

ANNUAL REPORT

2025

**Corporate Social
Responsibility Report**

**FUERTE
GRÔUP**
HOTELS

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Letter from the Honorary Chairwoman

The year 2025 has been particularly significant, marking **20 years** since the creation of one of the projects I am most proud of: **Fuerte Foundation**.

Those who know me know that my commitment to the most vulnerable people is central to my values and to how I understand social responsibility. I am firmly convinced that we must all contribute, to the extent of our abilities, to generating a positive impact on our environment.

This principle inspired the creation of a non-profit organisation which, over the past two decades, has worked consistently to improve the living conditions of people at risk of social exclusion.

With a focus on supporting children, young people, women and older people, the Foundation has delivered more than **400 projects** in areas such as education, prevention, social inclusion and care and support.

Many of these projects have included support, training and sports development programmes, helping to foster beneficiaries' independence, integration and well-being.

People whom, on many occasions, I have had the pleasure of meeting and congratulating on their achievements.

Although I remain as committed as ever and have been able to visit many of the projects in 2025, what reassures

me most is seeing that the continuation of our work is assured through my family, particularly through my daughter, Isabel María Luque García, who has held the position of vice-president for the past six years.

Knowing that this commitment will continue is undoubtedly one of my greatest personal satisfactions and the best guarantee that Fuerte Foundation will carry on transforming lives in the future.

Thank you very much.



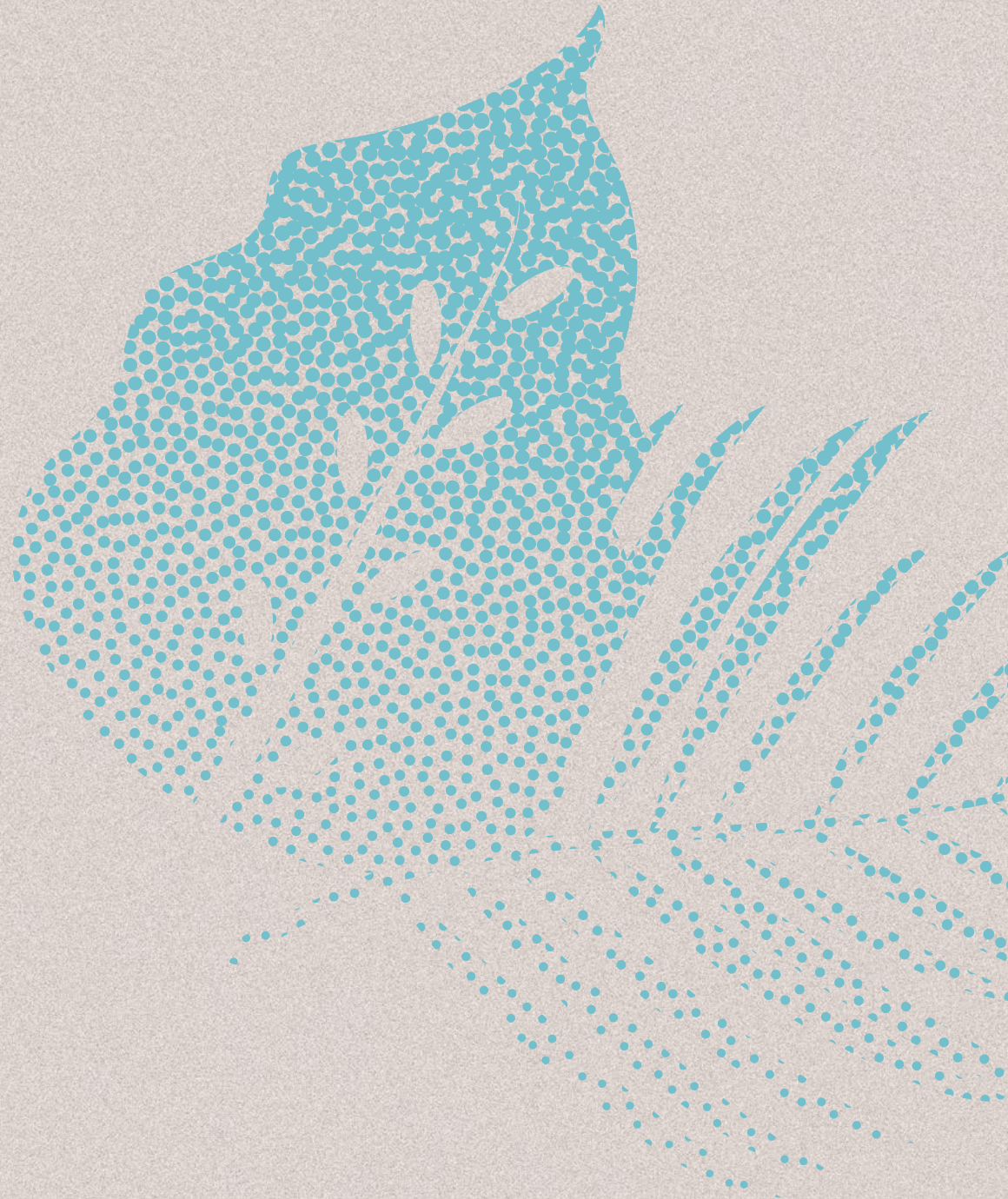
Isabel García Bardón
Honorary President of Fuerte Group Hotels



Luque Family

1.

OUR
COMMITMENT
IS FUERTE



8 DECENT WORK AND
ECONOMIC GROWTH



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



13 CLIMATE
ACTION



16 PEACE, JUSTICE
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17 PARTNERSHIPS
FOR THE GOALS



1.1. Committed

Scope and limits of the information

Throughout 2025, Fuerte Group Hotels has continued to strengthen its commitment to sustainability, embracing a business model founded on social responsibility, transparency and high standards of environmental management and governance. We continue to foster active collaboration with our local communities and stakeholders. Business partnerships across our value chain aim to meet market needs sustainably, while always caring for the environment and society.

This 2025 Corporate Social Responsibility Report highlights the initiatives undertaken throughout the year, from the progressive consolidation of the new **Daia Slow Beach Hotels** brand to joining new business forums such as the **Foro Provincial de Empresas Socialmente Responsables de Málaga** (Málaga Provincial Forum of Socially Responsible Companies). It has also been a year of progress on new projects, such as the new **Amàre Hotels property in Sancti Petri**, and the future hotel resort project, designed to meet stringent sustainability and quality criteria, on the site of the **Residencia de Tiempo Libre de Marbella** (Mar-

bella Holiday Residence), once a seaside garden city with particularly close ties to Marbella's history.

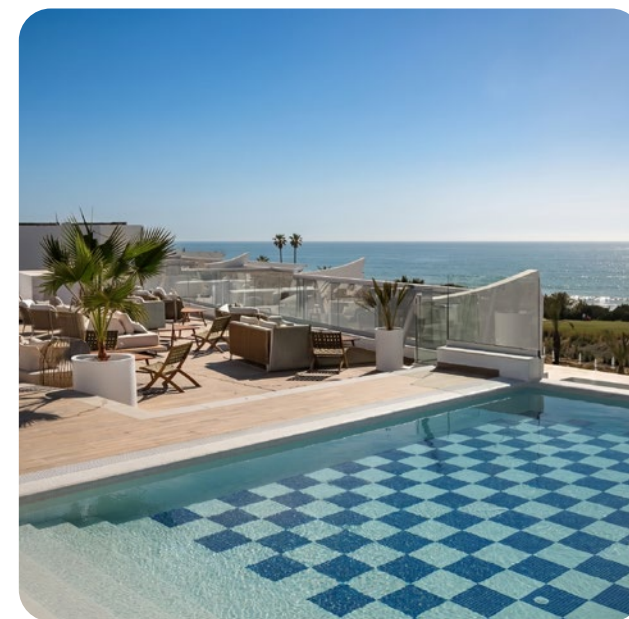
With the third generation now fully integrated into the Group's family management, we continue to meet the criteria and Sustainable Development Goals and uphold the principles of the United Nations Global Compact. But that is no reason to stop striving to go even further, which is why throughout 2025 we have invested time and effort in making progress towards a number of additional goals. Waste and water management, together with obtaining new certifications for hotels in Málaga, are some of the examples detailed in this report. Equally important is the analysis of impacts, risks and opportunities across our value chain and from a double materiality perspective, presented for the first time this year.

The sections covered in this Corporate Social Responsibility Report describe the actions undertaken by Fuerte Group Hotels during 2025, as well as the measures adopted to address the current challenges facing the tourism industry sustainably, in line with continually evolving environmental and sustainability regulations.

A prior consultation period was established for the preparation of this report, based on data collection and the exchange of opinions with various departments: Human Resources, Communication, Quality, Sustainability, Administration and General Management.

We continue to use the international **GRI and SASB** standards to collect, analyse and present qualitative and quantitative sustainability data or information in a structured, accessible way, helping to enhance communication and decision-making.

Achievements in sustainability are underpinned by metrics and indicators that track the progress of key processes (KPIs). During 2025, we introduced new indicators that are also reflected in this report, further demonstrating Fuerte Group Hotels' progress and firm commitment to sustainability and society.



Amàre Beach Hotel Sancti Petri

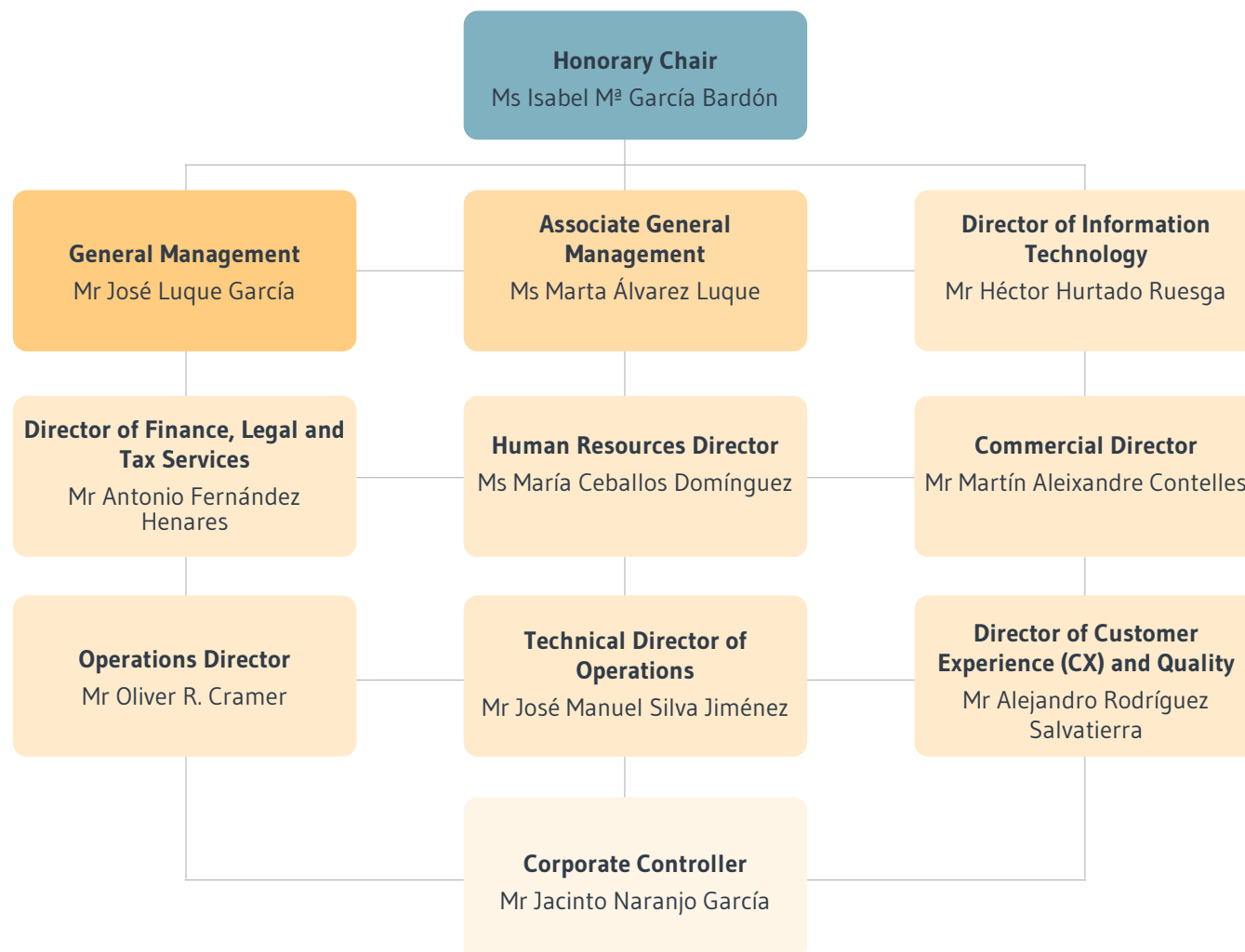


1.2. Governance structure

The **Board of Directors** is the Fuerte Group's highest governing body. It oversees the Fuerte Group Hotels division, which comprises the El Fuerte, Fuerte Hoteles, Amàre Beach Hotels, Daia Slow Beach Hotels and Olée Holiday Rentals brands. The Board is chaired by Doña Isabel García Bardón, honorary chair, and her five children serve as directors. Her four grandchildren also attend as observers: Marta Álvarez Luque, Carmen Cominges Luque, Agustín Cominges Luque and Cristina Álvarez Luque.

Reporting directly to the Board is the Executive Committee, comprising Francisco Javier Luque García, who serves as Chair, together with his brothers José and Salvador.

At operational level, the Hotel Management Committee is responsible for implementing Fuerte Group Hotels' strategic plan across all areas. The following participate:



1.3.

We create value

Since its establishment in 1957, **Fuerte Group Hotels** has demonstrated an unwavering commitment to creating sustainable value in the destinations where it operates. From the outset, as it sought to drive economic and social development in a growing Spain, the group quickly embraced a principle that remains central to its identity: moving forward with respect for the natural environment and society.

This approach to growth, based on striking a balance between development and sustainability, remains one of the group's strategic pillars and is reflected in both its hotel operations and its corporate culture.

MISSION "To be a family business with a vocation for development and a primary focus on profitable hotel and real estate businesses, while committing to the responsible development of people and their environment. We seek coherence between the business, management team, day-to-day professional relations (policies) and institutional structure (governance)."

VISION "To be a company with leading brands in responsible hospitality, understood as an attitude of sensitivity towards people (shareholder, customer, and employee satisfaction) and the environment (local community and environment), with a presence in Spain."



El Fuerte Marbella

1.4.

Strategic plan and sustainability

Sustainability is the foundation of and key to **Fuerte Group Hotels'** business model. The group has pioneered the implementation of business strategies rooted in local culture and respect for the environment, a commitment we uphold year after year. Corporate sustainability remains essential in today's social landscape, as reflected in the European Union's ongoing policy updates and efforts to promote regulation.

Every year, we update our sustainability website with the accolades received by Fuerte Group Hotels. We neither back down nor relent in our efforts to incorporate and adapt to new regulations that are paving an increasingly far-reaching and demanding path towards corporate sustainability. Our **Strategic Sustainability Plan**, which continues to evolve in line with these changes, enables us to meet the demands of the sector and society's expectations. Fuerte Group Hotels remains firmly committed to sustainability, as demonstrated by our compliance efforts and decision-making aligned with the **Sustainable Development Goals**.

The **Strategic Sustainability Plan** is updated in line with the latest national and regional regulations. Some recent pieces of legislation include:

Directive (EU) 2026/470 of the European Parliament and of the Council of 24 February 2026 amending Di-

rectives 2006/43/EC, 2013/34/EU, (EU) 2022/2464 and (EU) 2024/1760 as regards certain corporate sustainability reporting and due diligence requirements: it simplifies the sustainability reporting (CSRD) and due diligence (CSDDD) rules and establishes final criteria for them, clarifying the Omnibus package of 26 February 2025.

Regulation (EU) 2025/40 of the European Parliament and of the Council of 19 December 2024 on packaging and packaging waste, amending Regulation (EU) 2019/1020 and Directive (EU) 2019/904, and repealing Directive 94/62/EC: bans the use of single-use plastic packaging from 2030, ensuring that all packaging is recyclable.

Law 9/2025 of 3 December on sustainable mobility: makes Workplace Sustainable Mobility Plans mandatory.

Law 3/2026 of 13 March on Andalusian forestry: amends Law 8/2018 of 8 October on measures to address climate change and support the transition towards a new energy model in Andalusia, in relation to emissions removal projects.

No less significant will be the legislation currently at the draft stage, for which preliminary draft texts are already

available to consult: the **Sustainable Consumption Law** and the **Andalusian Sustainable Tourism Law**.

In addition, there is already extensive legislation on climate change (Law 8/2018), the energy transition (Law 7/2021), carbon footprint registration (Royal Decree 314/2025), food waste prevention (Law 1/2025), governance and air quality (Royal Decree 91/2025), and the circular economy and waste (Law 3/2023), among many other areas. Action and prevention plans for some of these regulations have already begun to be developed and executed, such as adapting **food waste** prevention plans, or the essential separate management of organic and residual waste streams.

This report provides information on environmental sustainability (circular economy, waste, resource use, energy efficiency, renewable energy use and climate change adaptation), social sustainability (equality measures, working conditions or inclusion) and governance (ethical values, control systems and risk management).

OBJETIVO  **DE DESARROLLO SOSTENIBLE**

The objectives set out in the **Strategic Plan** are achieved through the coordinated efforts of multidisciplinary teams comprising Fuerte Group Hotels staff and external professionals, brought together in the Energy Efficiency and Sustainability Committees. At the twice-monthly meetings, the various departments collaborate and propose solutions aligned with the Group's overall objectives, which are subsequently implemented across the different hotels.

The **Strategic Plan** runs for four years, with progress reviewed annually and monitored continuously, enabling objectives and targets to be adjusted in response to changing circumstances, based on objective criteria and consultation with experts. Furthermore, in line with **ESG** criteria, employees are actively involved in the plan and kept informed of the activities and actions aimed at them, as well as the progress made towards achieving the proposed objectives.

These objectives are as follows:

Objective 1: Commitment to combating climate change

We help reduce greenhouse gas emissions in the tourism sector. Fuerte Group Hotels invests in improvements and initiatives focused on energy efficiency, the use of renewable energy and reducing its hotels' carbon footprint.

Objective 2: Reduce waste generated by our operations

We integrate the circular economy into our business model by implementing measures designed to protect the environment and human health. We strive to reduce the waste we produce and promote recycling, which is essential for enhancing our business competitiveness.

Objective 3: Efficient water use

We are striving to achieve ever greater water efficiency. Responsible water use is essential in a Mediterranean context, where it is an increasingly scarce resource. It is a commitment to social responsibility and the sustainable use of resources, and is essential to ensuring the viability of business operations and the well-being of local communities.

Objective 4: Tackling food waste

We have a Food Waste Action Plan in place, setting out specific measures to control losses, surplus food and food waste. This plan will be updated in the near future to ensure it fully complies with current regulations. Digital systems in kitchens help fine-tune purchasing, while promoting cooking that makes the most of available ingredients helps reduce waste. We also have signed partnership agreements in place with charities to donate surplus food in compliance with current health regulations.

Objective 5: Employee wellbeing

Each year, we review our commitment to improving working conditions, enhancing benefits and offering our hotel teams work-life balance, opportunities and support. Job quality remains one of the cornerstones of our business model.

Objective 6: Customer satisfaction

Our guests continue to demonstrate a strong commitment to sustainability. This commitment determines their choice of destinations and hotels. We never lose sight of the views and expectations of the guests staying at our hotels.

Objective 7: Contribution to local organisations

We take an active role in numerous social, cultural and environmental projects that bring us closer to our local communities. Nurturing our relationship with the environment and communities in the locations where our hotels operate is a key priority that we monitor and manage closely each year.

Objective 8: Monitoring investment in sustainability

We measure the financial value of investments that have an impact on sustainability and carbon footprint reduction, enabling us to assess the relationship between the economy and sustainability objectively.



Amàre Beach Hotel Sancti Petri

These objectives are defined both in the short and medium term. For 2026, the short-term objectives are as follows:

	SDGs	UN Global Compact Principle	ESRS	Commitment	Short-term target for 2026*
1	   	7, 8 and 9	E1	Commitment to tackling climate change	Reduce GHG emissions by at least 1% (kg of CO2 equivalents per customer).
2	  	7, 8 and 9	E2	Reduce the waste generated by the activity	To improve the waste self-measurement protocols already established in the hotels, focusing on residual and organic waste streams, to obtain future certifications from external waste managers for this waste, and to reinforce the recycling of other waste streams through awareness campaigns among staff.
3	 	7, 8 and 9	E3	Make efficient use of water	Reduce water consumption per guest by at least 1%.
4	 	1, 7, 8 and 9	E4	Action against food waste	Introduce surplus food donations at the group's hotels that have not yet signed collaboration agreements, and tailor food waste reduction plans to each hotel.
5	   	3, 4, 5 and 6	S1	Employee well-being	Achievement of the work-related objectives of the Workplace Wellbeing Plan.
6	 	1 and 2	S2	Customer satisfaction	Increase overall guest satisfaction by at least 0.5%.
7	    	1, 7, 8 and 9	S3	Contribution to local organisations	Foster new partnerships with environmental, cultural and social organisations at hotel level.
8	   	7, 8 and 9	G1	Control over investment in sustainability	Measure the impact of CAPEX investment on the carbon footprint and sustainability, and progressively improve sustainability where feasible.

*These targets will undergo a quantitative review in the near future to align them with the forecasts for the new scenarios.

1.5.

Awards and certifications

Since **1998**, we have earned quality and sustainability awards and certifications. Most of them can be found on our corporate social responsibility website, which is a portal of transparency and a reflection of what we do. The last five years are listed below:

2021

Fuerte El Rompido

Travelife Gold Sustainability Certification.

Amàre Beach Hotel Marbella

British Airways Holidays Customer Excellence Award.

2022

Fuerte Group Hotels

ReThink Award for its 'Clean Seas' campaign.

Fuerte Group Hotels

Hotel Initiative Awards for Best Corporate Social Responsibility – We Are Water.

Amàre Beach Hotel Ibiza

Jet2holidays – Quality Award 2022, and British Airways Holidays Customer Excellence Award.

2023

Fuerte Conil - Resort

HolidayCheck Award 2023.

Fuerte Conil - Resort + Fuerte El Rompido

Recognized by the tour operator TUI as some of the best hotels in its global program, based on customer reviews and satisfaction scores.

Fuerte Conil - Resort + Fuerte El Rompido

Renewed their Travelife Sustainability System Gold certification.

Daia Slow Beach Hotel Conil

Re Think Hotel for the best sustainable hotel project to be executed.

2024

Daia Slow Beach Hotel Conil

Sustainability Certification – Travelife Sustainability System Gold.

Daia Slow Beach Hotel Conil

Re Think Hotel for the best executed sustainable hotel project.

2025

Fuerte Grazalema

Renewed its ISO 14001 certification – Environmental Management Systems.

Fuerte Conil - Resort + Fuerte El Rompido

Resort renewed its Travelife Sustainability System Gold certification.

El Fuerte Marbella + Amàre Beach Hotel Marbella

Obtain the Bronze Sustainability Certification – Good Travel Seal, managed by Green Destinations and promoted within the framework of the Huella Zero Costa del Sol project.

Amàre Beach Hotel Ibiza

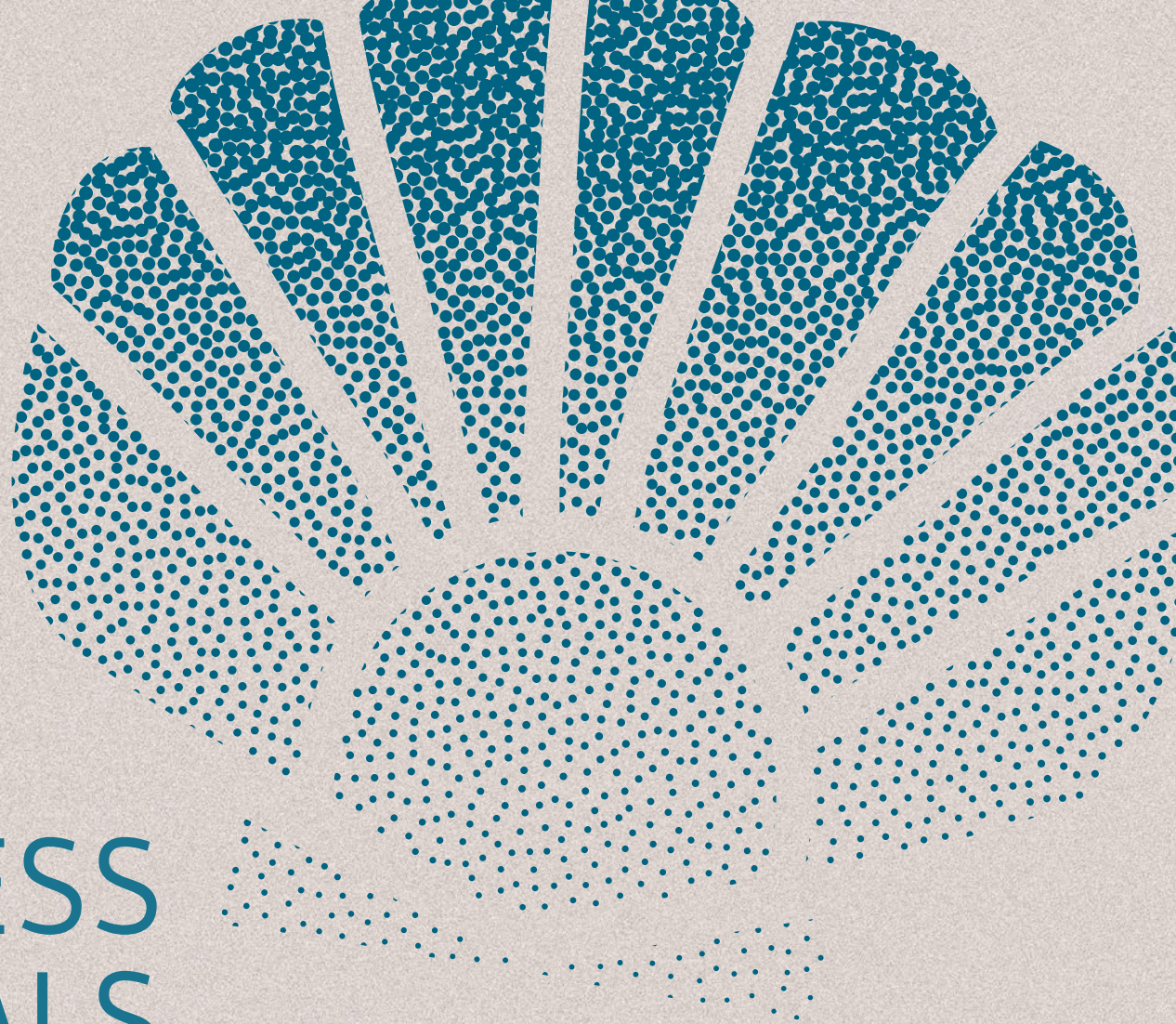
Registered its Carbon Footprint in the Balearic Register, in accordance with the verification of the footprint calculation through ISO 14064 certification, to be carried out during 2026.

Fuerte Grazalema

Begins implementing a Forest Fire Prevention Plan in accordance with current forestry regulations applying to establishments in protected natural areas within forest zones of influence.

Our commitment to progressive decarbonisation is unwavering, as demonstrated by our continued investment in the gradual rollout of renewable energy and the purchase of green energy backed by guarantees of origin, the proportion of which has risen from 10% to

30% across all the group's hotels in 2025. Equally noteworthy are the efforts being made to fully integrate the circular economy into waste management. All this is reflected in the renewal and expansion of our sustainability certifications.



2. PROGRESS AND GOALS

1 NO
POVERTY



2 ZERO
HUNGER



5 GENDER
EQUALITY



6 CLEAN WATER
AND SANITATION



7 AFFORDABLE AND
CLEAN ENERGY



10 REDUCED
INEQUALITIES



11 SUSTAINABLE CITIES
AND COMMUNITIES



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



13 CLIMATE
ACTION



14 LIFE
BELOW WATER



15 LIFE
ON LAND



17 PARTNERSHIPS
FOR THE GOALS



2.1. Leading the Global Compact

Building on the tradition established in recent years, we remain aligned with sustainability guidelines, guided by the **principles of the UN Global Compact and the United Nations Sustainable Development Goals**. We measure, analyse and make objective decisions based on this, which allows us to progress by identifying areas for improvement and strengths. This process is fundamental to innovating and maintaining our commitment to protecting the environment and the well-being of the local community in which we conduct our business. Each year, we submit our annual progress report and register our sustainability report with the United Nations Global Compact, demonstrating our transparency and commitment.



2.2.

2025 Objectives

The sustainability initiatives undertaken by Fuerte Group Hotels in 2025 have enabled us both to achieve the objectives set out in our **Strategic Plan** and to fulfil our commitments to the **UN Global Compact and the Sustainable Development Goals**.

	Proposed objectives for 2025	Assessment of achievement
1	Maintain the target of reducing the equivalent carbon footprint by 1% per customer.	Achieved. We have reduced our carbon footprint by 14.7% compared with the previous year's emissions.
2	Reduce the waste generated by the activity.	Achieved. We are already separating organic waste from the non-recyclable residual waste stream, and we have also significantly reduced the volume of waste across all other streams.
3	CSR and Circularity training, accompanied by increased efforts to communicate best practices and to separate different waste streams.	Achieved. We remain committed to sustainability training for our staff, while also promoting the online campus. We continue to conduct random internal audits to ensure compliance with the waste separation and recycling system.
4	Maintain the waste measurement system, supporting the staff responsible for it through training.	Achieved. All hotels have now implemented a self-measurement plan, focusing particularly on organic and residual waste streams. This enables us to assess the effectiveness of the management system and improve it.
5	Review of the customer satisfaction improvement plan in order to generate experiences that exceed customer expectations.	Achieved. The various brands have exceeded their targets, and customers are satisfied and feel their expectations have been met.

	Proposed objectives for 2025	Assessment of achievement
6	Implement methods for reducing water consumption that can be extrapolated to improvements and new facilities.	Achieved. We have reduced mains water consumption by 5% compared with the previous year.
7	Actively collaborate in the conservation of the environment surrounding the hotel centres, including marine seabeds, coastal areas and terrestrial ecosystems.	Achieved. We continue to support the reforestation of land degraded by wildfires, improving vegetation cover in woodlands in our local area, and have begun contributing to campaigns to conserve marine biodiversity, with a particular focus on protecting vulnerable marine species.
8	Consolidate the company's equality plan initiatives and the development of gender equality initiatives.	Achieved. The company is already recognised as an Empresa Familiarmente Responsable (Family-Responsible Company), and we are now also part of Málaga's provincial CSR business forum.
9	Inform our stakeholders about our corporate social responsibility and circularity policies, and encourage them to implement their own good environmental practices.	Achieved. We continue to conduct our materiality survey and publish our progress report, which is available to the public and stakeholders across our value chain. In addition, this year we produced our first Double Materiality report, analysing the IROs (Impacts, Risks and Opportunities) arising from our business model across our value chain.
10	Offer experiences to guests that allow them to immerse themselves in the local environment and the traditions nearest to the establishments where they are staying.	Achieved. Fuerte Live continues to offer unique experiences. https://www.fuertehoteles.com/fuerte-live/
11	Develop initiatives to continue with the policy of talent promotion and development.	Achieved. The Crece programme remains committed to supporting and advancing employees' careers.

2.3.

CSR Communications and Campaigns

In 2025, Fuerte Group Hotels has maintained its commitment to transparency and active communication with its stakeholders, using tools such as **the distribution of press releases, interview management, responses to information requests and ongoing media relations**, as well as **the organisation of specific campaigns and actions**.

Within this framework, the group has publicised the key initiatives undertaken in the field of corporate social responsibility. As is customary, Fuerte Group Hotels, a pioneer in environmental matters in Spain after securing ISO 14001 certification for the country's first certified hotel (Fuerte Conil Resort, in 2004), has presented an overview of the projects completed throughout the year.

At corporate level, a range of campaigns have been run to promote both the **environment** and **local culture**, focusing on urban and natural spaces. These campaigns are described in detail in the section on symbiosis with organisations.



Fuerte Conil - Resort

2.4. Relationships with our stakeholders

Fuerte Group Hotels is committed to collaboration and has consistently championed partnerships and the development of public-private initiatives. This is demonstrated by the numerous partnerships it maintains at both local and national level.

In the social sphere, the well-established agreements developed over the years with various institutions, associations and training centres linked to the tourism sector are particularly noteworthy, including the following:



BEGINNING OF THE RELATIONSHIP	ENTITY
1977	Member of HORECA, employers' association for the hospitality sector in Cádiz
1977	Member of AEHCOS, Association of Hotel Business Owners of the Costa del Sol. In 2021, José Luque García assumed the presidency of the entity.
1989	Member of CIT Marbella, Marbella Centre for Tourism Initiatives
2000	Member of the Family Business Chair (San Telmo)
2005	Member of the Provincial Hospitality Association of Huelva
2018	Member of ADEFAM, Association of Family Businesses of Madrid
2020	Member of EXCELTUR, Alliance for Tourism Excellence
2021	Member of CEM, Confederation of Employers of Málaga. José Luque García is a member of the Executive Committee and serves as the representative of the CEM at the Assembly of the CEA, Confederation of Employers of Andalusia.
2022	Members of AAEF, Andalusian Family Business Association
2025	Members of the Málaga Provincial Forum of Socially Responsible Companies

Beyond these agreements, Fuerte Group Hotels is firmly committed to collaboration and to championing public-private initiatives, as demonstrated by its numerous partnerships at both local and national level.

In the social sphere, particular highlights include its agreements with institutions, associations and training centres in the tourism sector, as well as its involvement in specialist forums, universities and technology organisations focused on quality, the environment, energy efficiency and tourism.

In this regard, the group participates in the **Costa del Sol Tourism Forum – Standing Committee**, in collaboration with the University of Málaga, as well as in several San Telmo academic chairs. Since 2025, it has been a member of the Málaga Provincial Forum of Socially Responsible Companies.

In the economic sphere:

In the financial sphere, Fuerte Group Hotels has prioritized maintaining stable and efficient relationships with the financial sector and key stakeholders linked to hotel operations, including tour operators, travel agencies, airlines, incoming agencies, and online distribution platforms (**OTAs**), as well as other industry companies.

The company also fosters strategic agreements with suppliers, giving preference to local businesses wherever possible, with the aim of supporting economic development in the communities where it operates. Within this framework, and particularly at **Daia Slow**

Beach Hotel Conil, the company works with local producers who share a common philosophy rooted in quality and sustainability. This enriches its cuisine with high-value-added, locally sourced food products.

These include producers of dairy products, preserves, meat, fish, fruit and vegetables, baked goods, eggs, wine and coffee, among others.

Fuerte Group Hotels requires all its partners and collaborators to comply with **sustainability** standards and demonstrate an active commitment to protecting the environment. These requirements are essential to establishing any collaborative relationship with the group.

In the environmental sphere:

In 2016, Fuerte Group Hotels signed the **United Nations Global Compact**, committing to integrate its **Ten Principles** into its corporate strategy and align its activities with the **Sustainable Development Goals (SDGs)**, while promoting responsible and sustainable practices across all its operations.

Since then, this commitment has guided the group's actions, shaping both its internal management and its relationships with suppliers, customers and staff, most of them local, as well as its partnerships with organisations and entities that share these values.

Within this framework, throughout **2025**, a range of environmental initiatives and campaigns have been carried out in partnership with non-profit entities and

organisations including **WWF Spain**, through 'Earth Hour', as well as **Equilibrio Marino**, **Ecoherencia** and **FoliaProject**, among others.



Materiality analysis

This year, we once again conducted a survey on the material topics most relevant to our value chain, enabling us to prioritise strategies and assess and understand our stakeholders' concerns. In addition, for the first time, a more in-depth and formal **double materiality** assessment has been conducted, considering both **financial materiality** (risks and opportunities) and **impact materiality**.

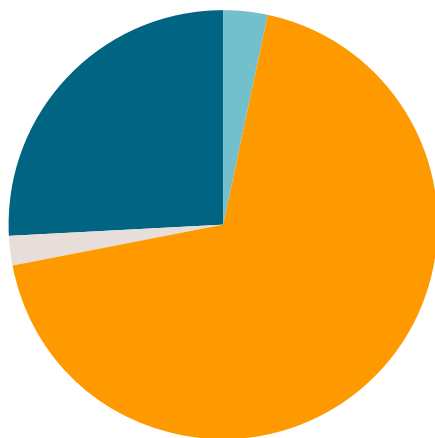
This double materiality assessment analyses the potential impacts of the group's activities on the environment (inside-out)

and evaluates the financial risks and opportunities that the external environment may present for the group (outside-in) in today's social context. In addition, the relevance of the context was assessed by analysing the significance of each component in the value chain.

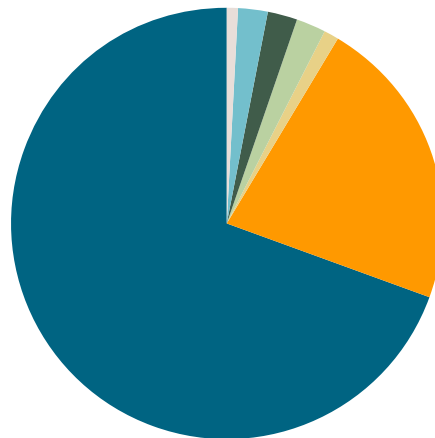
The survey was sent to **8,008 people** (customers, suppliers, employees and other stakeholders). We put forward **21 material topics** covering the three ESG areas (social, environmental, cross-cutting and governance) and applied

an objective scoring system to prioritise the responses and identify the three most relevant material topics. The survey was conducted in three languages (Spanish, English and German).

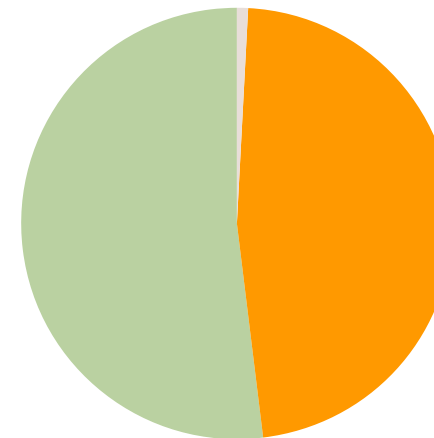
Once again this year, employees and customers made up the majority of respondents, most of whom were Spanish nationals, with an equal gender split.



Employees - 68.5%
Customers - 25.8%
Suppliers - 3.4%
Others - 2.5%



United Kingdom - 2.2%
Colombia - 1.1%
Germany - 22.5%
Spain - 70.8%
Mexico - 1.1%
Venezuela - 2.2%



Female - 47.2%
Male - 51.7%
DK/NA - 1.1%

The three most significant material topics were all environmental, highlighting stakeholders' concerns about water management, waste and climate change.

POS.	AREA	TOPIC	POINTS
1	Environmental	[Good practices in water use, having protocols and saving measures in]	251
2	Environmental	[Sustainable waste management, recycling and reduction of plastic use]	248
3	Environmental	[Mitigation of environmental impact through a policy based on the circular]	247
4	Environmental	[Prevention of food waste]	245
5	Environmental	[Energy efficiency and efforts to reduce the carbon footprint]	244
6	Social	[Equal opportunities for staff. Non-discrimination (gender, race, etc.)]	242
7	Environmental	[Use of sustainable and biodegradable materials]	240
8	Environmental	[Environmental protection initiatives and campaigns (biodiversity, protected natural areas, etc.)]	240
9	Social	[Positive working environment. Employment policies and labour practices in place]	239
10	Governance	[Outstanding levels of service quality]	238
11	Social	[Respect for human rights]	237
12	Social	[Investment in staff training and education]	235
13	Governance	[Having a cross-cutting sustainability strategy that engages every department and level of the company]	232
14	Environmental	[Having environmental certifications or labels that ensure the company performs sustainably at every level (efficiency, energy savings, renewable energy, recycling, etc.)]	231
15	Governance	[Positive impact on the local community where the hotels are located. Purchasing from local suppliers, employing local people, etc.]	230
16	Social	[Positive impact on the local community. Social projects, selection of local suppliers and small-scale producers, etc.]	226
17	Social	[Seeking authentic experiences that reflect the local culture]	224
18	Social	[Professional talent retention and local recruitment programmes]	220
19	Governance	[Good governance and transparency in results and processes]	219
20	Governance	[Innovate and offer a range of brands, each with its own identity]	216
21	Governance	[Strong financial results]	205

Table. Ranking of the proposed material topics by score.

The analysis of the context and value chain has enabled an initial assessment of the components perceived as most relevant to the group: suppliers, owners and investors, employees, public authorities and, naturally, customers.

VALUE CHAIN COMPONENTS	RELEVANCE
Energy and fuel suppliers	Very low
Water suppliers	
NGOs and partners	
Academia	Low
Competitors	
Media	
Local communities	
Financial institutions	
Group agencies	
Technology operators	Medium
Tour operators	
Suppliers	High
Owners and investors	
Employees	
Public authorities	
Customers	

Table. Relevance and structure of Fuerte Group Hotels’ value chain.

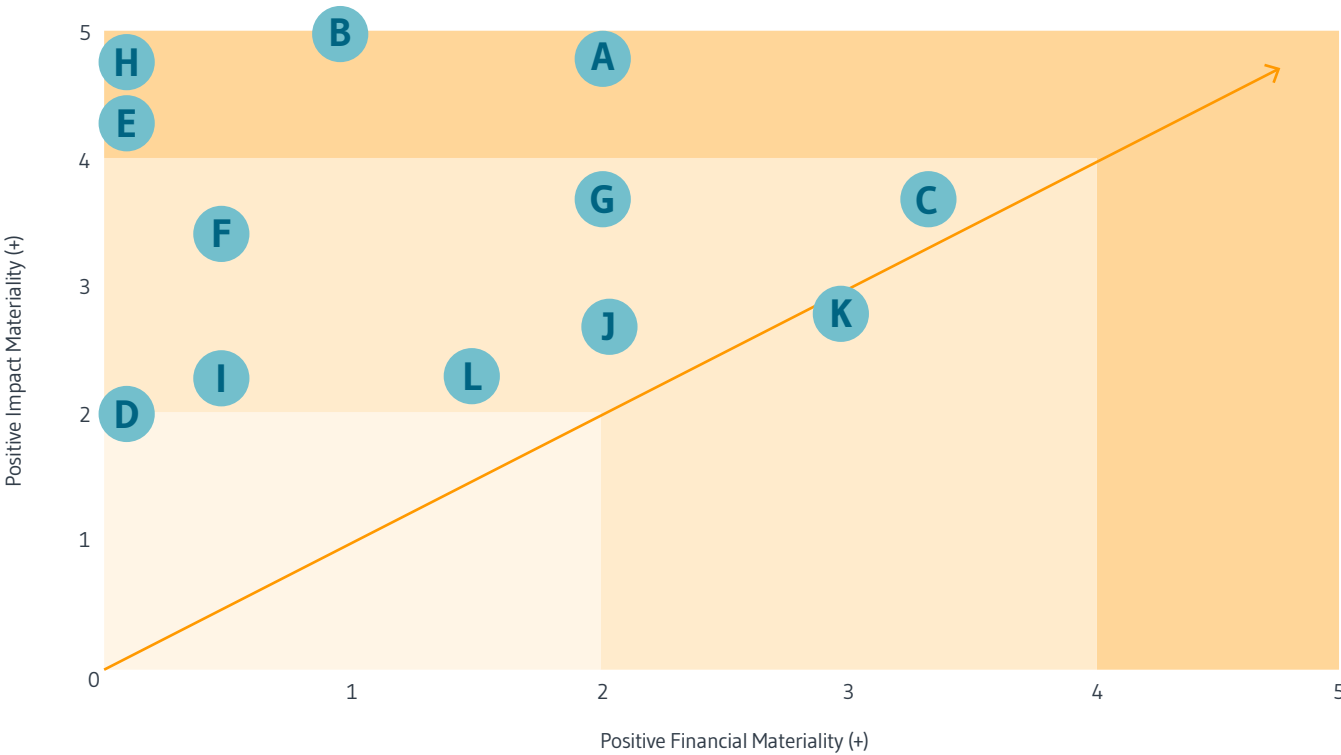


Amàre Beach Hotel Sancti Petri

With regard to the formal **double materiality** assessment, the results suggest that **waste management** and **climate change** (expressed through the carbon footprint) are the material topics with the greatest financial and environmental significance for Fuerte Group Hotels. In both cases, from an economic perspective, the Group is investing resources and effort to improve management and reduce its impact, both to comply with legal requirements and to enhance its management and shrink its footprint.

Although they are not perceived as financial risks, potentially affected local communities and discharges into watercourses represent potential impacts reflected in the analysis.

Energy use, inputs and staffing are seen as presenting a greater financial risk than environmental impact. This potential risk reflects the possible rise in the cost of energy, fuels and raw materials used to produce inputs (food, chemicals, etc.), as well as the need to manage human resources. This final area, **the group’s own workforce**, is also seen as a significant opportunity for the group when managed effectively.



A	Climate change mitigation
B	Waste management
C	Energy use
D	Air pollution
E	Water discharges
F	Water consumption
G	Use of materials (inputs)
H	Affected groups (local communities)
I	Social inclusion of consumers
J	Business conduct and supplier conditions
K	Own workforce (equality, working conditions, work-life balance)
L	Value chain members (suppliers and external parties)

Figure. Fuerte Group Hotels’ double materiality matrix. The assessment of risks and opportunities (financial materiality) and environmental impacts (impact materiality) is shown, with material topics prioritised at three levels (medium, high and very high).

3.

RESPECT FOR THE ENVIRONMENT



6 CLEAN WATER
AND SANITATION



7 AFFORDABLE AND
CLEAN ENERGY



10 REDUCED
INEQUALITIES



11 SUSTAINABLE CITIES
AND COMMUNITIES



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



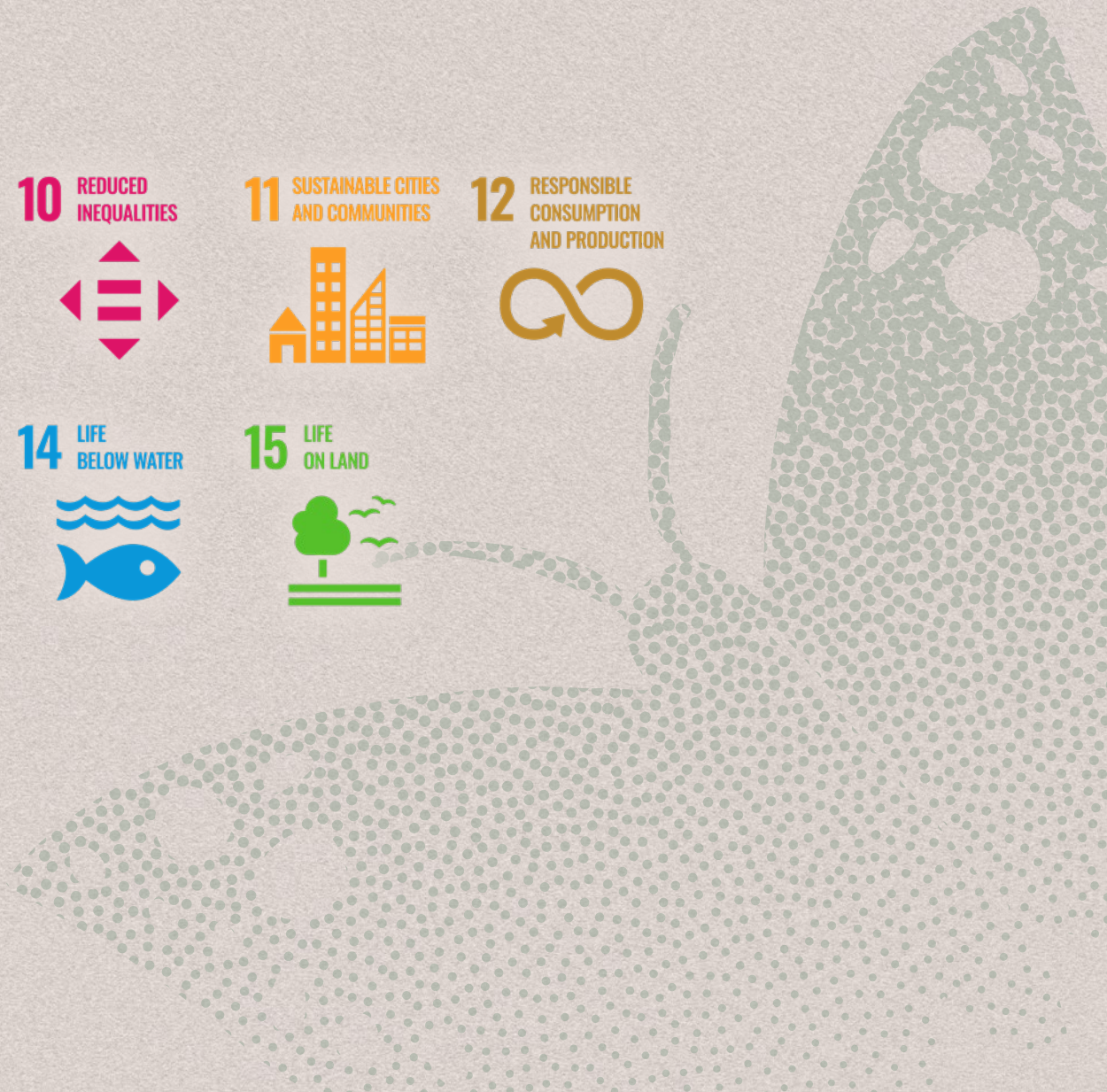
13 CLIMATE
ACTION



14 LIFE
BELOW WATER



15 LIFE
ON LAND



3.1.

Responsible purchasing

Investment in locally sourced purchases has **increased once again in 2025**. Compared with 2024, we have increased this investment by 12.6% in Andalusia and by 1.1% in Ibiza, demonstrating Fuerte Group Hotels’ firm commitment to suppliers and to promoting the local economy. We continue to work with the same number of local suppliers in both regions, demonstrating the stability of these business relationships.

Promoting the use of locally sourced ingredients not only reflects the Group’s sustainability policies but also demonstrates our commitment to the communities where our hotels are located. We champion local cuisine by featuring traditional regional products on our menus and across our hotels’ dining offering. We are also increasingly promoting the use of quality-certified or organic products.

All of this helps to **reduce the carbon footprint** of freight transport, boost the economy, promote local products and integrate the communities surrounding each hotel into our value chain. In addition, we offer our guests unique experiences, giving them the opportunity to discover distinctive local products from the area where they are staying.

INVESTMENT PURCHASES (EUR)	2024	2025	% CHANGE
Andalusia	5,492,201.07	6,183,013.96	+12.6% ↑
Ibiza	740,380.00	748,227.01	+1.1% ↑

LOCAL SUPPLIERS	2024	2025
Andalusia	29	29
Ibiza	8	8



3.2.

Waste and circularity

During **2025**, we significantly reduced the amount of waste generated across the different waste streams. In addition to the waste streams already being recycled, we have begun separating **residual waste** from **organic biowaste***

te*, in accordance with current regulations and the goal we set ourselves at the end of 2024. **Self-monitoring protocols** for these two waste streams have been introduced progressively while we await certification by external was-

te management providers. During 2026, the separation of biowaste from the residual waste stream will be fully operational in all hotels.

	GLASS	PAPER AND CARDBOARD	LIGHT PACKAGING	VEGETABLE OIL	RESIDUAL WASTE	ORGANIC WASTE
Fuerte El Rompido	10,411.00	16,940.00	3,723.00	1,335.00	241,572.00	53,600.00
Fuerte Conil - Resort & Daia Conil*	42,350.00	3,520.00	2,430.00	2,675.00	313,560.13	
El Fuerte Marbella*	20,904.00	7,815.00	328.00	4,197.50	67,080.00	
Fuerte Grazalema	2,690.00	3,400.00	1,680.00	565.00	8,052.50	4,409.00
Amàre Marbella*	27,300.00	11,729.40	760.00	3,837.50	329,414.40	
Amàre Ibiza	55,000.00	49,896.16	44,148.37	3,040.00	85,520.80	149,284.78
Totals (kg)	158,655.00	93,300.56	53,069.37	15,650.00	664,559.70	284,583.61
kg/pax (2025)	0.231	0.136	0.077	0.023	1.423	0.399
kg/pax (2024)	0.258	0.196	0.108	0.019	--	--
% change	-10.57	-30.81	-28.82	+19.01	--	--

*Hotels where it was not yet possible during 2025 to separate the organic waste stream from residual waste. Equivalent figures based on total occupancy in 2025 (675,500 guests).

The data suggest a **significant reduction** (between 10% and 30%, depending on the type of waste) in **waste generation**, enabling us to meet the most important principle of the circular economy: reducing waste generation. Only vegetable oil has seen an increase in equivalent waste generation. Secondly, we continue to recycle significant amounts of waste, which is also highly important. Lastly, we already manage organic and general waste separately in almost all our hotels. And we are currently introducing it in those hotels where it is not yet in place.

Hazardous waste is managed at all hotels by authorised waste management contractors, in strict compliance with legal requirements.

In the context of new regulations on **preventing food waste** and reducing single-use plastic packaging, and aligned with our sustainability policy, we are committed to expanding eco-friendly alternatives across our buffets. This allows guests to choose environmentally friendly options, such as sliced cold cuts served unpackaged, un-bottled water and fresh juices in refillable glass bottles, sliced pastries and unpackaged baked goods, and whole or freshly cut fruit.

In our guest rooms, we continue to offer refillable personal care products in bulk, helping to reduce the use of plastics and individual packaging. We are also replacing guest amenities with plastic-free alternatives made from organic materials. In line with our guests' interests and their continued willingness to reduce plastic use, we remain committed to these best practices.

Wherever possible, the chemicals we use for maintenance and housekeeping also hold sustainability certifications (EU Ecolabel), meeting strict sustainability criteria that

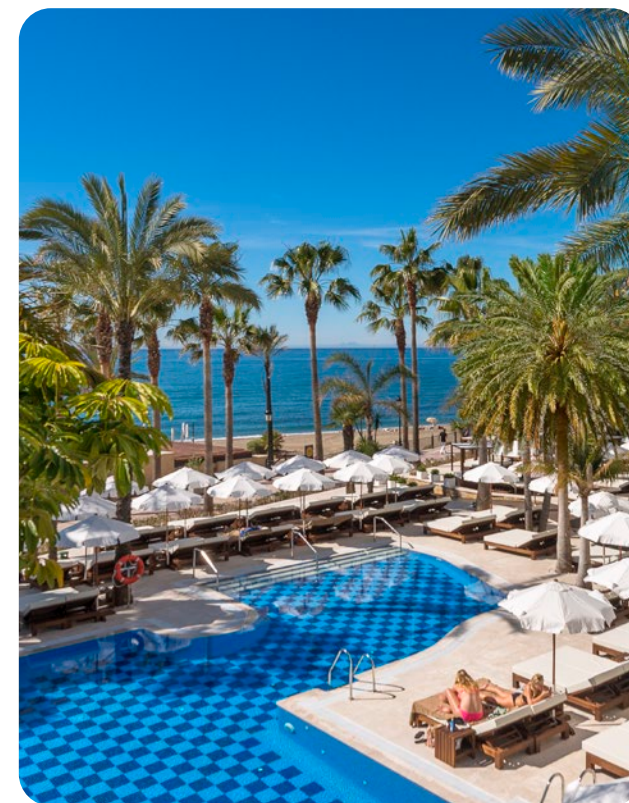
guarantee high-quality standards and compatibility with reductions in greenhouse gas emissions (Climate Savers programme). In addition, we use refillable bulk products that reduce plastic consumption. Chemical storage facilities are equipped with all the measures and personal protective equipment (PPE) required by law to prevent environmental emergencies, with compliance monitored through sustainability audits.

During **2025**, we made further progress in implementing **Food Waste Reduction** measures by minimising the use of perishable products and tightening controls on wastage, surpluses and storeroom stocks. The **Winnow** digital tool continues to help us identify which products are being underused and which are going to waste. This enables us to reduce and optimise their use and estimate their impact in terms of carbon footprint and financial cost. By



MÁLAGA
NO CADUCA

the end of 2025, the two hotels in Marbella, along with the hotels in Ibiza and Huelva, had donated surplus food to NGOs and charities. An agreement has just been signed in Cádiz, enabling hotels across the province to follow suit in 2026. Looking ahead to next year, it is also worth highlighting that the Málaga hotels plan to join the **Málaga No Caduca** platform, a collaborative initiative involving the **Diputación Provincial de Málaga (Málaga Provincial Council)** and BANCOSOL, to further optimise food waste management and support vulnerable people.



Amàre Beach Hotel Marbella

3.3.

Symbiosis with organisations

Fuerte Group Hotels remains committed to collaborating with and supporting non-profit organisations dedicated to respecting natural environments and protecting the environment and culture. In addition to these external initiatives, we continue to run awareness-raising activities for our staff and guests.

Our hotels are enhancing and promoting information on energy and water efficiency, making it visible to guests and ensuring staff have the information they need. New signage encourages recycling and proper waste management. In fact, we have introduced recycling bins with separate compartments in rooms at several of our hotels that did not yet have them. Both on the web app and at the entrances to buffets and dining areas, guests are encouraged to avoid food waste and make responsible use of food. In hotel shops, products whose chemical composition may harm marine biodiversity, such as sun creams, are identified, while the sale of objects made from the remains of living organisms is prohibited.

In collaboration with **Folia Project**, we have helped restore a forest in Casarabonela that was affected by a fire in 2009 by planting **450 native trees**, with an estimated capacity to absorb **36 tonnes of CO₂** over the next 50 years. We also continue to maintain more than 20 hectares near Marbella, reforested with carob trees in

2024, and **1.15 hectares** planted with native species in the municipality of Teba.

For its part, **El Fuerte Marbella** has begun collaborating with the **CRIS Cancer Foundation** to promote cancer research and help improve prevention, diagnosis and treatment for people with cancer.

In addition, **El Fuerte Marbella and Amàre Beach Hotel Marbella** have signed a collaboration agreement with **Equilibrio Marino** to play an active role in its **MARBELLA SEA** project, which focuses on restoring marine biodiversity along the Marbella coastline by improving seabed habitats for vulnerable species.

For its part, **Amàre Hotels** continues to champion cultural initiatives in Málaga and Ibiza, including its collaboration with the **Ateneo de Málaga cultural institution**, improvements to the **Escuela de Arte de Ibiza art school** and sponsorship of the **Classical Music Festival**. Amàre Hotels continues to promote responsible tourism and local culture through its **Amàre Loves Art** initiative.

Finally, **Daia Slow Beach Hotel Conil** has strengthened its support for local suppliers by welcoming new businesses such as **Salinas Bartivás** into its network of partners. This company, located in the **Bay of Cádiz Natu-**

ral Park, offers environmentally friendly products from the park's salt pans, providing a unique opportunity to make sustainable use of resources closely linked to Cádiz's biodiversity.



Researcher at the CRIS Cancer Foundation

3.4. Greater efficiency, lower consumption

CONSUMPTION

In 2025, the Group achieved a significant reduction in energy and fuel consumption across virtually all its hotels. Overall, we have consumed between **5% and 14% less equivalent energy**, demonstrating that the energy-efficiency policies implemented have delivered results.



Daia Slow Beach Hotel Conil

	ELECTRICITY (KWH)	PROPANE (KG)	DIESEL (L)	NATURAL GAS (KWH)
Fuerte El Rompido	1,445,223.00	95,954.88		
Fuerte Conil - Resort	1,280,861.00	17,558.00	53,143.00	
Daia Slow Beach Hotel Conil	1,149,785.00			666,435.00
El Fuerte Marbella	2,754,592.00			969,163.00
Fuerte Grazalema	526,946.00	5,120.00	34,712.00	
Amàre Marbella	1,667,127.00	6,318.00	69,591.00	
Amàre Ibiza	1,462,384.00			651,835.00
Corporativo	104,280.78			
Totals	10,391,198.78	124,950.88	157,446.00	2,287,433.00
Equivalent energy	kWh/guest-night	kg/guest-night	L/guest-night	kWh/guest-night
2025	15.114	0.182	0.229	3.327
2024	15.927	0.212	0.255	3.731
% change	-5.10	-14.34	-10.22	-10.82

Equivalencies based on total occupancy for 2025 (675,500 guest-nights)

Regarding the water footprint (restricted to mains water consumption), we have also managed to reduce overall equivalent consumption by just over **5%** compared to 2024.

	MAINS WATER (M3)
Fuerte El Rompido	29,924.00
Fuerte Conil - Resort	30,853.00
Daia Slow Beach Hotel Conil	27,854.00
El Fuerte Marbella	27,727.00
Fuerte Grazalema	12,796.00
Amàre Marbella	29,466.00
Amàre Ibiza	30,698.00
Totals	189,318.00
2025 (m³/guest-night)	0.275
2024 (m³/guest-night)	0.292
% change	-5.81

Equivalencies based on total occupancy for 2025 (675,500 guest-nights)

The generation of **solar photovoltaic energy** in Conil and El Rompido has provided a combined total of **415,838 kWh** directly from the sun, 10% more than in 2024. The new photovoltaic installations planned for the near future at other hotels will help significantly improve energy savings and energy efficiency, as well as increase the amount of clean energy generated.

In **2025**, we also began purchasing **green energy backed by a renewable Guarantee of Origin (GoO)**. During

the period from January to August 2025, 10% was purchased, rising to 20% between September and December 2025. As a result, **1,434,000 kWh** consumed in our hotels came from **guaranteed renewable sources**. In other words, **14% of the energy consumed** and supplied by the energy retailer was guaranteed green energy, with a reduced impact on the environment and the carbon footprint. In **2026**, we plan to increase the proportion of GoO-certified energy we purchase to as much as **30%**.



Fuerte El Rompido

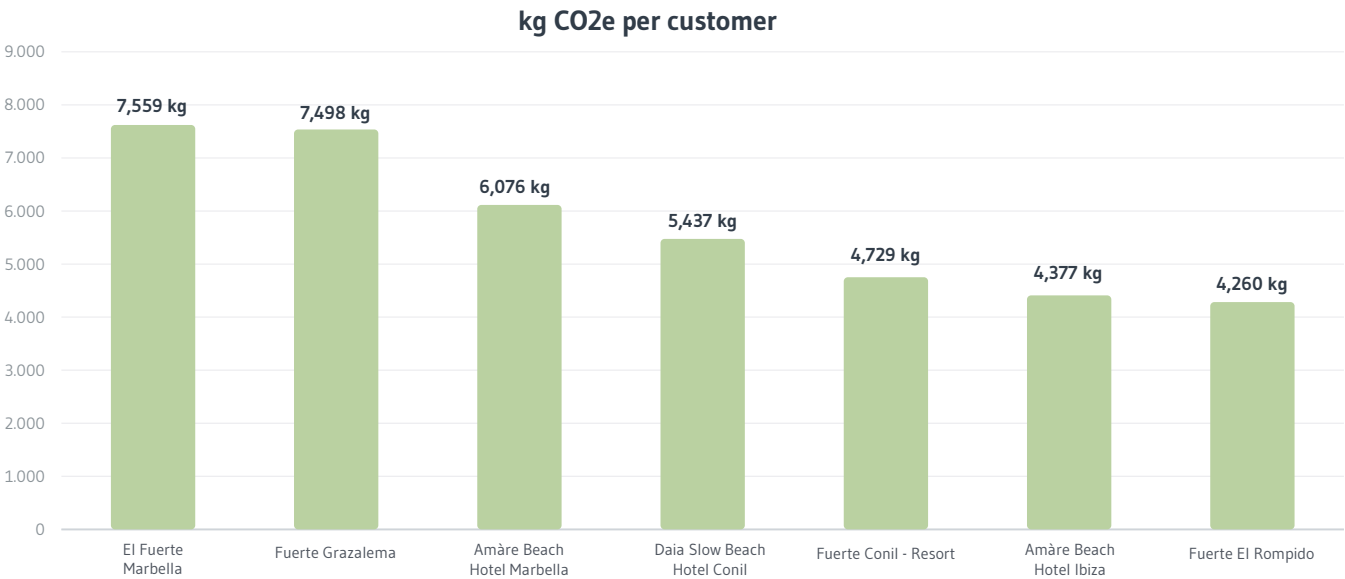
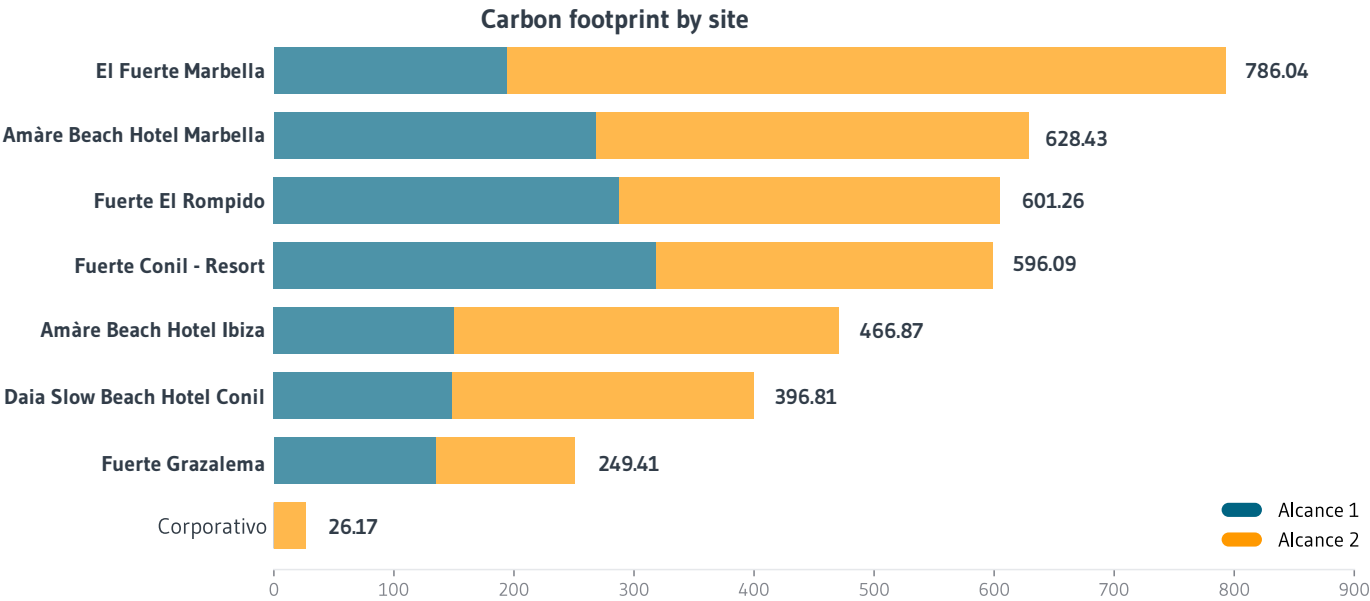
INVESTMENT IN SUSTAINABILITY

For the first time, we have analysed and quantified the proportion of our consolidated CAPEX that supports our sustainability policies and helps reduce our carbon footprint. This analysis was conducted using the criterion of improved energy efficiency and reduced consumption of electricity, other fuels or water, thereby lowering CO2 emissions. Investments were classified as sustainable where they involved acquiring new, more energy-efficient equipment, repairing or replacing components to improve energy or water efficiency, or upgrading ventilation, air-conditioning or consumption systems. On average, this investment accounted for 45.8% of 2025 CAPEX across the Group. The development of this type of investment will be assessed in the future.

CARBON FOOTPRINT

This year, we have also estimated the carbon footprint of our corporate offices to complete our emissions profile and demonstrate greater rigor in our commitment to sustainability. During 2025, 3,751.08 tonnes of CO2 equivalent were emitted, compared with 4,200.66 tonnes in 2024. In terms of kilograms of CO2 equivalent per customer, we have reduced emissions from 6.435 in 2024 to 5.456 in 2025. In other words, we have reduced emissions by 14.7% compared with the previous year.

El Fuerte Marbella



The carbon footprint trend over recent years shows a steady decline that exceeds the targets set out in our **Strategic Sustainability Plan**. Our commitment to ever greater energy efficiency and the use of renewable energy is paying off.

YEAR	KG CO2E PER CUSTOMER	% CHANGE
2022	7.09	
2023	6.5	-8.4%
2024	6.4	-1.5%
2025	5.5	-14.7%



Daia Slow Beach Hotel Conil



Our impact on
society

4.

1 NO
POVERTY



2 ZERO
HUNGER



3 GOOD HEALTH
AND WELL-BEING



4 QUALITY
EDUCATION



5 GENDER
EQUALITY



6 CLEAN WATER
AND SANITATION



14 LIFE
BELOW WATER



16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



17 PARTNERSHIPS
FOR THE GOALS



4.1

Service excellence

In 2025, the quality analysis of Fuerte Group Hotels’ properties builds on the progress of the measurement system introduced in previous years, providing a consistent and comparable view of results across establishments.

As regards the volume of reviews analysed, trends vary by hotel, with declines at Fuerte Hoteles, Amàre Hotels and El Fuerte Marbella, while Daia has almost doubled its review base compared with 2024, reflecting its steady operational consolidation.

The **Net Promoter Score (NPS)** remains stable at **100% across all hotels**, reflecting consistently high levels of customer satisfaction and loyalty throughout the company.

In terms of service excellence, cleanliness shows an overall positive trend, with increases of +0.11% at Fuerte Hoteles, +1.49% at Amàre Hotels, +0.21% at El Fuerte Marbella and +0.21% at Daia.

Service also shows a positive trend, with improvements of +0.54% at Fuerte Hoteles, +0.96% at Amàre Hotels, +1.60% at El Fuerte Marbella and +2.34% at Daia, consolidating very high levels across all establishments.

In dining, Fuerte Hoteles records an improvement of +1.70%, while Amàre Hotels sees a decline of -1.60%. For El Fuerte Marbella and Daia, this indicator is not applicable due to insufficient data.

Overall, the 2025 results confirm the strength of Fuerte Group Hotels’ quality model and the consistency of the guest experience across all its properties.

		Fuerte Hoteles	Amàre Hotels	El Fuerte Marbella	Daia
Cleaning		92.60%	95.80%	95.70%	96.60%
Cuisine		83.80%	92.50%	there is no index	there is no index
Service		100%	100%	100%	100%

QUALITY	Fuerte Hoteles	Amàre Hotels	El Fuerte Marbella	Daia
Number of reviews analysed	2573	2936	949	1016
Online reputation index (GRI)	89.60%	93.10%	93.60%	92.80%
Net promoter score (NPS)	100%	100%	100%	100%

4.2

Ethics and Corporate Performance

CODE OF ETHICS

Fuerte Group Hotels has a Code of Ethics that must be observed by everyone associated with the organisation, including owners, managers and staff. This document sets out the **values** and **principles** that guide the Group's activities, including a commitment to promoting equality between women and men and respect for human rights, alongside other fundamental principles:

**1. The client, always at the heart of everything we do**

We provide our clients with the best possible service, meeting their needs and listening to their wishes, requests and complaints. Likewise, we strive to find ways to provide them with what they need, always acting with care, courtesy and respect.

2. People, the driving force and soul of the Group

People are the company's most valuable asset. We do not discriminate on the grounds of race, origin, financial situation, beliefs, gender or sexual orientation. We look after every member of the Fuerte Group team.

3. Respect for the SDGs (Sustainable Development Goals)

Our activity will always be carried out with the aim of minimising environmental impact and resource consumption, while promoting water and energy savings.

4. A good leader inspires and shares

We value good leaders for their ability to help others develop, inspire enthusiasm and motivate them. They must also lead by example, without putting their personal interests before those of the company.

5. We create a climate of trust

We encourage the participation of all members of the company so that, in an atmosphere of respect, they can express their opinions and concerns. Commitment comes from active listening.

6. Shared responsibility

Being responsible means complying with rules, procedures and objectives. It also means taking care of the facilities, work equipment and the image we project to colleagues and clients.

7. Diversity, a source of enrichment

Respecting our differences enriches us as a group and allows us to gain new perspectives and points of view. That is why we promote honest and transparent dialogue as a way of resolving conflicts.

8. Supporting individual and collective development

Growing, evolving and progressing. We understand professional relationships as a source of growth and, in this respect, we encourage training, creativity and innovation within teams.

9. Recognition and communication

Merit, personal effort, concern for colleagues and the achievement of results, among other factors, form the basis of this recognition. Poor practices must be identified and communicated immediately, personally, respectfully and firmly, avoiding humiliation and actively seeking solutions.

10. Management, the foundation of the business

Management builds trust, improves relationships and strengthens our image. We also maintain confidentiality in our dealings with clients, as well as in relation to the company, suppliers and partners.

11. Committed teams, long-lasting teams

Fuerte Group is not its facilities, but the people who work in them. Retaining them, encouraging their continued commitment and fostering their engagement is essential to creating stable teams that are fully involved in the organisation and its values.

12. Balance between personal and professional life

As a family business, we firmly believe in the principle of keeping company and family matters separate. We therefore avoid allowing interpersonal relationships to affect professional behaviour within the organisation.

ANTI-CORRUPTION

In the economic sphere, Fuerte Group Hotels has the necessary procedures in place to prevent money laundering when handling payments, while also ensuring complete transparency in information relating to anti-corruption, the environment, social initiatives and other financial matters. This information is compiled annually and audited by the international firm **UHY Fay & Co.**

CORPORATE PERFORMANCE

At the end of 2025, Fuerte Group Hotels achieved total revenue of **€107.8 million**, compared with €96.5 million in 2024, representing an increase of **+11.7%**. This growth was driven by the higher rates associated with upgrading properties to higher categories, as well as by the improved performance of the tourism sector.

In this regard, during 2025 the chain's 7 hotels and 2 apartment rental complexes welcomed a total of **170,847 guests** representing **166 nationalities**, compared with 167,291 guests from 175 countries in 2024.

 **UHY Fay & Co**



El Fuerte Marbella

In terms of demand, the group continues to attract guests from a highly diverse range of source markets, with significant differences between brands. Fuerte Hoteles is the brand with the strongest domestic market presence. Spain is the leading market at its Fuerte Grazalema, Fuerte Conil-Resort and Fuerte El Rompido properties, accounting for 67.33%, 53.75% and 52.63%, respectively.

By contrast, the brands with a more international profile are Amàre Hotels, where the British market leads the way, accounting for 57.85% at Amàre Ibiza and 24.43%

at Amàre Marbella, and Olée Holiday Rentals, where the German market stands out (54.6%), followed by the Netherlands (14.8%) and Spain (6.3%).

At Daia Slow Beach Hotel Conil, the figures show a balanced split between the German and Spanish markets, accounting for 40.1% and 36.6% respectively, followed by the United Kingdom at 6.0%.

Finally, the El Fuerte brand has a more diversified profile, with the United Kingdom (19.3%) as its main market, followed by the United States (10.9%), Ireland (9.1%),

Spain (8.3%) and the Netherlands (6.6%).

Overall, the data confirm the consolidation of the group's international positioning, with a **stable demand structure** and clear differentiation by brand based on the predominant customer type.

FUERTE GROÛP HOTELS

Country	% customers
SPAIN	27.73%
UNITED KINGDOM	20.10%
GERMANY	18.44%
NETHERLANDS	5.19%
IRELAND	4.37%
USA	3.55%
BELGIUM	3.30%
SWITZERLAND	2.08%
FRANCE	1.92%
PORTUGAL	1.44%
OTHER	11.88%

ELFUERTE MARBELLA

Country	% customers
UNITED KINGDOM	19.31%
USA	10.90%
IRELAND	9.12%
SPAIN	8.33%
NETHERLANDS	6.59%
GERMANY	6.20%
BELGIUM	4.68%
SWITZERLAND	2.94%
FRANCE	2.63%
SAUDI ARABIA	1.76%
OTHER	27.54%

AMÀRE BEACH HOTEL MARBELLA

Country	% customers
UNITED KINGDOM	24.43%
IRELAND	13.04%
GERMANY	8.45%
NETHERLANDS	8.14%
USA	6.98%
BELGIUM	6.89%
SPAIN	4.78%
SWITZERLAND	3.42%
CANADA	2.57%
FRANCE	2.47%
OTHER	18.83%



Country	% customers
UNITED KINGDOM	57.85%
GERMANY	4.98%
BELGIUM	4.95%
NETHERLANDS	4.45%
IRELAND	4.11%
USA	3.49%
SWITZERLAND	3.27%
FRANCE	3.19%
SPAIN	3.04%
ITALY	2.00%
OTHER	8.67%



Country	% customers
GERMANY	40.06%
SPAIN	36.57%
UNITED KINGDOM	5.97%
NETHERLANDS	4.68%
SWITZERLAND	2.15%
BELGIUM	1.45%
FRANCE	1.40%
AUSTRIA	1.08%
IRELAND	0.92%
LUXEMBOURG	0.84%
OTHER	4.88%



Country	% customers
SPAIN	52.63%
GERMANY	17.64%
UNITED KINGDOM	17.39%
PORTUGAL	5.70%
POLAND	1.10%
BELGIUM	0.83%
IRELAND	0.63%
ITALY	0.40%
FRANCE	0.39%
NETHERLANDS	0.33%
OTHER	2.96%



Amàre Beach Hotel Ibiza

FUERTE

CONIL - RESORT

Country	% customers
SPAIN	53.75%
GERMANY	37.04%
UNITED KINGDOM	2.42%
NETHERLANDS	1.30%
SWITZERLAND	1.14%
BELGIUM	0.76%
FRANCE	0.54%
AUSTRIA	0.47%
IRELAND	0.43%
PORTUGAL	0.34%
OTHER	1.81%

FUERTE

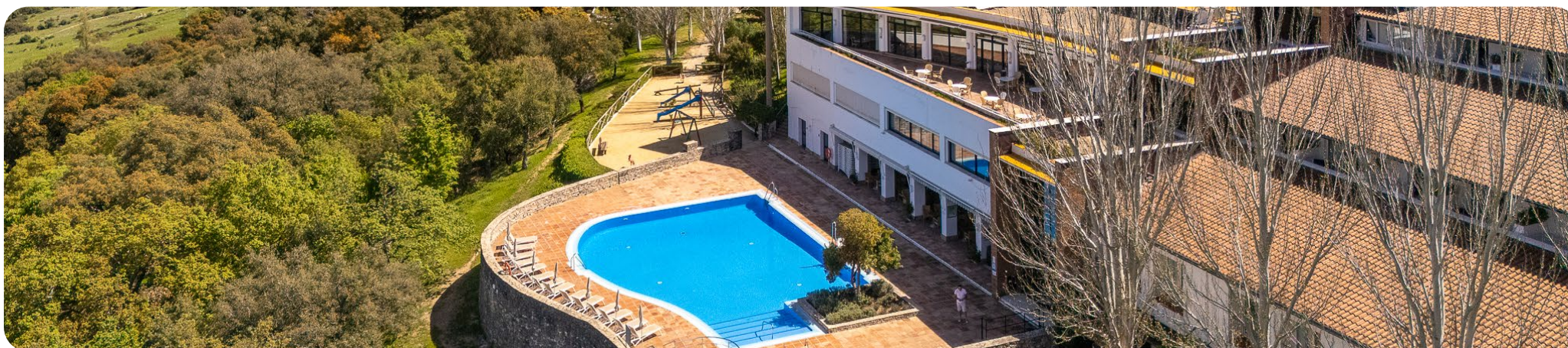
GRAZALEMA

Country	% customers
SPAIN	67.33%
GERMANY	9.94%
UNITED KINGDOM	5.24%
NETHERLANDS	2.78%
FRANCE	2.13%
PORTUGAL	1.36%
USA	1.34%
BELGIUM	1.03%
IRELAND	1.02%
SWITZERLAND	0.97%
OTHER	6.87%

olée

HOLIDAY
RENTALS
BY FUERTE GROUP

Country	% customers
GERMANY	54.57%
NETHERLANDS	14.79%
SPAIN	6.26%
BELGIUM	5.93%
UNITED KINGDOM	3.67%
SWEDEN	2.14%
SWITZERLAND	1.92%
AUSTRIA	1.69%
USA	1.69%
DENMARK	1.35%
OTHER	5.99%



Fuerte Grazelema

4.3

Our team

PERSONNEL

At the end of 2025, Fuerte Group Hotels’ workforce, including all hotel and corporate staff, totalled **977.3 people**, representing an increase of +4.2% compared with the previous year. This progress has been driven primarily by the addition of Daia Slow Beach Hotel Conil and the strengthening of the corporate function, as the Group continues to grow and consolidate its operations.

Overall, the year reflects steady performance across most hotels in the portfolio, with the opening of new properties serving as the main driver of employment growth during the period.

It is also worth highlighting that the group maintains a very robust employment structure. In 2025, **permanent contracts** accounted for **96.4%** of the total, remaining at very high levels and in line with previous years. This trend confirms the continued stability of the employment structure across Fuerte Group Hotels.

Team	Workforce	El Fuerte Marbella	Amàre Marbella	Amàre Ibiza	Fuerte Conil - Resort	Daia Conil	Fuerte Grazalema	Fuerte El Rompido	Olée Holiday Rentals	Central Services
2023	863.6	213.5	132.8	134.2	160.4		22.9	82.9	5.5	111.4
2024	938.0	237.0	135.2	128.8	193.7		22.1	96.3	5.8	119.1
2025	977.3	228.9	133.0	127.6	118.3	115.1	23.3	97.3	5.8	128.0

	Permanent	Temporary
2023	97.5%	2.5%
2024	96.9%	4.6%
2025	96.4%	3.7%

EQUALITY

Thanks to the measures implemented under SDG 5 (Gender Equality), the positive trend that began in 2024 was consolidated in 2025. Accordingly, women’s representation in leadership roles reached **46%** this year, compared with **54%** for men. Fuerte Group Hotels continues to support women in moving into leadership roles through measures that prioritise a healthy work-life balance.

Leadership positions	Women	Men
2021	57%	43%
2022	40%	60%
2023	32%	68%
2024	40%	60%
2025	46%	54%



Javier Mateo, Bartender at Daia Slow Beach Hotel Conil

LOCAL EMPLOYMENT

The presence of local people in Fuerte Group Hotels’ workforce continues to play a key role in the Group’s employment model. Following a slight dip to 57.0% in 2024, 2025 saw a significant recovery, reaching **65.76%** and once again strengthening the prominence of local talent within the team structure. This trend strengthens the group’s roots in the destinations where it operates and its contribution to local employment.

Employees from the local area	
2023	62.7%
2024	57.0%
2025	65.76%



Jesús Narbona, Head Waiter at El Fuerte Marbella



Amàre Beach Hotel Sancti Petri

WORKFORCE STABILITY

Despite the development of its portfolio and the addition of new properties, Fuerte Group Hotels retains a significant core of **long-serving employees**, reflecting the stability and retention of its team. In 2025, Central Services once again stand out, with 59.1% of employees having more than five years’ service, cementing their position as the Group’s leading hub of expertise.

By business unit, Fuerte Grazalema (37.5%) and Fuerte El Rompido (35.1%) also retain a solid base of long-serving staff, while Fuerte Conil-Resort stands at 40.8%. El Fuerte Marbella (21.1%), Amàre Marbella (30.7%) and Amàre Ibiza (14.8%) reflect greater workforce renewal, consistent with the particular dynamics of each property.

At Daia Slow Beach Hotel Conil, a recently added property, 10.8% of employees have more than five years’ service, while the group as a whole combines the stability of established teams with the gradual addition of new talent linked to portfolio growth.

EMPLOYEES WITH MORE THAN FIVE YEARS’ SERVICE

	2023	2024	2025
El Fuerte Marbella	30.0%	30.9%	21.1%
Amàre Marbella	37.0%	42.9%	30.7%
Amàre Ibiza	16.0%	21.6%	14.8%
Fuerte Conil - Resort	51.0%		40.8%
Daia Conil	-	31.1%	10.8%
Fuerte Grazalema	60.0%	59.4%	37.5%
Fuerte El Rompido	45.0%	46.5%	35.1%
Central Services	64.0%	69.6%	59.1%



Teresa Ramírez – Room Attendant at Amàre Beach Hotel Marbella

WORKING ENVIRONMENT

Employee satisfaction at Fuerte Group Hotels remains high in 2025, with scores **above 80%** across all properties, reflecting the stability and commitment of its teams. Fuerte Grazalema (90.8%) and Amàre Ibiza (86.9%) stand out in particular, alongside Fuerte Conil-Resort (85.8%) and Fuerte El Rompido (85.0%), all maintaining consistent levels compared with the previous year.

Fuerte Marbella achieves 84.0%, while Amàre Marbella stands at 85.3% and Daia Slow Beach Hotel Conil, in its second year of operation, at 83.5%. Meanwhile, Central Services records 85.8%, consolidating a consistent and stable working environment across the hotel group as a whole.

SATISFACTION SURVEYS

	2023	2024	2025
El Fuerte Marbella	81.8%	80.2%	84.0%
Fuerte Conil - Resort	85.7%	85.9%	85.8%
Daia Conil	-	81.1%	83.5%
Fuerte Grazalema	92.2%	90.1%	90.8%
Fuerte El Rompido	84.0%	82.4%	85.0%
Amàre Marbella	81.5%	85.6%	85.3%
Amàre Ibiza	81.9%	83.8%	86.9%
Central Services	85.7%	88.5%	85.8%



Management and Heads of Department in Fuerte Grazalema

TRAINING

In 2025, investment in training reached **€184,495.13**, representing an increase of 11.9% compared with 2024. This increase is part of the company’s expansion and the opening of new five-star hotels, which have required training programmes to be strengthened and expanded to meet more demanding operational and quality standards.

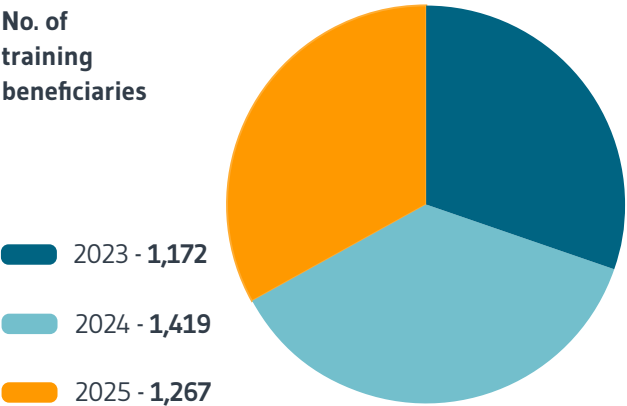
Accordingly, training activity increased substantially: the volume of training reached **46,744 hours**, representing **growth of 96.2%** compared with 23,826 hours in the previous year. This significant increase compared with 2024 was largely driven by the grant awarded by the Ministry of Education, Vocational Training and Sports to upskill and reskill the workforce under the Recovery, Transformation and Resilience Plan funded by the European Union (NextGenerationEU). Thanks to this funding, **631 people** completed a total of **18,930 hours** of training focused on environmental awareness and sustainability for the hotel sector, leadership and specific skills for areas such as Kitchen, Bar and Restaurant, Hotel Management, Technical Services and Housekeeping.

The number of beneficiaries stood at **1,267 people**, with a higher proportion of women. Overall, the data reflect how training has become firmly established as a strategic driver, aligned with the Group’s growth and the evolution of its positioning in the high-end segment.

TOTAL INVESTMENT, HOURS AND BENEFICIARIES BY GENDER

Training	Investment	Hours	Men	Women	Total beneficiaries
2023	167,452.96	20,843	526	646	1,172
2024	164,928.35	23,826	712	707	1,419
2025	184,495.13	46,744	554	713	1,267

No. of training beneficiaries



Customer Service Team at Amàre Beach Hotel Marbella

TOTAL TRAINING HOURS BY JOB LEVEL

	JOB LEVEL	2023	Total	2024	Total	2025	Total
El Fuerte Marbella	Senior Management / Middle Management	642	3,891	1,331	3,891	2,334	10,236
	Non-Managerial Staff	5,061		2,559		7,902	
Amàre Marbella	Senior Management / Middle Management	1,088	4,970	1,699	4,970	2,176	8,682
	Non-Managerial Staff	2,861		3,270		6,506	
Amàre Ibiza	Senior Management / Middle Management	750	2,450	1,184	2,450	1,712	6,038
	Non-Managerial Staff	1,608		1,266		4,326	
Fuerte Conil - Resort	Senior Management / Middle Management	1,289	7,339	1,599	7,339	1,766	4,786
	Non-Managerial Staff	3,017		5,740		3,020	
Daia Conil	Senior Management / Middle Management					1,552	7,041
	Non-Managerial Staff					5,489	
Fuerte Grazalema	Senior Management / Middle Management	198	783	54	783	612	1,199
	Non-Managerial Staff	136		729		587	
Fuerte El Rompido	Senior Management / Middle Management	790	2,955	753	2,955	1,761	4,382
	Non-Managerial Staff	1,380		2,202		2,621	
Central Services	Senior Management / Middle Management	498	1,432	224	1,432	1,848	4,355
	Non-Managerial Staff	1,511		1,208		2,507	
Olée Holiday Rentals	Senior Management / Middle Management	14	8	2	8	2	26
	Non-Managerial Staff	2		6		24	
Total			23,826		23,826		46,744

WORK PLACEMENTS AND TALENT DEVELOPMENT

Fuerte Group Hotels recognises the strategic value of work placements as a gateway to young talent and a bridge between academia and the professional world. To this end, the company fosters an extensive network of **partnerships with universities, schools and educational institutions**, both nationally and internationally, designed to help tourism students enter the labour market.

In 2025, internship programme activity continued to grow, cementing its role as a gateway to talent. During the year, the company expanded its network to **64 partner institutions** and welcomed **132 students on placements**, compared with 52 institutions and 87 students in 2024, representing increases of 23.1% in partner institutions and 51.7% in students on placements.

Furthermore, the employment rate stood at **23%**, compared with 21% in the previous year, underscoring the programme’s effectiveness as a means of bringing qualified talent into the organisation.

Students	Internships	Hired	Partner centres
2023	77	12%	35
2024	87	21%	52
2025	135	23%	64

LABOUR MARKET INTEGRATION OF GROUPS AT RISK OF SOCIAL EXCLUSION

It is worth highlighting that some of these work placements are part of specific programmes run by Fuerte Group Hotels through the **Fuerte Foundation**, in collaboration with specialist social organisations, to promote the social and employment inclusion of people in vulnerable situations.

These initiatives resumed in 2025 following their suspension in 2024, as part of various labour market integration and employability projects, including “**Aprender trabajando**” (**Learning by working**) by Secretariado Gi-

Project	Organisation	Students	Hired
Employment training	Secretariado Gitano	10	4
Red Cross Employment Plan	Cruz Roja Cádiz	1	
Employment guidance and inclusion	Bancosol	2	
		13	

tano, the Red Cross programmes (Chiclana Red Cross and Conil Red Cross), the Fundación Deixalles project in Ibiza, and other guidance and inclusion initiatives such as Bancosol. The programmes combined structured training with work placements in real-life working environments, helping participants develop professional skills and improve their employability.

In 2025, the company welcomed a total of **13 people at risk of social exclusion**, four of whom were subsequently hired, demonstrating the positive impact of relaunching these initiatives in creating employment opportunities for vulnerable groups.



Secretariado Gitano students in Fuerte El Rompido

PARTNER COMPANIES AND EDUCATIONAL INSTITUTIONS

Among the organizations with which Fuerte Group Hotels collaborates for work placements, key partners include **hospitality schools** and **specialist institutes** located near the group's workplaces, offering intermediate and higher-level vocational training programs geared towards the tourism and hospitality sector. These partnerships strengthen the link between academic learning and the industry's operational realities.

Leading institutions nationwide include Les Roches, the

Escuela de Hostelería de Galicia, the Escuela de Hostelería de Sevilla, the Escuela de Hostelería de Benahavís, IES Escuela de Hostelería San Roque, the Escuela Superior de Hostelería de Madrid, CPIFP Hurtado de Mendoza (Granada), the Escola d'Hoteleria de les Illes Balears, Vatel Málaga and Vatel Madrid, La Cónsula (Málaga), the Escuela de Hostelería de Islantilla, the Escuela Fernando Quiñones, the Escuela Virgen de Belén and the Escola Superior de Turismo e Tecnologia do Mar in Portugal.

The company also actively collaborates with prestigious international institutions and universities, including the René Cassin Institute (France) and the Lycée Français,

as well as training and business centres such as CESAE Business School, Centro San Valero and the Valencia Tourism Training Centre.

In the higher education sphere, key agreements with Miguel de Cervantes European University, the University of Navarra, the University of Extremadura and the International University of La Rioja (UNIR) are consolidating a diverse training network aligned with the sector's needs.

2023			2024		2025	
Hotel	Students	Hired	Students	Hired	Students	Hired
Fuerte El Rompido	14	0	5	1	18	5
Fuerte Conil - Resort	18	3	21	8	34	5
Fuerte Grazalema						
Amàre Beach Hotel Ibiza	2	0	5	4	7	4
Amàre Beach Hotel Marbella	15	4	15	6	21	4
Daia Slow Beach Hotel Conil			1	1	17	7
El Fuerte Marbella	19	1	26	5	24	5
Central Services	7	1	11	2	14	1
Olée Holiday Rentals	1	0	1	0	0	0
Total	76	9	85	27	135	31
Hired	12%		32%		23%	

CRECE, TALENT DEVELOPMENT AND RETENTION PROGRAMME

At Fuerte Group Hotels, **internal promotion** has become a strategic driver for identifying and developing high-potential professionals, helping them take on new responsibilities within the organisation. This approach has helped to strengthen the culture of internal growth, employability and talent retention.

The Crece programme has been structured around two distinct pathways based on the level of responsibility:

Crece, designed for employees with development potential, offering training pathways aligned with the competency models defined for each role.

Crece Manager, designed for both operational staff aspiring to department head or second-in-command roles and middle managers progressing towards positions of greater responsibility, particularly management and deputy management roles.

In 2025, a total of **136 people** took part, compared with 109 in 2024, representing an increase of 24.8%. Of these, 110 took part in the Crece programme and 26 in Crece Manager, with women accounting for the majority of participants (81 women compared with 55 men).

By property, participation was distributed fairly evenly across Fuerte Conil-Resort and Daia Slow Beach Hotel Conil (43 participants in total), El Fuerte Marbella (28), Amàre Marbella (21) and Amàre Ibiza (21), followed by Fuerte El Rompido (21) and Fuerte Grazalema (2). This reflected the programme's broader reach compared with the previous year and its expansion into more

areas of the organisation.

In financial terms, the programme's total cost in 2025 was €26,953.32, slightly higher than in 2024 (€26,806.22), while maintaining the model's efficiency thanks to rebates through FUNDAE training credits and

the grant awarded by the Ministry of Education, Vocational Training and Sports for the upskilling and reskilling of the active workforce under the Recovery, Transformation and Resilience Plan, funded by the European Union (NextGenerationEU).

2025 Programme	Amàre Beach Hotel Ibiza	Amàre Beach Hotel Marbella	El Fuerte Marbella	Fuerte Conil - Resort/Daia Conil	Fuerte El Rompido	Fuerte Grazalema	Total
Crece Manager	3	4	4	8	6	1	26
Crece	18	17	24	35	15	1	110
Total	21	21	28	43	21	2	136

2025 Programme	Amàre Beach Hotel Ibiza	Amàre Beach Hotel Marbella	El Fuerte Marbella	Fuerte Conil - Resort/Daia Conil	Fuerte El Rompido	Fuerte Grazalema	Total
Men	7	9	10	17	11	1	55
Women	14	12	18	26	10	1	81
Total	21	21	28	43	21	2	136

	Amàre Beach Hotel Ibiza	Amàre Beach Hotel Marbella	El Fuerte Marbella	Fuerte Conil - Resort/Daia Slow Beach Hotel Conil	Fuerte El Rompido	Fuerte Grazalema	Total
Cost (EUR)	€4,514.50	€5,826.10	€7,501.25	€5,929.31	€3,032.16	€150.00	€26,953.32

INTERNAL PROMOTION

At Fuerte Group Hotels, internal promotion has become firmly established as a key tool for filling vacancies, prioritising the development and mobility of existing talent within the organisation. This approach makes it possible to combine teams’ vertical **career progression** with functional and geographical mobility across different hotels and departments, enabling more effective use of internal resources and strengthening organisational cohesion.

In 2025, there were **85** vacancies in key positions. Of these, 48% were filled through internal promotion, 31% through internal mobility or rotation between hotels and departments, and the remaining 21% through external recruitment, bringing in talent from the market to fill positions requiring specific profiles that were not available internally.

	2023	2024	2025
Total vacant key positions	113	110	85
No. of Posts Filled through Internal Promotion	36	52	41
Internal Promotion Index	32%	47%	48%
Positions filled through the Crece Programme	15	20	26
% Positions Filled through the Crece Programme	13%	18%	31%



Alejandro Cuenca, Administration and Accounting at Central Services

WELLBEING PLAN

Having established itself as a benchmark for sustainability and respect for the environment, Fuerte Group Hotels has continued to step up its workplace efforts, making further progress in developing policies that help its employees balance their personal, family and professional lives.

In this context, the Wellbeing Plan has become firmly established as one of the main tools for supporting employees, evolving significantly in 2025. Total financial support reached **€120,797.23**, representing a 55.7% increase compared with 2024.

This growth was driven primarily by increased childcare support, which rose to €56,486.60 (+69.1%), and gym allowances, which reached €37,497.85 (+60.4%), reinforcing the focus on work–life balance and physical and emotional health.



Olée Holiday Rentals

Support for school textbooks also reached €16,631.76 (+11.8%), while new disability-related assistance was introduced (€996.67) and emotional health initiatives were strengthened, rising to €9,184.35 (+54.3%).

In addition, the staff advance and loan scheme continued to expand, reaching €438,810, a 3.0% increase on the previous year, further establishing it as a key tool for supporting employees’ financial flexibility.

Taken together, these measures reflect how the Well-being Plan is evolving towards a more comprehensive model focused on improving work-life balance and supporting teams’ health and emotional wellbeing, in line with the needs identified across the workforce.



WELL-BEING PLAN		
	2024	2025
Nursery	33,401.28	56,486.60
Gym	23,374.12	37,497.85
School books	14,880.00	16,631.76
Disability		996.67
Emotional Wellbeing	5,950.00	9,184.35
Total aid	77,605.40	120,797.23
Advances and loans	426,019.00	438,810.00



Fuerte Group Hotels has held the **EFR Certificate** since 2024, an international people management model focused on balancing family life and work

4.4

Promoting authenticity

Fuerte Group Hotels’ sustainability policy, developed over more than two decades, remains firmly committed to integrating **local suppliers** into its supply chain, aiming to maximise the economic and social impact in the areas where it operates.

Within this framework, the hotels prioritise partnerships with local businesses based on quality, traceability and alignment with sustainability principles and the **Sustainable Development Goals (SDGs)**.

In 2025, purchases from local suppliers in Andalusia reached €6,183,013.96, representing a 12.6% increase compared with 2024, while the number of suppliers remained stable at 29. In Ibiza, investment stood at €748,227.01, an increase of 1.1%, while the supplier network also remained stable at eight local businesses.

Overall, these figures reflect the group’s ongoing commitment to locally sourced produce and the zero-kilometre model, further embedding them in the company’s gastronomic value proposition.

RESPONSIBLE PROCUREMENT (EUR)

	2022	2023	2024	2025
Andalusia	3,236,111.08	4,965,978.62	5,492,201.07	6,183,013.96
Ibiza	834,868.76	975,580.15	740,380.00	748,227.01
% change		53.46	10.60	
		16.85	-24.11	

LOCAL SUPPLIERS (NO.)

	2022	2023	2024	2025
Andalusia		25	29	29
Ibiza		10 to 12	8	8
% change			16.00	

4.5

Fuerte Foundation

Fuerte Foundation is a non-profit organisation based in Marbella that channels Fuerte Group Hotels' social action, focusing its initiatives on supporting people in vulnerable situations, advancing cultural projects and promoting sustainability and environmental awareness.

In 2025, the Foundation celebrated its **20th anniversary**, a milestone that cements its two-decade track record and reinforces its development as a structured vehicle for social impact within the group.

During the year, it consolidated and expanded its activities compared with the previous year, strengthening its presence, with a particular focus on the regions where Fuerte Group Hotels operates, through an established network of partnerships with national and international social, cultural and environmental organisations.

Part of this work directly involves Fuerte Group Hotels guests through the **Responsible Euro** programme, which allows them to add one euro to the cost of their stay to help fund projects led by Fuerte Foundation, with reception staff assisting in the management of these contributions.

SOCIAL ACTION

Social action once again formed the cornerstone of the Foundation's work, strengthening projects focused on inclusion, prevention and support for people in vulnerable situations.

In this area, the Foundation continued its collaboration with the **Asociación Horizonte Proyecto Hombre Marbella**, supporting initiatives such as the **Supervised Treatment Residence (VST)**, the **PIVESCHOOL** programme (School Prevention Programme), workplace prevention initiatives, the Anniversary Dinner and Charity Bazaars, as well as improvements to residential facilities designed to support recovery and social inclusion. It also championed the **"Growing Strong"** programme, developed in partnership with the **Fundación C.E.S. Jerez** to promote prevention in school, family and workplace settings.

The Foundation also maintained its commitment to projects supporting children, young people, older people and vulnerable families, collaborating on initiatives such as **Betania, a Neighbourhood Full of Colour**, alongside **Cáritas Diocesana de Ibiza**; The Light That Guides Us project, developed with the **Little Sisters of the Poor in Ronda**; and the donation of accommodation vouchers to support the work of various social organisations.



International cooperation continued to be a strategic area of action, supporting educational, social and community development projects in the **Philippines, Senegal, Honduras, Mexico and the Dominican Republic**.

Highlights include the Friendship Home Father Luis Amigo comprehensive development programme; the project supporting the education of girls at Casa María Goretti and the Healthcare and Academic Training programme run by the Fundación Solidaria Luna Nueva in Senegal; support for the Amigos de Jesús children's home and bilingual school in Honduras; the projects 'VIFAC Comprehensive Care', 'Sponsors: Strengthening the Future' and 'Empowering Social Leaders', run by the Fundación Ciudad de la Alegría in Mexico; as well as repairs to the Curial House of the Parish of St Anthony of Padua and the Fuerte Foundation–UCADE Scholarship Programme in the Dominican Republic.

In addition, the Foundation supported extraordinary relief efforts to help communities affected by **Hurricane Melissa in Jamaica** recover.



CULTURAL INITIATIVES

The Foundation remained committed to **promoting culture** and preserving artistic heritage, driving initiatives that help enrich cultural life in the destinations where the group operates.

In 2025, it organised the **Art Exhibitions at Hotel El Fuerte Marbella**, supported the programme of events and maintenance of the Órgano del Sol Mayor, together with the Asociación Amigos del Órgano del Sol Mayor (AAOSM) at Marbella's Parish Church of La Encarnación, and promoted the Posthumous Tribute to Felipe Campuzano, helping to preserve and showcase artistic and musical heritage. It also collaborated on the 12th Marbella Activa Short Story Competition, supported the publication of Hossana magazine and the children's proclamations organised by the La Pollinica Brotherhood, and took part in the Triumph of Love project, led by the Cautivo y Santa Marta Brotherhood to bring the cultural traditions of Holy Week closer to younger generations.



Paco Sanguino Art Exhibition, Es Arte Gallery

SUSTAINABILITY

In the area of sustainability, the Foundation continued to uphold its commitment to protecting the natural environment through its partnership with the **Saving Our Sharks Foundation** on the Isla Mujeres Shark Initiative, a project in the Mexican Caribbean that combines marine ecosystem conservation, environmental education and the promotion of sustainable alternatives for local fishing communities.

Overall, in 2025 the Foundation delivered **45 initiatives** across social action, cultural action and sustainability, with a total investment of **€154,692**, consolidating its role as Fuerte Group Hotels' social action arm and strengthening its twenty-year track record of commitment to people, culture and sustainable development.

To find out more about Fuerte Foundation's projects or support its work, visit its official website: **www.fundacionfuerte.org**.



Saving Our Sharks Foundation

Letter from the Managing Director



Throughout the 2025 financial year, Fuerte Group Hotels has continued to advance its sustained growth strategy, consolidating its position in the high-quality hotel segment and strengthening the development of its leading brands, with **Amàre Hotels** taking centre stage this year.

The year's key milestone was the drive to expand into new strategic destinations, most notably **Sancti Petri**, a leading location in the premium segment on the Costa de la Luz.

This destination has seen the development of the future **Amàre Beach Hotel Sancti Petri** project, representing an investment of €30.6 million and comprising 352 rooms. Its opening in 2026 reinforces the group's strategy, built

around distinctive destinations, a high added-value offering and clear positioning geared towards adult, experience-focused guests. This project is particularly significant for the group, both in terms of its scale and what it represents in the natural evolution of our brands.

At the same time, the group has continued to make progress on strategic projects to reposition distinctive assets, most notably its work on the former **Residencia de Tiempo Libre de Marbella** holiday complex.

This beachfront site, located within the municipality of Marbella, is an integral part of the destination's history and represents a unique opportunity to restore an asset of significant heritage and tourism value.

For us, it is also a particularly symbolic project, as it is being developed in the city where Fuerte Group Hotels first began operating and where we launched the first luxury hotel in the city centre, **—El Fuerte Marbella—**.

The Residencia de Tiempo Libre de Marbella (Marbella holiday residence) is a unique architectural complex within Spanish Modernism, conceived according to the garden city model and integrated into its natural surroundings. The group plans to restore it in accordance with the principles of heritage conservation, sustainability and landscape integration, while preserving its public ownership and historic value.

We approach projects of this kind with a profound sense of responsibility, but also with the conviction that we can help unlock their value and open them up to the wider public.

These initiatives reflect the continuity of the group's growth model, rooted in responsible investment, carefully managed expansion and unlocking the value of strategic assets, while always preserving the essence of a family business that has grown steadily without losing its identity.

Finally, 2025 was also a significant year in terms of ensuring the continuity of the business, with the third generation of the family gradually joining the company's governing bodies.

In this regard, four of the founder's grandchildren now serve as observers on the Board of Directors: **Marta Álvarez Luque, Carmen Cominges Luque, Agustín Cominges Luque and Cristina Álvarez Luque**.

Their presence strengthens the long-term vision for our business and brings natural continuity to a story that we are still writing with the same commitment and pride with which my father began it nearly 70 years ago. I know he would be filled with pride to see the third generation joining the family business.

Thank you very much.

José Luque García
Chief Executive Officer of Fuerte Group Hotels



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CORPORATE SOCIAL RESPONSIBILITY REPORT



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