance of the required water safety and quality levels in accordance with health legislation and approval of environmental terms by the authorities.

Swimming pools

- Swimming pools are cleaned according to a documented system for cleaning and disinfecting with chemicals.
- Pools should not be used by patients or their relatives if staying in the same room.

Air-conditioning & ventilation

- Air conditioning (split units) in the rooms and the central air conditioning systems are safe to operate. It is clarified that it has not been documented that these air conditioners themselves can act as foci of growth and multiplication of the virus.
- All these systems have been maintained and disinfected regularly regarding the national legislation and the manuals of the suppliers.
- The operation of air conditioners is recommended to be combined with the supply of fresh air to the rooms and common areas in a natural way.

Suppliers of goods & services

- Contractors and suppliers of goods and services follow safe systems of work and have systems in place for the prevention of the spread of COVID-19.
- Delivery of all kinds of goods is subject to the hotels' standards and hygiene precautions including temperature measurements.

Back of house

- Increased cleaning protocol at the Back of House, such as staff entrance, changing rooms, dressing room / washing machines, staff offices etc.
- All staff uniforms are washed daily after the end of each shift.
- All product receipts will be made according to the principles of HACCP.

Recycling and disposal of medical supplies - Environmental protection

The hotel follows the rules of safe disposal and recycling of materials as required by environmental standards including ISO 14001 and national and European legislation.

3. FAQ

3.1 Guest FAQ about Cancellations

What is Mitsis Hotels' cancellation policy for non-refundable bookings and bookings with deposit?

The Greek Government intervened in the tourism sector in order to alleviate the negative effects of COVID-19. The new law provides that all advanced payment of bookings cancelled during 2020 due to COVID-19, shall not be returned but a voucher with value for 18 months will be issued instead. For 2021 we are extending the expiration date of the vouchers until December 31. Within this period, you may use this voucher by making a booking for accommodation services in any of our hotels.

If the cost of the service you choose is lower than the amount you have already paid, you will be eligible for a new voucher, corresponding to the difference between the actual cost applicable to your new booking and the amount already paid.

If the cost of the service you choose is higher than the amount you have already paid, then you are required to pay the difference between the actual cost applicable to your new booking and the amount already paid.

How can I modify or cancel my reservation if booked through a travel agency?

You must contact the travel agency through which you made the reservation.

How can I modify or cancel my reservation if booked through Booking, Expedia etc?

You must send your request through the online platform you originally made the reservation to modify/cancel any reservation.

What if my flight is cancelled and there is no other available flight in the future?

If you book directly with us at mitsishotels.com or through the hotel's Reservations (noting the reservation number of the cancelled reservation), you may modify your reservation without penalty for future travel through season 2021. Otherwise, you may cancel your reservation. If you have booked your flight through mitsishotels.com, you must contact support@ask2travel.com to get informed about the choices you have.

I do not wish to travel; I wish to cancel my non-refundable reservation and get a refund.

If you have booked through mitsishotels.com, you may modify any reservation without penalty for future travel through 2021. Otherwise, you may cancel your reservation and we will provide you with a voucher that corresponds to the amount paid by yourself for your booking. If you have booked through another online platform or travel agency, you must contact them directly.

What happens if I am in quarantine and cannot travel?

For reservations through mitsishotels.com, you may transfer your reservation free of charge to any date in season 2021. Otherwise, you may cancel your reservation and we will provide you with a voucher that corresponds to the amount you paid for your booking. If you have booked through another online platform or travel agency, you must contact them directly.

Is it possible to transfer my reservation to 2021?

If you have booked through mitsishotels.com, you may transfer your reservation free of charge to any date in 2021. Otherwise, you may cancel your reservation and we will provide you with a voucher that corresponds to the amount you paid for your booking.

What measures do you take as a country and as a hotel for the new COVID-19?

Considering the health and safety of our guests and staff as our top priority, we assure you that our integrated Health and Safety plan foresees all measures, specifications and procedures across all hotel departments to address the new COVID-19 and any disease that can be transmitted in the community, in accordance to the World Health Organisation, the Greek Ministry of Health and local authorities:

- Operation at low occupancy to ensure proper distancing.
- Intensified cleaning & disinfection across all high-volume touchpoints & guestrooms.
- Welcome safety pack with disinfectant gel and mask for all guests upon arrival, as well as disinfectant dispensers in public areas.

- High standards of food safety - HACCP procedures.
- 24h operation of F&B outlets to allow ample time & space for lunch & dinner.
- Social distancing specifications in recreational areas, pools & our Blue Flag awarded beaches.
- Online check-in / Simple & fast check-in & check-out procedures.
- PCR testing available on site at €25.00 & doctors on call 24/7 to provide special care to our guests.
- Weekly self-tests & ongoing training for our compliant staff.
- Awareness campaign at all hotels.

The Greek Government has enacted legislation providing a wide range of means, necessary to guarantee the protection of health and safety of the population. In this respect, people with COVID-19 are submitted to clinical and laboratory medical examination, health monitoring, medication and treatment, particularly in cases when the competent medical authorities have reasonable suspicions that they may transmit directly or indirectly the disease.

In addition, the competent health authorities may impose temporary restriction of persons under COVID-19 conditions, preventing contact with third parties, to avoid transmission (or spread) of the disease. The measure of temporary restriction may be implemented in a suitable hospital, health structure, treatment area, institution, in appropriate public or private temporary facilities, accommodation, or even at home. Such measures, if decided by the competent administrative authorities are obligatory for both the hotel and its guests.

Furthermore, Mitsis Hotels will comply with any guidelines issued by competent medical authorities or other competent administrative authorities and will notify appropriately our guests and personnel.

3.2 Guest FAQ about COVID-19

How does COVID-19 spread?

- By droplets: when infected people cough, sneeze or talk.
- Touching: contaminated objects or surfaces.
- Person to person transmission: by a mere handshake.

What is the incubation period of COVID-19?

The 'incubation period' means the time between the first contact with the virus and beginning to have symptoms of the disease. Most estimates of the incubation period for COVID-19 range from 1-14 days, most commonly around 5-7 days.

How long does COVID-19 last on surfaces?

The virus that causes COVID-19 can survive on various surfaces. Studies suggest that coronavirus may persist on surfaces for a few hours or up to several days, depending on the kind of materials.

Can you contract COVID-19 by touching a surface?

People can get infected by Sars-Cov-2 just by touching contaminated surfaces or objects - and then touching their eyes, nose, or mouth.

What are the key touchpoints for hotels?

The key touchpoints for hotels are telephones, table tops, chairs' hard surface, door handles, lift buttons, light switches and gym equipment.

What are the symptoms of COVID-19?

The most common symptoms are fever, dry cough, shortness of breath and breathing difficulties. In more severe cases, infection can cause pneumonia, severe acute respiratory syndrome and even death. The period within which the symptoms would appear is 2-14 days.

Is headache a symptom of COVID-19?

The virus can cause a range of symptoms, ranging from mild illness to pneumonia. Symptoms of the disease are fever, dry cough, tiredness, sore throat and headaches.

What is the recovery time for COVID-19?

Using available preliminary data, the median time from onset to clinical recovery for mild cases is approximately 2 weeks and 3-6 weeks for patients with severe or critical disease.

Can babies get COVID-19?

We know that it is possible for people of any age to be infected with the virus. However, so far there has been a low rate of confirmed serious COVID-19 cases among children relative to the broader population.

What should you do if you think you have COVID-19?

If you have fever, cough and difficulty breathing, seek medical care early. Stay at home if you feel unwell. Follow the instructions of your local health authority.

Can COVID-19 spread through food?

This virus is of the respiratory system and is therefore not transmitted through food consumption. Maintaining hygiene and safety rules in food production prevents foods from being infected with the virus.

Is there a vaccine for COVID-19?

There are already in place new vaccines against COVID-19. All of them provide significant protection, but we do not know yet how long it lasts.

Is COVID-19 new?

Coronavirus disease (COVID-19) is a new strain that was discovered in 2019 and has not been previously identified in humans.

Is COVID-19 more severe than the flu?

This is not clear yet. The transmissibility of Sars-Cov-2 is very high, but we have to discover more about morbidity and mortality. It is uncertain if COVID-19 is more severe than influenza. Therefore, more studies and statistics are needed to prove it.

Are masks effective against COVID-19?

If you are healthy, you only need to wear a mask when you are moving inside the hotel or taking care of a person with suspected Sars-Cov-2 infection. Wear a mask if you are coughing or sneezing. Masks are effective only when used in combination with frequent hand-cleaning with alcohol-based hand rub or soap and water. If you wear a mask, you must use it and dispose of it properly.



Partners

For more than 45 years we build relationships and grow together with our partners. We are proud that a wide network of international tourism professionals, tour operators, travel agents and online travel agents support our operations.

Business partners

Maintaining excellent relationships with our business partners is very important for us, as we expand and share knowledge on hospitality services and trends.

The list of our trusted partners is consisted of more than 50 tour operators, 1,000 travel agents and 30 online travel agents.



Business Partners | Distribution Per Country

AUSTRIA	BALTIC	BELGIUM	CZECH REPUBLIC	DENMARK	FINLAND
ALLTOURS ATLAS D&D DANAOS DTK DTS HOTELBEDS OTS SUNHOTELS TUIDE	ATLAS D&D DANAOS HOTELBEDS OTS SUNHOTELS TEZ TRAVEL EXCHANGE	SUNWEB	BLUE STYLE FIRO FISCHER	ATLAS D&D DANAOS HOTELBEDS OTS SUNHOTELS SUNWEB THOMAS COOK NE	ATLAS AURINKO D&D DANAOS DETUR HOTELBEDS OTS SUNHOTELS

RUSSIA	SCANDINAVIA	SERBIA	SLOVAKIA	SLOVENIA	SWEDEN
ODEON	ATLAS D&D DANAOS DTN (NORDIC) HOTELBEDS OTS SUNHOTELS THOMAS COOK NE TUI NORDIC	ATLAS D&D DANAOS HOTELBEDS KONTIKI OTS SUNHOTELS	ATLAS CRETAN D&D D1 DANAOS FIRO FISCHER HOTELBEDS OTS SUNHOTELS TRAVEL EXCHANGE	ATLAS CRETAN D&D DANAOS HOTELBEDS OTS SUNHOTELS	ATLAS D&D DANAOS HOTELBEDS OTS SUNHOTELS SUNWEB

FRANCE	GEORGIA	GERMANY	GREECE	HUNGARY	ISRAEL
ATLAS CRETAN D&D DANAOS HOTELBEDS L'TUR OTS SUNHOTELS THALASSO	ATLAS D&D DANAOS HOTELBEDS OTS SUNHOTELS TEZ	3 FULL STEPS ALLTOURS ATLAS AVRA CRETAN D&D DANAOS DTF (DERTOUR) DTK DTS GEM HIS HOTELBEDS L'TUR MEETING POINT ODEON OTS SUNHOTELS TUIDE	ATLAS D&D DANAOS HOTELBEDS OTS SUNHOTELS	ATLAS CRETAN D&D DANAOS HOTELBEDS OTS SUNHOTELS	ATLAS AVIATION D&D DANAOS GEM HIS HOTELBEDS OTS SUNHOTELS

SWITZERLAND	UK	UKRAINE
ATLAS AVRA D&D DANAOS DTK HOTELBEDS OTS SUNHOTELS	3 FULL STEPS ATLAS AVRA BWE CRETAN D&D DANAOS DNATA FLEETWAY FRIENDSHIP GEM HIS HOTEL COMPANY HOTELBEDS LOVE MEETING POINT OTS SUNHOTELS TUIUK	TEZ

ITALY	LITHUANIA	LUXEMBURG	NETHERLANDS	POLAND	ROMANIA
ALPITOUR ATLAS CRETAN D&D DANAOS EDEN VIAGGI FRANCOROSSO HOTELBEDS OTS SETTEMARI SUNHOTELS	3 FULL STEPS ATLAS D&D DANAOS HOTELBEDS OTS SUNHOTELS	ATLAS D&D DANAOS HOTELBEDS LUXAIR OTS SUNHOTELS	ALLTOURS SUNWEB	GRECOS	ATLAS CRETAN D&D D1 DANAOS GEM HIS HOTELBEDS OTS SUNHOTELS TEZ

Travel Agents

- 3 FULLSTEPS
- A.T.I. TRAVEL
- AFEA S.A. TRAVEL & CONGRESS SERVICES
- AIRJET KFT
- ALICE TRAVEL
- ALLIANCE ONLINE LLC
- AMBOTIS HOLIDAYS
- ASK2TRAVEL
- ATLANTIC TURISM
- AVALON TOUR & TRAVEL
- B&A E-TRAVEL S.A.
- B.D.GRAIVER
- B2B PANORAMA ASSISTANCE SERVICE SARL
- BCD-TRAVEL
- BEST TRAVEL SERVICE LTD
- BIGTOURS TRAVEL SERVICE GROUP SRL
- BRUSSELSAIRLINES
- BUSINESS AND PLEASURE
- CLAIRE BROWN
- CLASSIC HOLIDAYS - TOUR OPERATOR
- COHILI TOURS
- COMPASS TRAVEL LTD
- COSMOBEDS TRAVEL DMCC
- COSMORAMA LTD
- CROWN PETERS TRAVEL
- CWT
- DARZENTAS TRAVEL
- DPH WORLD
- DUO VIAGGI SNC
- EAGLE TRAVEL SA
- EGRECIA VIAJES SL
- ELECTRA TOURS S.R.O
- ELITE PRIME
- ESCAPE YOUR TRAVEL
- EUROPEAN GATEWAYS
- EVEREST TRAVEL
- EXTRATOUR REISEBÜRO
- FANCY TOUR
- FEINREISEN / COROCIERGE REISEN
- FILIP TRAVEL DOO BELGRADE
- FRIENDVENTURES
- FYGAME DIAKOPEIS
- GLITTERING CAPE T/A INSOLITA CAPE TOWN
- GOLCONDA TRAVEL COMPANY
- GOODSUNITED LTD
- GRECIA CULTURA & VACACIONES, S.L
- GRECIAN TRAVEL TOURIST ENTERPRISES A.E.
- GREECESUNLIFE TRAVEL AGENCY
- GSM TRAVEL & TOURISM LTD
- HANDMADE TRAVEL SOLUTIONS
- HEADLINER TRAVEL
- HELLENIC KOSMOS DMC
- HOLIDAYMAG MAGAZIN
- HOTELPLAN SA - MORGES
- HOTELSTON SL
- HYPE
- ILIRIDA TRAVEL
- INEX TRAVEL AGENCY
- INNSTANT TRAVEL LIMITED
- INTELETRAVEL - ALISON BROWN
- INTELETRAVEL - HAYLEY NOLAN
- JAYNE MILLAR - INTELETRAVEL
- JUST BOOK & TRAVEL DI VALERO FABRIZIO
- KALIMERA BY KERASI SAGL
- KAREN REGISTER - INTELETRAVEL
- KENNEDY TRAVEL T/A DESTINY TRAVEL
- KRISTINA BUTTICE - INTELETRAVEL
- KRITSIA TRAVEL
- LAUTERBACH REISEN
- LEGWORK TRAVEL
- LITTLE GUEST
- LITTLE GUEST SA
- LSK TRAVEL - INTELETRAVEL
- LUFTHANSA CITY CENTER ISARIA REISEN
- LUFTHANSA CITY CENTER REISEBUERO PETER FISCHER
- LUFTHANSA CIY CENTER REISEBÜRO FRENZEN GMBH
- LUXURY EXPERIENCE LTD
- LUXURY TRAVEL DMC LTD
- MAGIC HOLIDAY SRL
- MANESSIS TRAVEL SA
- MEDITERRANEO TO
- MIDEAST INTERNATIONAL TOURS LTD
- MON PROCHAIN VOYAGE
- MONADIKOI PROORISMOI
- MONOI
- MOYSIDIS TRAVEL
- MTS CITY BREAKS (MTS TOURISM SOLUTIONS S.A.)
- OK EXPRESS, SPOL. S R.O.
- ONE LIFE HOLIDAYS
- ONE LUXURY
- PANAGIOTIS PSOMIADIS
- PAUSANIAS TRAVEL
- PONSTOUR SAS
- PRIVILEGES VOYAGES
- REISBUREAU SCHIEBROEK
- REISEBUERO REISEFIEBER
- RIO HELLAS TOUR OPERATOR
- SATGURU TRAVEL AND TOURISM LTD
- SENATOR MEETINGS & INCENTIVES S.R.O.
- S-GUIDE S.R.O.
- SIA LIVSI
- SIA TRAVEL WELL
- SLAVA TOURS
- SMARTAIR GROUP - AEGEAN TRAVEL PACKAGES
- STARLITE TRAVEL LTD
- STUDIO VOYAGES
- SUNNY HOLIDAYS MON. I.K.E.
- SYNODOS SA
- TALI TOURS-MONA TOURS
- TBO HOLIDAYS / TEK TRAVELS DMCC
- TOTAL:
- TRAVEL BUDDIES LLC
- TRAVEL COUNSELLORS - LUCY GRANT
- TRAVEL EXCLUSIVE INC
- TRAVEL ID
- TRAVELIVE
- TRAVELMYTH
- TRAVEXY TRAVEL
- TRIPANDA
- TTH TRAVEL LIMITED
- UK44303461
- UPPER TRAVEL
- V.V.I.P. TRAVEL
- VIAGGI OGGI (TOUR OPERATOR)
- VIKKI ASHTON
- VIT BATALA
- WORLD TOURS
- YALOS TOURS
- ZEPPELIN REIZEN - AVITOUR

Review sites

- GOOGLE
- HOLIDAYCHECK.COM
- TOP HOTELS
- TRIPADVISOR LLC
- TRIVAGO N.V.
- ZOOVER

Commercial network

Partnerships with our suppliers, leasing and merchandising companies prove to be a valuable ingredient in offering

premium-quality services to our guests. At Mitsis Hotels, we have solid, strong and trustworthy relationships with our commercial network to deliver our best offering.

Suppliers

- ACS COURIER SERVICES
- AEGEAN AIRLINES
- AERAKIS SA
- AIRTECHNIC
- ALEXANDRAKIS
- ALMECO
- ALTA GRAFICO
- ALUMINCO
- ANAGNOSTOU SA
- AQUA CENTRE
- ARLA FOODS
- ARTIZAN HELLAS SA
- ARXONTAKI
- ASEA BROWN BOVERI
- ASH
- ASKIANAKIS
- ATSAS SA
- ATTIKI-PITTAS
- AUTOMOTIVE
- AVE
- BALCAN SERVICES
- BATTERY PACK
- BEN HASSINE IMED JALEL
- BIACTIVE
- BILLIA
- BOILIS
- BON STUDIO
- BYTE COMPUTER
- CABLE SA
- CAIR
- CALLICOUNIS
- CANDIA STROM
- CANDLE LIGHT
- CARRIER
- CASA MANDELLI
- CAVIROS
- CHARALAMPOUS
- CHEF STYLE
- CHRISOTER
- COLLEZIONE IMPORTS
- CONSTRUCTION
- CONTRACT ITALIA
- CORDS CREATIONS -TREZOS
- CORNELAKIS
- CRYSTAL POOLS
- DATSERIS
- DELOUDIS
- DESTINATION ONE
- DIAKONIKOLAOU
- DIANOMES IFANTIS
- DIMELIS FOOD
- DIMOULAS SA
- DIMTECH
- DIVERSEY
- DIXONS - KOTSOVOLOS
- DOUMPOS
- DROMEAS
- ECOLAB
- EKA HELLAS
- ELASTIC ARCHITECTS
- ELECTRON
- ELETRO
- ELIROS
- ELVAK
- EMKO KOUTELAS
- ENFLOW
- ERCO PROMOTION
- ERGO
- ERMIS
- EUROSYST
- EVOIKI ZIMI SA
- EXALCO
- FASSOULETOS
- FLAMECONTROL
- FLOURAKIS
- FLUIDRA
- FRANKE
- FRIGO FOOD
- GALLIS
- GARBY
- GEODI
- GESSI
- GIANAKOPOULOS
- GIANNOY
- GK MOBILI
- GOYRNEZAKIS
- GRAVANI -SIMES LIGHTS
- GRESKO
- GRUNDFOS
- H.T. HOSPITALITY TECHNOLOGY CONSULTANTS LTD
- HANSGROHE
- HATZICHRISTOFIS
- HAVWOODS
- HELNET SA
- HERMES LINES
- HIT HOSPITALITY
- I FLY
- IAS
- IKT MARMARON
- ILIDA
- INFO QUEST
- INTROFEX
- INVENTOR
- ION
- IORDANIDIS
- K. KARAGIORGOS BROS SA | 3A
- KAFKAS
- KALLAS PAPADOPOULOS
- KALOGERAKI BROS
- KAPPOS
- KAKAROUNTAS INTERIORS
- KARPATHIOTAKIS
- KASSOUDAKI BROS
- KASTANIS ANTONIOS
- KATSAFANAS
- KAVROS
- KEBONY
- KETTAL
- KIOURTZOGLOU BROS
- KITANTZIS
- KOLIOU

Suppliers

- KOLOSSOS, TEOREMA - SANITANA
- KOPIDAKIS
- KORE SA
- KOS GAZ
- KOURASANIT
- KRINI CLUB
- KRITIKOS
- KRIVEK
- KRONOS
- KURITA
- LACTALIS
- LADAKIS
- LAGIS - EL FRAMO
- LASKARIDIS
- LEADER
- LG
- LIGHT IDEAS
- LINEA LIGHT
- LINEVITAKI - SCOTSMAN
- LOFT FURNITURE DESIGN
- LUNCHEON MEAT
- LUUN
- MANETAKIS
- MARAZZI
- MARCOPUMPS
- MARGARITIS
- MEDISAR
- MEIDANIS SA
- MELISSA
- METAJ VAS. JANI
- MEVGAL SA
- MEXIL
- MIA COLLECTIONS
- MIKENOPA
- MILONAS
- MINETTOS
- MISSIKOS
- MKV DESIGN
- MODA BAGNO INTERNI
- MUVUS
- NAL -ASH ABLOY
- NEA POLIS
- NEOPOULOS
- NESPRESSO
- NESTLE
- NIKOLAIDIS
- NIKOLODENDRIS
- NILFISK
- OKUS KOURTOGLOU
- OLIVE ERA
- OTIS
- PAPANIMITRIOU
- PAPAFILE
- PAPOUTSANIS
- PEG FARM
- PEPSICO - HBH
- PIKOULAS FARMS ΜΟΝΟΠΡΟΣΩΠΗ
- PILI ETHNIC FOODS
- PINDOS
- PKS HENDI SOUTH EAST EUROPE
- POLIECO HELLAS
- PORCELAINGRESS
- PRISMA ART
- PSIKTIKI LTD
- PUBLIC
- QUEST ONLINE
- REMARC INTERNATIONAL S.M.P.C.
- RIZEMPORIKI
- RODOS FINE FOODS PLC
- RODOS GAS
- ROLCO - CHRISTEYNS
- ROUSSALIS
- ROUSSETOS PARQUET IND.
- SALAMA STRAKIS
- SALVINI HOTEL SUPPLIES
- SAMARA BROS DOMETIC, ELECTROLUX
- SANCO
- SANTA & COLE
- SANTALTZIS
- SAUBAG
- SERGAS
- SIGN & DESIGN
- SIMEONIDIS
- SINTICHAKIS
- SKANDALIS MARBLES
- SMEKA SA
- SOL
- SOTIRAKIS
- STAFILOPATIS
- SUCRE PC
- SUN OF A BEACH
- TECHNOCUT
- TECHNOLOGIES
- TEMAK
- TENTOMINOIKI
- TETRAGON
- TETTIX SA
- TEXNALOUMIL
- TIPO GRAPHIC ARTS LTD
- TRAKADAS
- TRIGON GAS
- TRYKA LED
- TSAOUSSOGLOU
- TSIRIGOTAKIS
- TSISIMPOIRIS
- TSOUVALIS THEMISTOKLIS
- UNIGLOBE
- UNITRACK (JCB)
- VAGENAS
- VAP KOUGIOS
- VARASHIN
- VARDALACHAKI BROS
- VARELAS SA
- VARIO
- VASILAKIS SA
- VAVLIS
- VEGGA SPORT
- VERIKOKOS
- VIMAR
- VIOTZA
- VONDOM SLU
- WATG WIMBERLY ALLISONTONG & GOO UK
- WEMER SA
- WHITESSENCE SRL
- WOOD WELL ZIMARIDIS
- XENEX, ELECTROLUX, CONVOTHERM
- XILOURIS
- YALCO
- YDROMETAL
- YDROTER
- ZACHARIAS & GERASIMOS BOILIS
- ZAFEIROPOULOS
- ZAGORI
- ZERVAKIS MILTOS
- ZIDIANAKIS

Merchandisers

- AVAX LABELS
- BLECKER & LOVE
- DARA BROS
- ERCO PROMOTION
- GIFT INTERNATIONAL
- GLOBAL GIFTS
- J&E UMBRELLAS
- KARFIL HATS
- KARTEX
- KL PACK
- PSILLIDIS
- TERRYTEX
- YALCO

Lease

- ABELA GIALYNA
- BAZAS NIKOLAOS
- BEYOND GROUP
- BOULOUKAKIS E. - STAMATAKIS D.
- CHALKIADIS GEORGIOS
- CHANTI SPA | GEORGAKOPOULOS EVANGELOS
- CHARISIADIS THEODOROS
- CHATZI MARIA
- CHONDROS GEORGIOS
- COSMOTE - MOBILE TELECOMS
- DE LOYCA MICHALIS
- DESTOUNIS GEORGIOS
- DIAKODIMITRI IOANNA
- DIAKOLOUKAS STEFANOS
- DTS INCOMING HELLAS S.A.
- EGGLEZOU KATERINA -CHRISTINA
- ELEFTHERIOU DIMITRIOS
- EXADAKTYLOI BROTHERS
- EXADAKTYLOS ANDREAS
- EXADAKTYLOS MARKOS
- FIROGLANIS NIKOLAOS
- GRAN BAZZAR
- GRAND SPA | KALOCHORIOU SOULTANA
- IKONOMOY MELPOMENI
- ILIOU EFTYCHIA
- KALIMERI INGA BRETТА
- KALMPAKI EYAGGELIA
- KALOGIROY GEORGIOS
- KAPLANI IOULIAN
- KARAGIANNIS LTD
- KARIKA NATASA
- KARPATHIOU PARASKEVI
- KAZAVLI DOMNA
- KONTOU GEORGIOS
- KONTZAMICHALIS ANDREAS
- KOVOGLANIDIS ANDREAS
- KRITIKOU ELENI
- LIKOPANTI FOTINI
- LIN ZHANG WEIJUN
- LOUIZIDIS ANTONIOS
- MACHLIS PARASKEVAS
- MELISSOKOMIKI DODECANESE SA NESTORIDIS THEODOROS
- NIKOLETOS NIKOLAOS
- NIKOLIDAKIS A.- LIONDOS CHRISTOS
- PAPAGEORGIOU PC
- PETS LIKI ANTHI
- PIZANIAS ANTONIOS
- PRELORENTZOU IOANNA
- SOCOL CELA
- STAVRIAS GEORGIOS
- STOUPAKI MARIA
- THE SPA ATHENS
- TRIPI AIKATERINI
- TSAMPATANIDIS PANAGIOTIS
- TSIATIS ACHILLEAS
- TSIONIS KONSTANTINOS
- TSOMPANOPOULOU ANNA
- UNLOCK LIVE ESCAPE GAMES
- VAPORIDIS P. - PAPAPOPOULOS K.
- VELLIOS IOANNIS
- VERERAKIS STELIOS
- VIOGATZI PARASKEVI
- XIROU PANAGIOTA
- ZEEN SPA | TERZAKIS ANDROKLIS SPA
- ZIAKAS GOLD AND SILVER JEWELRY

Media Partners

- ACTION 24
- AEGEAN AIRLINES
- AUTOTRITI S.A.
- CEDAR
- COZY PUBLICATIONS
- DIRECTION BUSINESS
- NETWORK
- ETHOS MEDIA
- GLOBAL BUSINESS COUNTRY REPORTS LTD
- GLOBAL MEDIA
- INK-GLOBAL
- KARAGOUNI MEDIA
- KATHIMERINI.GR
- KSD BUSINESS SOLUTIONS
- NEW TIMES PUBLISHING
- PUBLICITAS
- QUALITYNET FOUNDATION
- SMART PRESS A.E.
- SYNEDRIO MAGAZINE
- VRADYNI

Service providers

Increasing business value through innovative strategies and sustaining the technological edge are among our business goals. Building strong relationships with

recognised and qualified technological companies, agencies and service providers is significant to achieve the highest level of customer satisfaction.

Powered by

- APIFON
- COSMOTE MOBILE TELEPHONY
- CYTA HELLAS
- HIT HOSPITALITY INTERGRATED TECHNOLOGIES
- LAMDA HELLIX
- M-HOSPITALITY
- MIKENOPA A.S.
- MOGI GROUP
- MOOSEND
- MUSEMENT
- OFFICE LINE S.A.
- OTRUM A.S.
- PRIMALRES TECHNOLOGIES LTD
- PUBLISTO LTD.
- QNA INTERNATIONAL LLC
- QUOTELIER
- SPROUT SOCIAL
- SURVEY MONKEY
- TRIPAROUND
- TRUST YOU
- UNITAG
- WEB HOTELIER
- ZENDESK

Consultants

- BAGINET LLC
- BE FREE FOOTBALL D.O.O.
- DELOITTE BUSINESS SOLUTIONS
- EGON ZEHNDER INTERNATIONAL
- ELASTIC ARCHITECTS
- GRANT THORNTON
- INTERBRAND
- JLL
- KPMG
- MKV DESIGN LTD
- SINC DESIGN
- SPOT JWT
- VERITY INTERACTIVE
- WATG WIMBERLY ALLISONTONG & GOO UK LTD
- WE ARE ACCESS

Certified by

- ASSOCIATION OF BRITISH TRAVEL AGENTS (ABTA)
- FOUNDATION FOR ENVIRONMENTAL EDUCATION (FEE)
- HELLENIC CHAMBER OF HOTELS
- NATTOUR
- QUALITY NET FOUNDATION
- TÜV HELLAS (TÜV NORD)

CREATE YOUR OWN STORY

www.mitsishotels.com