

Company profile 2023



MELIÀ HOTELS INTERNATIONAL

Global positioning

Key facts

1st hotel group in Spain

3rd in Europe

19th worldwide

Source: 225 Rank 2021 Hotels Mag,
by number of rooms





Our presence in the *world*

Hotel portfolio (Dec. 2022)

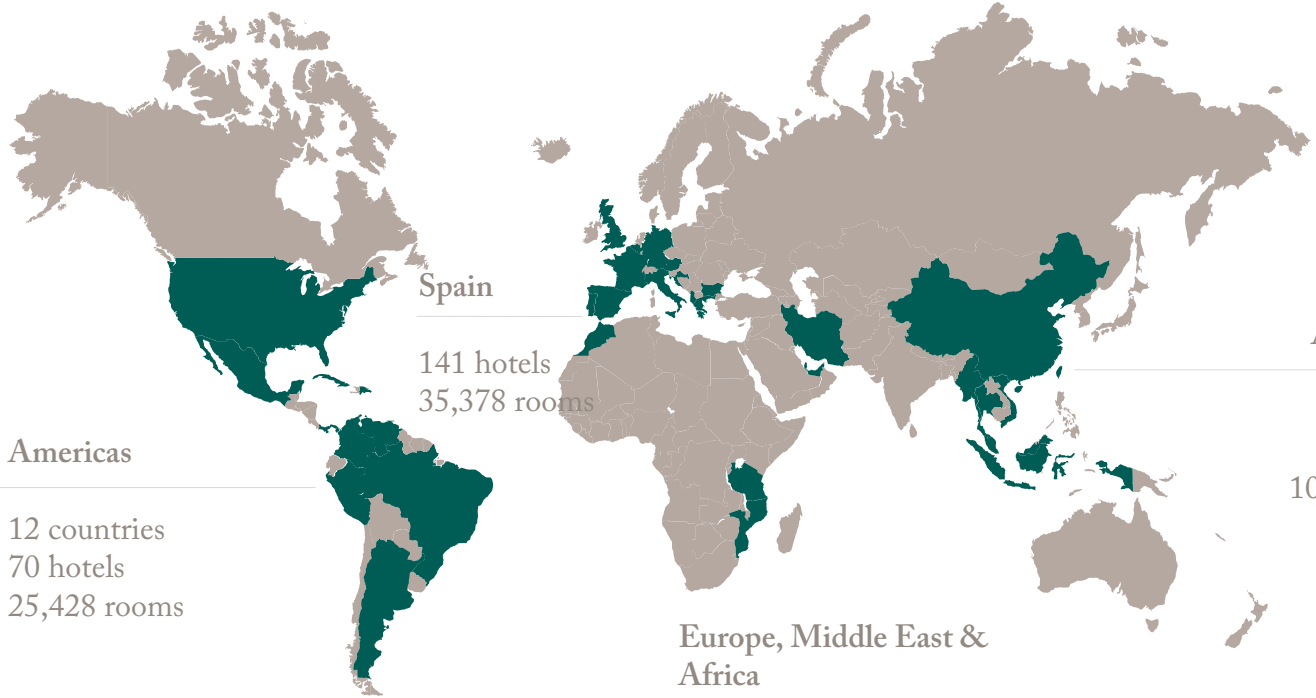
347 hotels
90,916 rooms

Owned 13%
Leased 23%
Managed 49%
Franchised 15%

Resort 60%
City 40%

Pipeline (Dec.2022)

59 hotels
13,830 rooms



Our history at a glance

From Mallorca to the world, our history is an exciting journey that began more than six decades ago



1950's

Gabriel Escarrer opens his first hotel in Palma: the Altair Hotel (1956)

1960's

Growth in the Balearic Islands

1970's

Growth in other resort destinations in Spain

1980's

Acquisition of the hotel chain HOTASA (1984), becoming the largest hotel group in Spain. The first international hotel is open (Meliá Bali, 1985). Acquisition of the Meliá hotel chain (1987) and the company changes its name to Sol Meliá

1990's

Growth in America. Birth of the luxury brand Paradisus (1995). The Company becomes the first European group to be quoted on the stock exchange (1996). The melia.com booking website is launched (1997)

2000's

The vacation club is launched (2004). Birth of the luxury brand ME by Meliá (2006) and acquisition of the German Brand INNSIDE (2007). SAVE is born, the company's first environmental management project (2007)

2010's

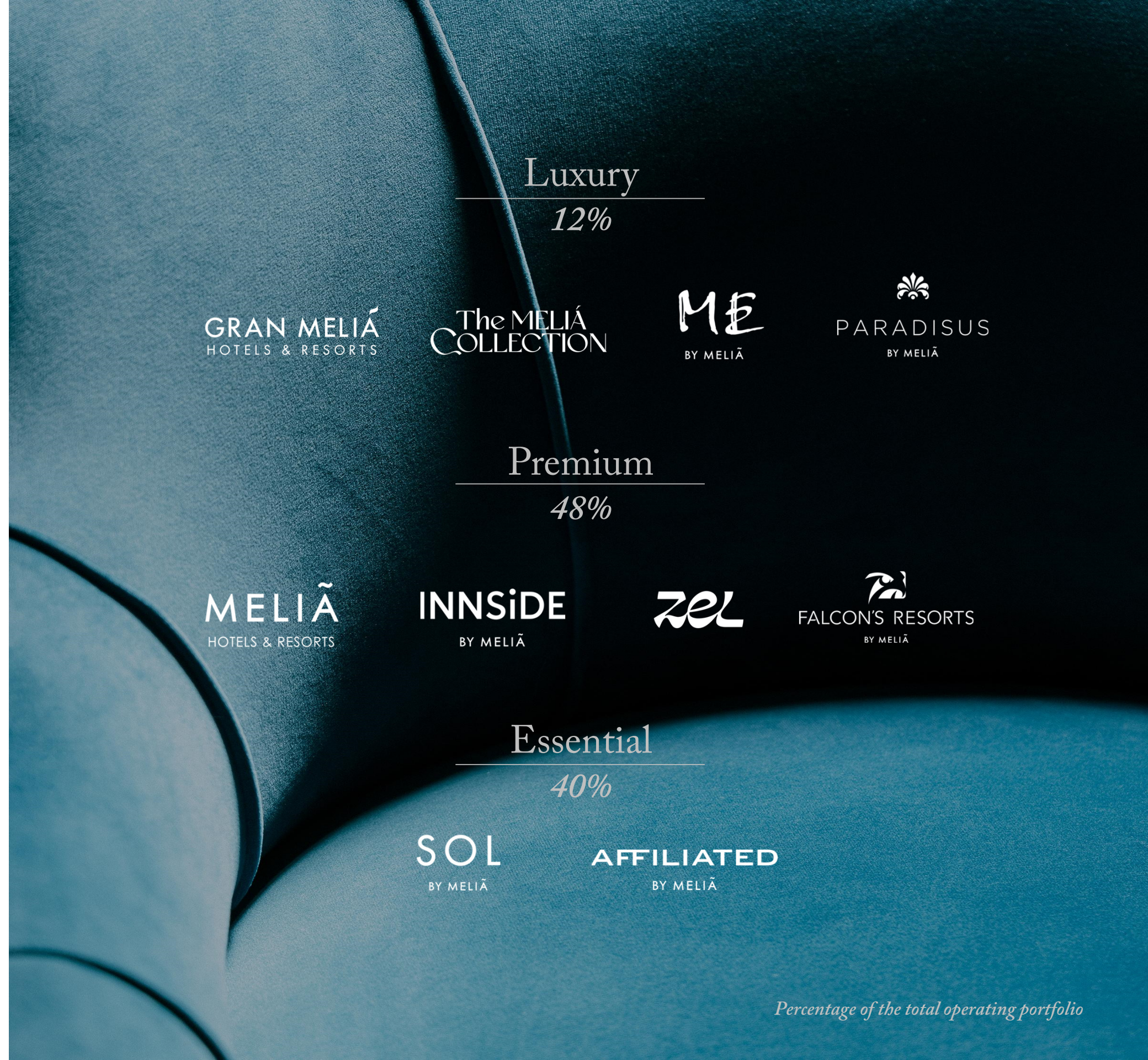
The company becomes Meliá Hotels International (2011). The Project Meliá Digital is launched (2014). Gabriel Escarrer Jaume becomes the company's chief executive (2016). Meliá is named, for the first time, the Most Sustainable Hotel Company in the world by the investment agency SAM (now S&P Global) in 2019

2020's

Birth of The Meliá Collection and Affiliated by Meliá (2021). Zel brand is born in collaboration with Rafa Nadal (2022)

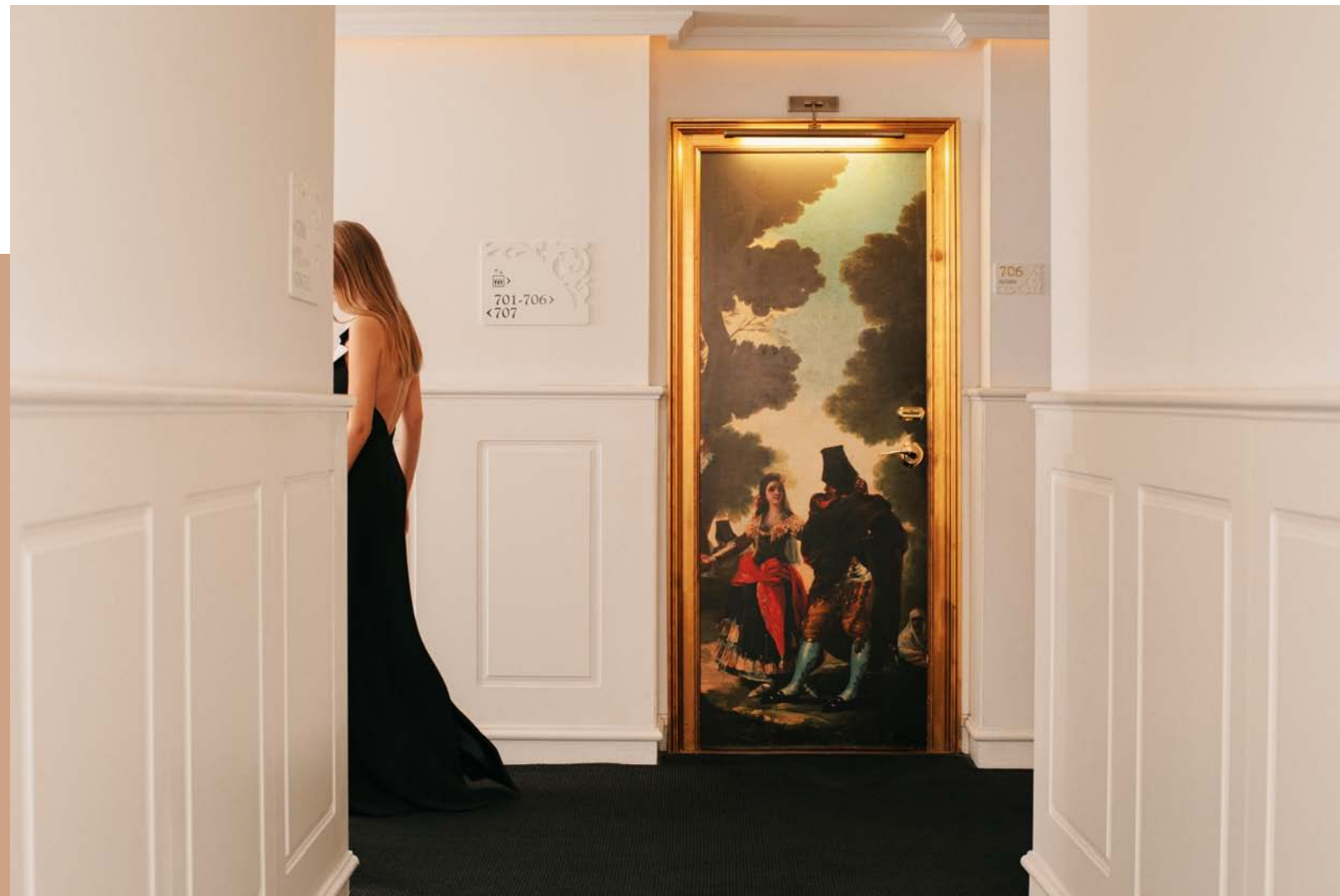
Our brand model

*Our hotel brands reflect the
company strategy of growth centred on the
luxury and premium segments*



GRAN MELIÁ

HOTELS & RESORTS



A life well lived

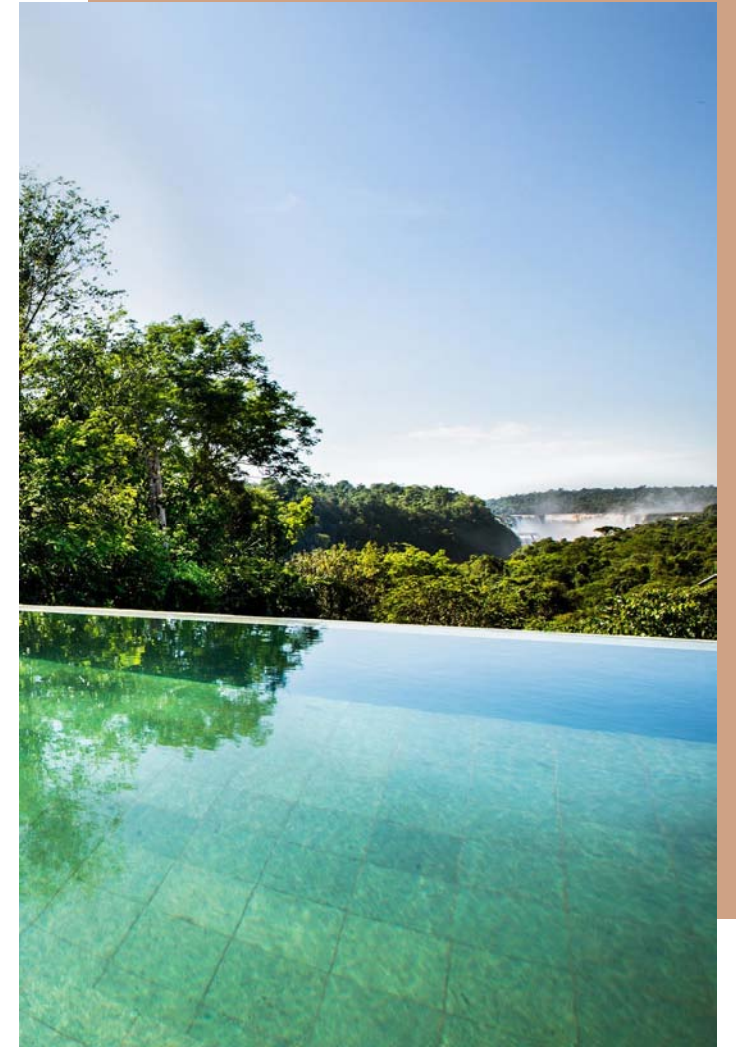
Gran Meliá evokes the essence of Spanish culture: simple pleasures, connection to the land, respect for things done well and understated elegance in every detail. Our philosophy shines throughout your experience.

From the extraordinary architecture of our hotels to the quality of our dishes echoing local flavours and in our warm, attentive service. Even the minutest of details are deeply rooted in Spanish flair. Every experience at Gran Meliá mirrors our appreciation for everyday reality and embraces the creativity and talent of our culture.

15 hotels | 3,489 rooms | 6 countries

Pipeline:

7 hotels | 1,412 rooms | 7 countries



From left to right: Hotel Don Pepe, Gran Meliá (Málaga, Spain); Gran Meliá Xi'an (China); Villa Le Blanc, Gran Meliá (Menorca, Spain); Gran Meliá Iguazú (Argentina)

The MELIÁ COLLECTION



*Hotels that embody the essence
of their destination*

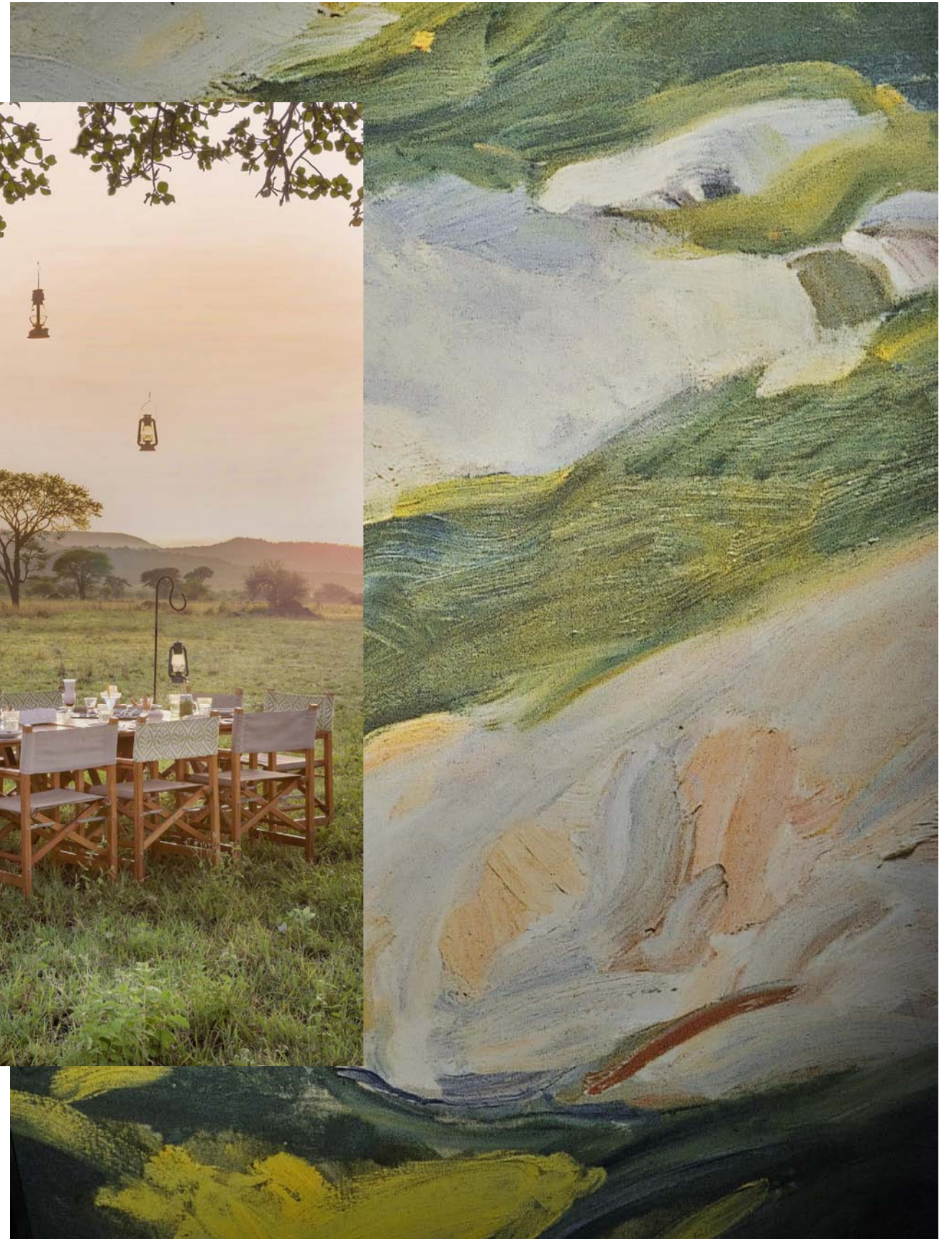
The Meliá Collection unlocks a new definition of experiential luxury travel through a collection of singular hotels that shine with an artistic and cultural legacy, embodying an independent spirit and always respecting the hotel's unique narrative.

From the residence of a dynasty of Parisian Marquis to a hotel with sustainable architecture in the heart of one of the most beautiful National Parks in Africa. Each hotel in the collection is unique, an experience in itself, an invitation to live unforgettable stories.

7 hotels | 487 rooms | 6 countries

Pipeline:

2 hotels | 194 rooms | 2 countries



From left to right: : Hotel Villa Marquis (Paris, France), Hotel Tenuta di Artimino (Italy), Hotel Serengeti Lodge (Tanzania)

ME

BY MELIÀ



Hotels with expression

ME by Meliá is a collection of design hotels to discover contemporary culture through the lens of their bold, charismatic personality. The brand brings destination, design and service together to deliver personal, enriching experiences for the stylish modern traveller. A stay at one of our hotels is more than just a vacation or a visit, it's an immersion in architecture, design, gastronomy and art that few can match.

Embedded within each hotel's ecosystem is a community of artists, influencers, creatives and technologies that raise the hotel to a must-see, and must-stay, destination for those who yearn for inspiration and energy.

8 hotels | 1,320 rooms | 5 countries

Pipeline:

4 hotels | 815 rooms | 4 countries



From left to right: ME Cabo (Los Cabos, Mexico), ME Ibiza (Spain), ME London (UK), ME Barcelona (Spain)



PARADISUS

BY MELIÁ



Embrace your nature

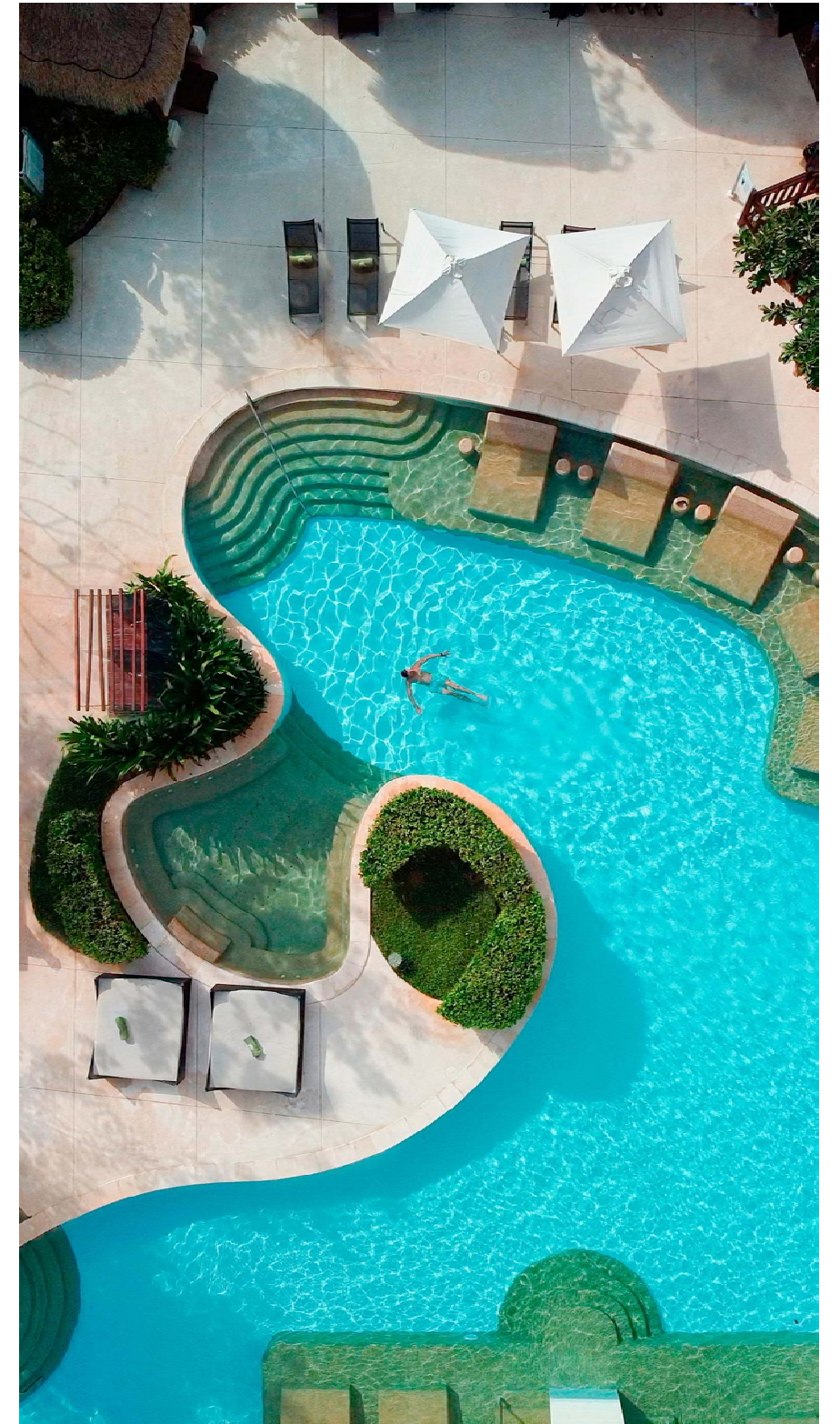
Paradisus by Meliá is luxurious, intimate & authentic, offering a sense of belonging and connection for each guest with themselves, one another, and the regional culture and landscape.

Our Destination Inclusive® concept redefines the experience of local culture in each of our destinations through outstanding service and flawless personalized attention. We provide an exclusive luxury experience in constant evolution. Every property is shaped by its destination. We believe that creating a seamless interaction between luxury, local culture, and nature is key to a unique experience particular to every guest. At each of our resorts, guests can enjoy local entertainment and food & beverages to immerse themselves in the authentic culture of the region.

11 hotels | 6,069 rooms | 4 countries

Pipeline:

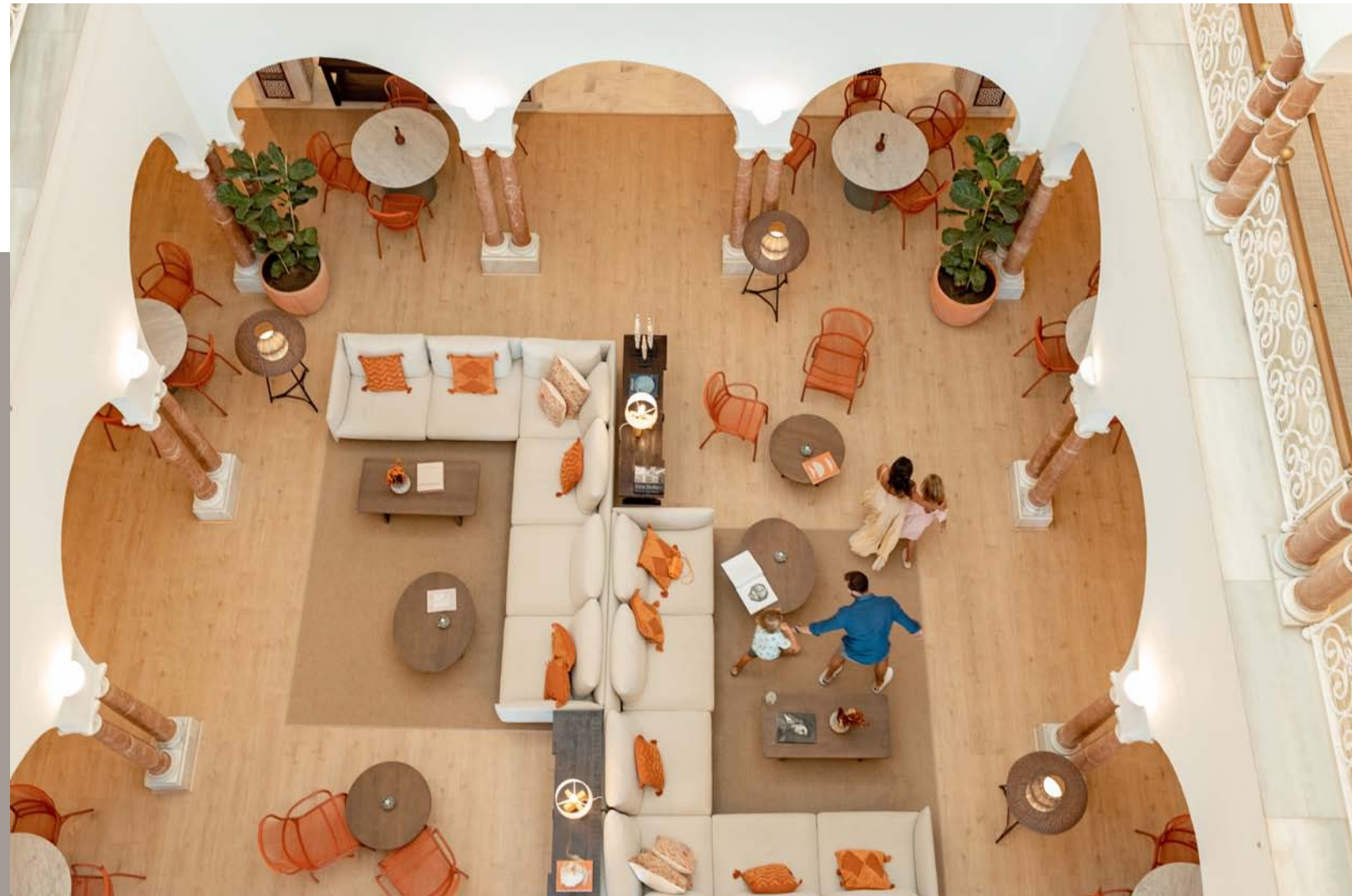
1 hotels | 498 rooms | 1 country



From left to right: Paradisus Playa del Carmen (Mexico), Paradisus Gran Canaria (Spain), Paradisus Cancún (Mexico)

MELIÀ

HOTELS & RESORTS



Soul Matters

Meliá Hotels & Resorts are international, family-run flagship hotels that stand out for our genuine Spanish hospitality and great passion for service.

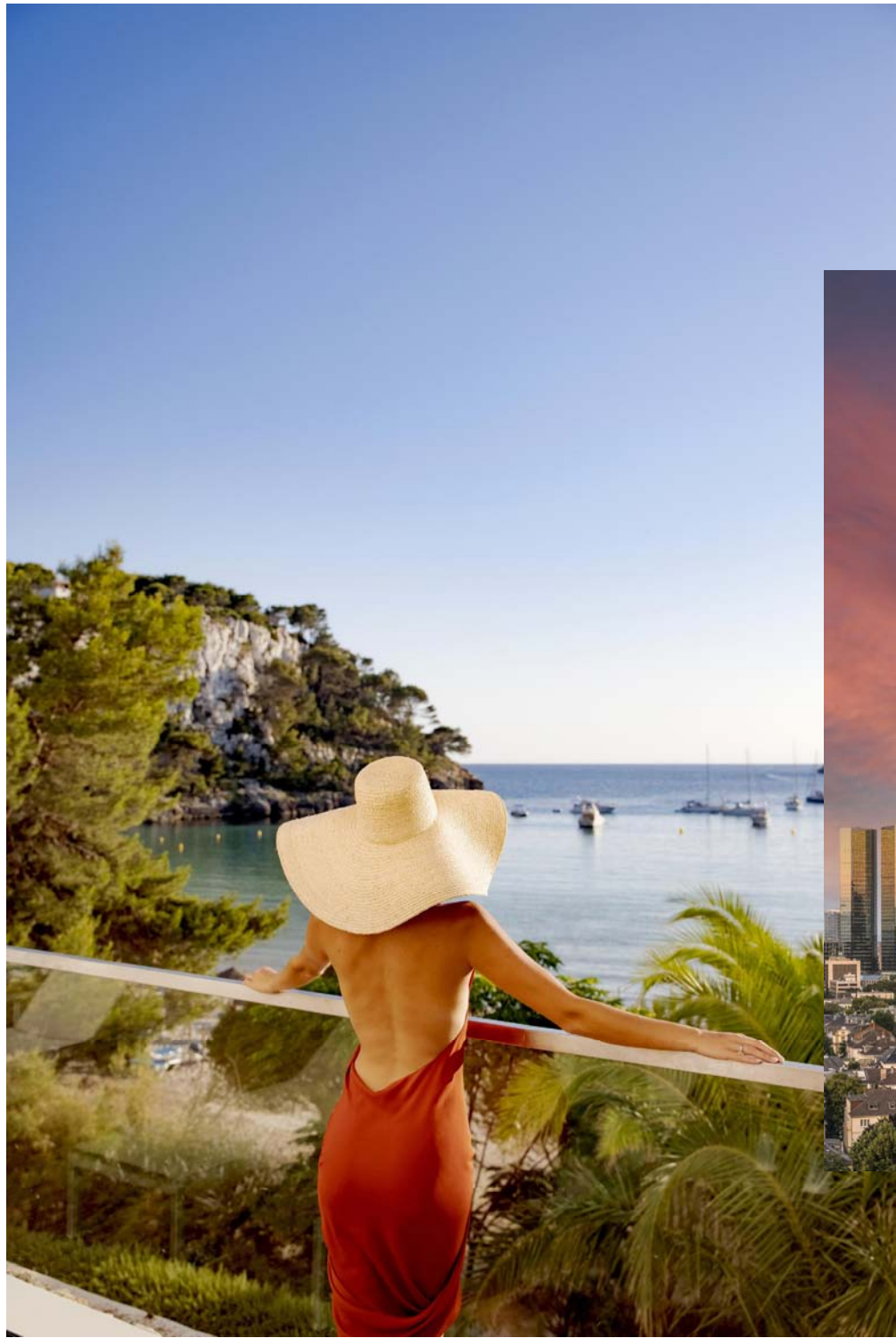
Our warmth and spontaneity are part of our Mediterranean roots, and are always present in the Meliá experience, where our focus on wellness covers all the needs of our guests and makes them feel especially cared for and welcome.

Our creative concept, Soul Matters, highlights the value of the intangible, the true benefit of our care, attention and passion.

126 hotels | 39,473 rooms | 31 countries

Pipeline:

27 hotels | 7,290 rooms | 14 countries



From left to right: Meliá Cala Galdana (Menorca, Spain), Meliá Frankfurt City (Germany), Meliá Ho Tram (Vietnam), Meliá Punta Cana Beach –Wellness Inclusive® (Dominican Republic)

INNSiDE

BY MELIÃ



Stay Curious

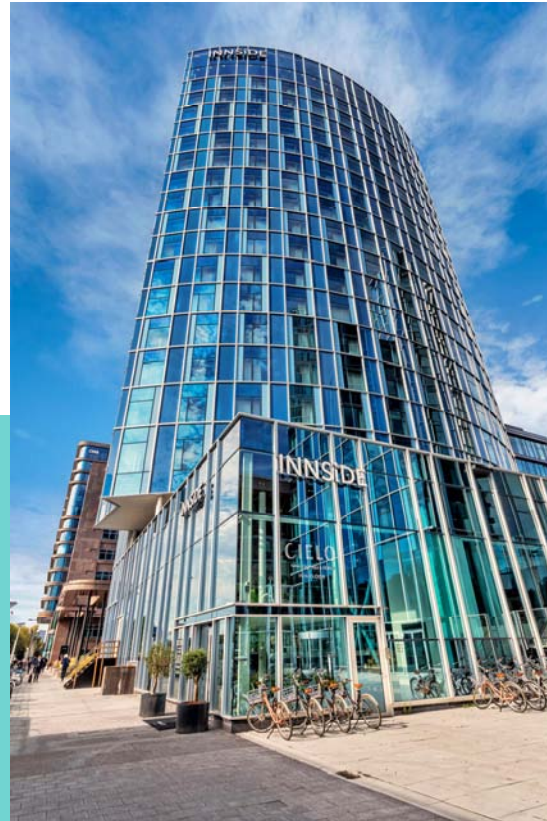
INNSiDE by Meliá is a collection of unique urban and beach hotels designed for those with curious minds and fluid lives. Always true to their destination, we give guests the freedom to connect or disconnect among an independent community of like-minded travellers.

INNSiDE provides guests with all the everyday essentials and extra-special details to make their stay all the more unique. From in-room comforts to the inspiring Big Idea Space, Open Living Lounges, and fitness studios, we allow guests to feel more-than-at-home. Sustainability is also packed into all the little details: every room is equipped with paper and plastic-free collateral and complimentary organic cosmetics.

39 hotels | 7,163 rooms | 14 countries

Pipeline:

10 hotels | 1,658 rooms | 8 countries



From left to right and top to bottom: INNSiDE Luxembourg, INNSiDE Calviá Beach (Mallorca, Spain), INNSiDE Amsterdam (Netherlands), INNSiDE Fuerteventura (Spain). INNSiDE New York Nomad (USA), INNSiDE Liverpool (UK), INNSiDE Zhengzhou (China)

ZEL



Born in the Med

ZEL is the new lifestyle brand created together with Rafa Nadal. A collection of hotels inspired by the welcoming homes, outdoor culture and spontaneous lifestyle of the Mediterranean. A new hotel concept with a refreshing aesthetic based on the energy and family values of the Mediterranean.

ZEL presents an architecture based on open and dynamic spaces, with an organic and revitalizing aesthetic, inviting you to feel the warmth of a Mediterranean House. The Mediterranean patio is the centre of the experience, from sunset to sunrise, enjoy an exceptional and festive atmosphere without interruption.

1 hotel | 165 rooms | 1 country



Hotel ZEL Mallorca (Spain)




FALCON'S RESORTS
BY MELIÁ

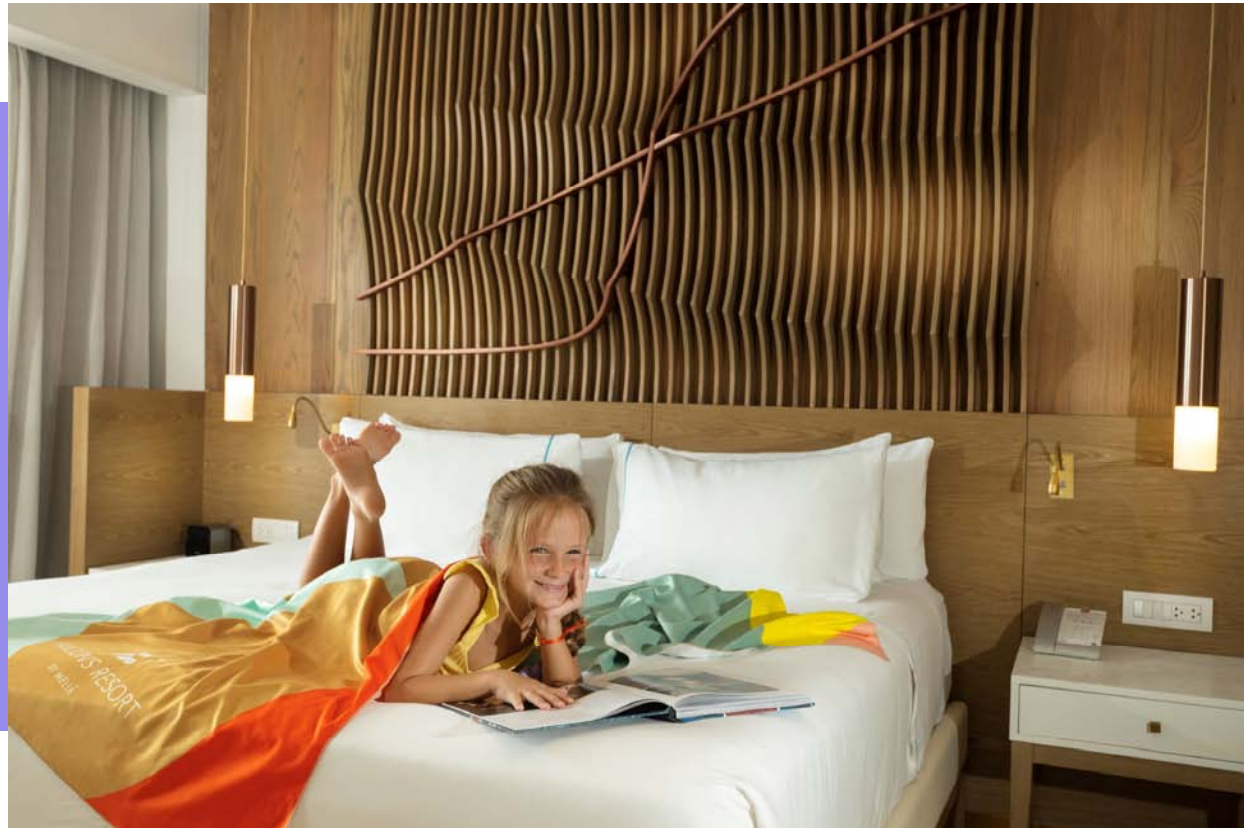


A unique point of view in travel

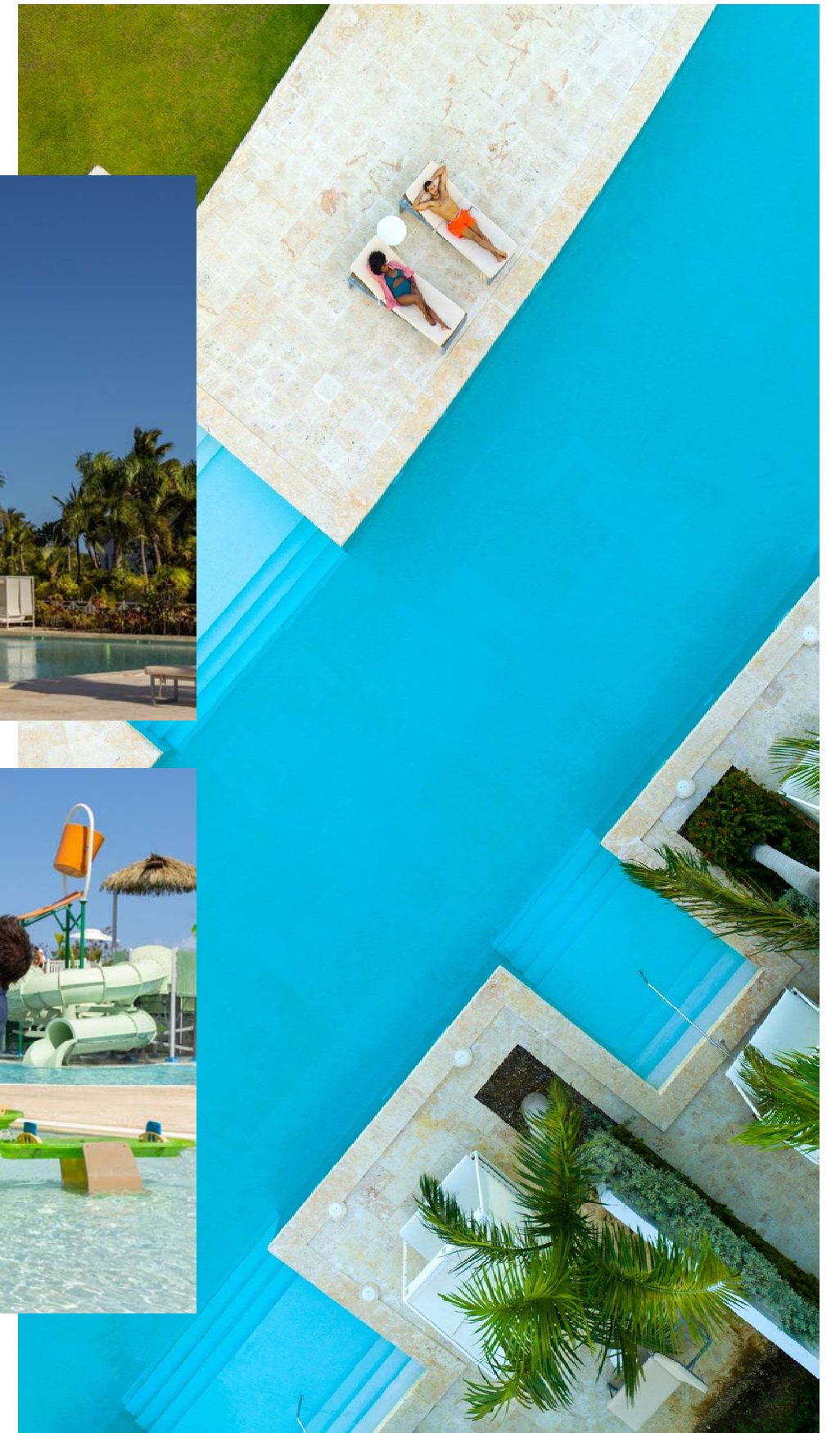
To define this brand, we had to invent a word: *Resortainment*, a concept that sums up the best of two worlds, resort + entertainment brought to life with a singular vision.

Enjoy an experience like never before at Falcon's Resorts by Meliá, hotels that seamlessly blend premium resort hospitality and amenities with extraordinary entertainment experiences. Spectacular beaches and pools, world-class cuisine and access to Katmandú Park, a state-of-the-art immersive park.

1 hotel | 622 rooms | 1 country



Facon's Resort by Meliá – All Suites Punta Cana (Dominican Republic)



SOL

BY MELIÀ



Everything under the Sol

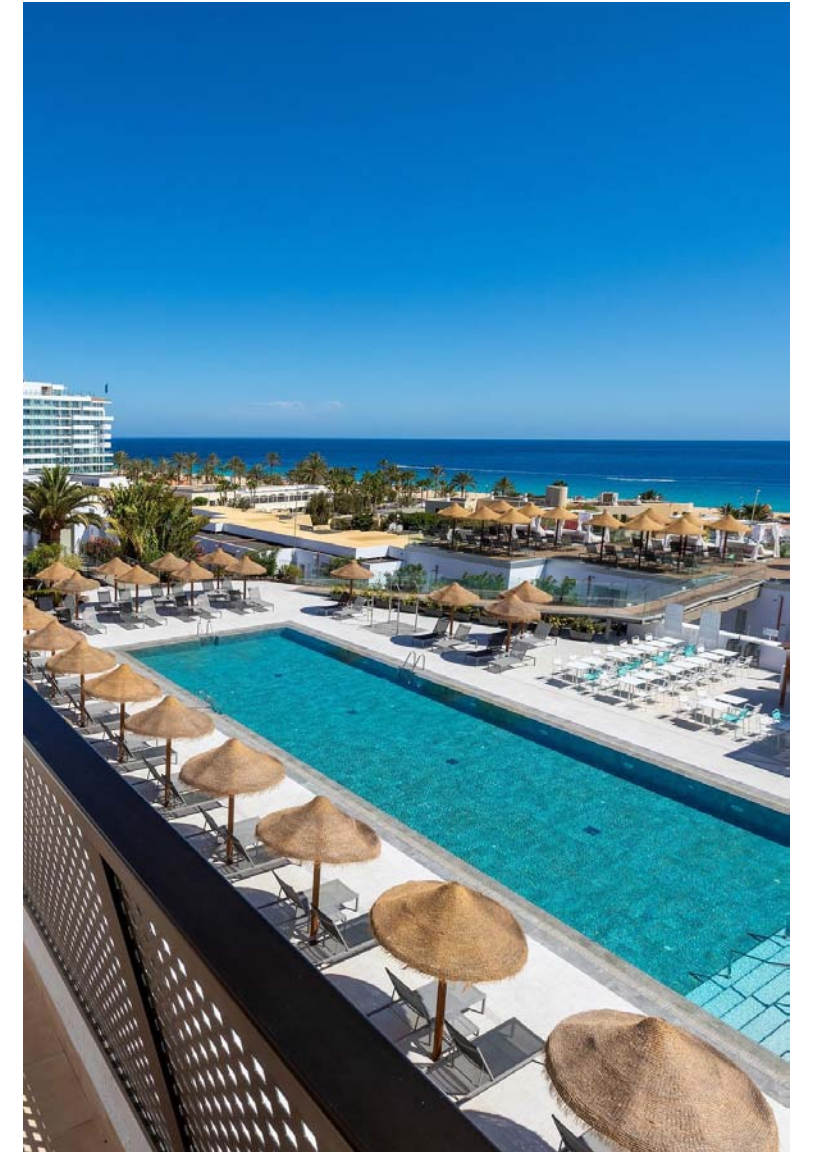
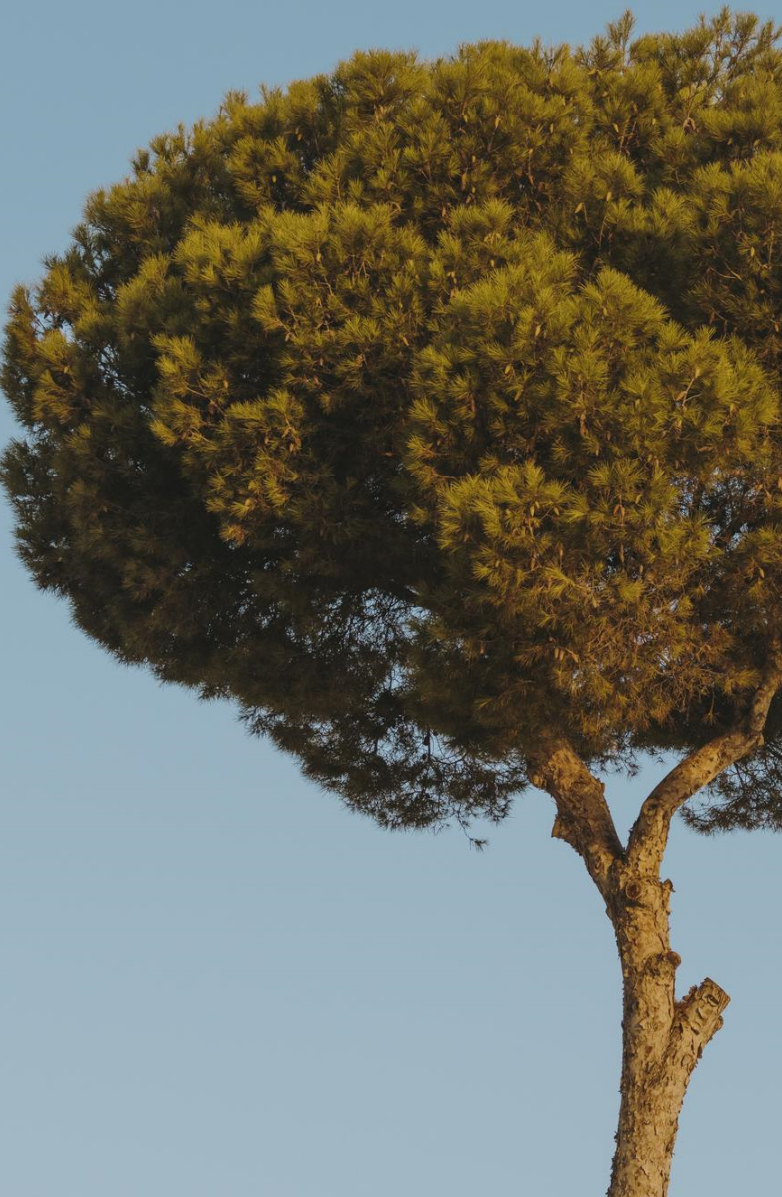
Sol by Meliá is an established modern family brand that offers all types of travelers an inclusive, safe, and unique holiday experience in the best beach destinations around the world.

With their excellent children's facilities, all-day food, practical amenities, and around-the-clock endless fun, Sol is an oasis where All Tribes are Welcome. Each hotel adapts to the needs and likings of every Tribe with its Everything Under the Sol philosophy, with activities ranging from water activities to Body&Sol wellness.

56 hotels | 17,294 rooms | 8 country

Pipeline:

4 hotels | 1,735 rooms | 3 country



From left to right: Sol Barbados (Mallorca, Spain), Sol Phu Quoc (Vietnam), Sol Fuerteventura (Spain)

AFFILIATED

BY MELIÀ



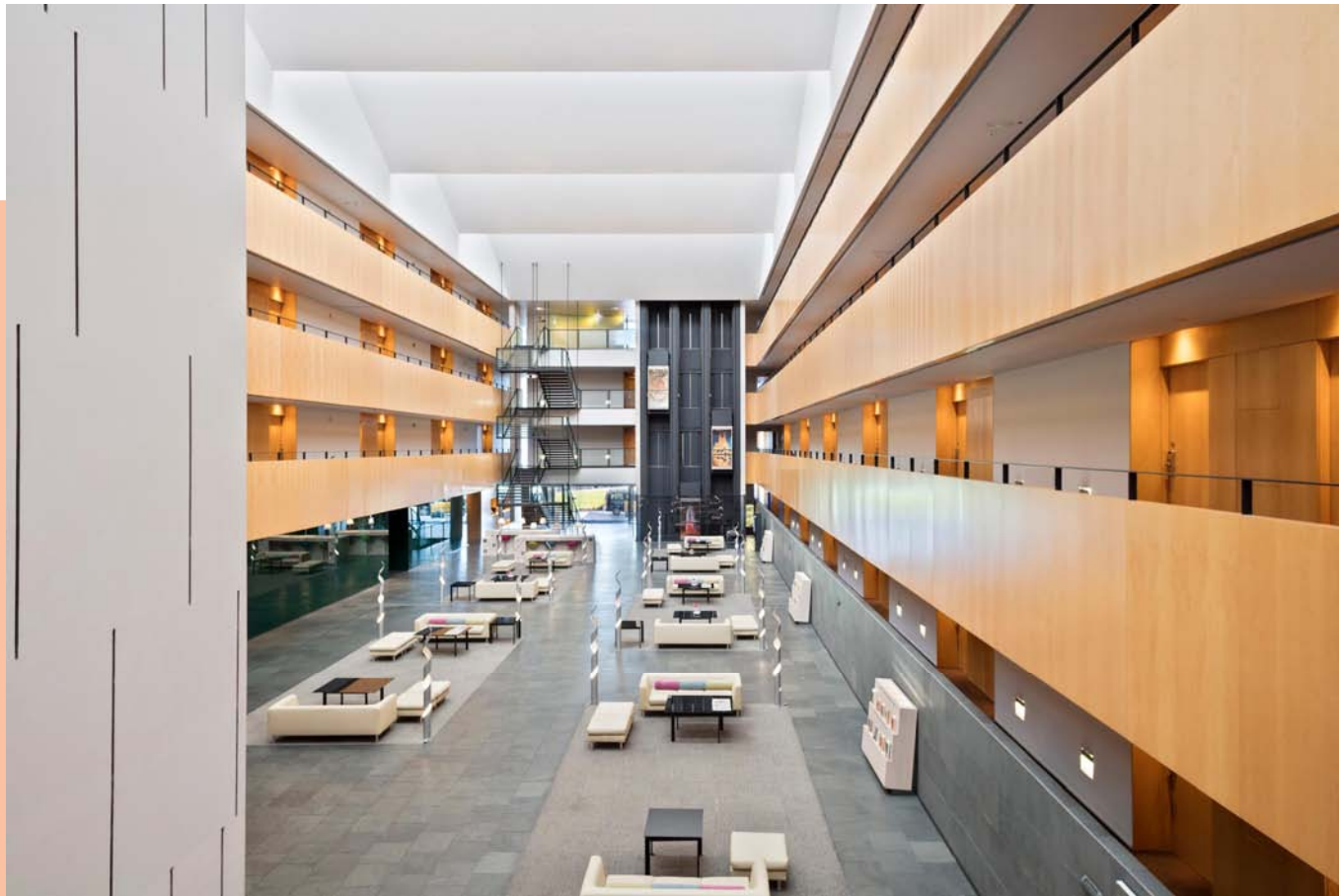
A portfolio of independent midscale and upscale hotels chosen by Meliá for their consistency and authentic connection to all things local.

Affiliation does not mean belonging to a new brand, it means being part of a new strategic alliance with a renowned international company and having access to its expertise, with a focus on commercialization and distribution

75 hotels | 13,103 rooms | 9 countries

Pipeline:

4 hotels | 228 rooms | 2 countries



From left to right: Hotel Barcelona Aeropuerto, Affiliated by Meliá (Spain), Palacio de Avilés, Affiliated by Meliá (Spain), Hotel München City Center, Affiliated by Meliá (Germany)

MELIÃ REWARDS

Belonging means more

MeliáRewards is the Meliá Hotels International loyalty programme, where members can enjoy benefits and exclusive offers. With MeliáRewards, belonging means more: more value, because you enjoy points, surprises and discounts; more opportunities, because you can earn and redeem points in a thousand ways; and more time, because our members are our priority.

+14.7 million members and 4 membership levels

20% more hotel expenditure than non-loyal customers

120 associated brands and 600 extra options to redeem points



MELIÃ pro

Going for more

MeliaPRO is the umbrella brand for all professional segments: corporate travelers, Meetings & Events, travel agencies and tour operators.

The portal www.meliapro.com allows users to manage and control their professional activity in a flexible manner and enjoy benefits, instant commissions and special rates.

+56,000 agencies

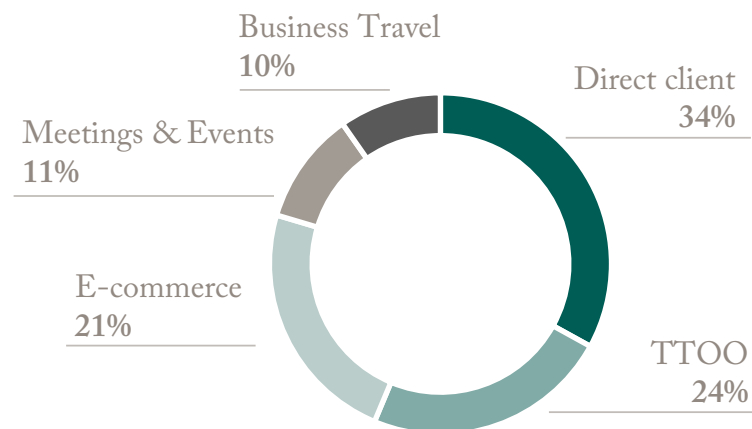
+400.000 companies with access to MeliáPRO Corporate



Business strenghts

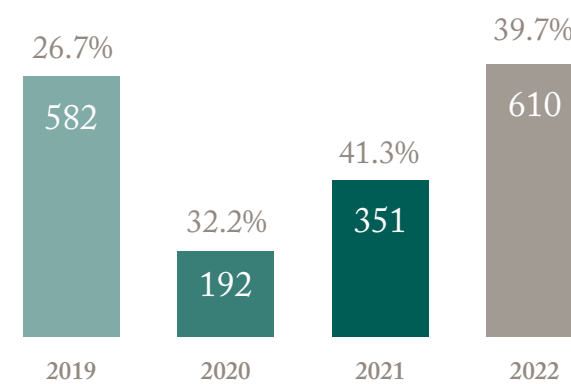
Together with the value of our strong brands, our distribution model and loyalty programme are our key levers of success

Revenue segmentation
(room + meal plan)



Direct channel

Melia.com generates over 40% of our total centralized sales



Sales on melia.com (million €)
(%) melia.com over total centralized sales





Sustainable *management* model

Travel for Good is our environmental, social and governance (ESG) strategy, designed to support sustainable tourism and help us become a better company for the planet

The fact that we are hoteliers at heart, means that hospitality is not just a business for us, it's our passion. And that passion is what drives us to respond to the global challenges faced by our planet, viewing sustainability as a fundamental means by which we can create a positive legacy for our planet and for society.

Thanks to this commitment and the progress made, Meliá is the **World Hotel Leader in Sustainability** according to the S&P Global ESG*.

** Top 1% Hotels, Resorts & Cruise Lines. S&P Global ESG Score 2022*



Good for the Planet

The seriousness of the climate crisis requires us to make ever greater commitments. The Paris Agreement laid the foundations for the global response to **climate change**, and Meliá Hotels International aims to play an **active role in the solution**.

That is why we want to train the teams in all our hotels worldwide so we can **move forward with decarbonisation** and promote **more responsible tourism** that is more respectful of the natural environment.

Sustainable construction

We are committed to using low-carbon techniques in hotel construction and renovation projects

Energy efficiency

We are moving towards decarbonisation, with the objective of reducing our emissions by more than 70% by 2035

Water management

We are committed to more sustainable water management through our environmental management system

Circularity

We are committed to making progress towards a circular hotel industry, from the elimination of single-use plastics, the reduction of food waste, recycling and the reuse of water

Biodiversity

Conserving biodiversity is the basis for ensuring the sustainability and attractiveness of travel destinations

Reduction of scope 1 and 2 emissions

-17.04%

vs 2018



Good for our People

The future of our company is with our people. Our employees all around the world are the **heart of our business** and drive our efforts to become a better company every day.

We are focused on **enhancing the talent** of our teams and continuing to improve their experience with our company, offering them a work environment founded on the principles of **equality and diversity**.

Training and development

We provide the tools our people require to follow their own path to success

Safe and healthy environment

We want to be leaders in making well-being a part of the value proposition for employees

Equality and inclusion

Hospitality is our passion. Everyone is welcome to our home and diversity is an asset that has greatly enriched our company over the years

Women in
management positions

30%

49% in middle management



Good for the Community

We want to ensure our hotels **generate positive value** for the communities in which we operate, creating relationships based on trust and proximity and providing genuine support to respond to their real needs.

We believe that a responsible hotel model must generate economic and **social growth opportunities**, help eradicate inequality and promote peace, well-being and progress in local communities.

Vulnerable People

We're moving forward in ensuring non-discriminatory and diverse work environments, supporting the employability of the most vulnerable people

Philanthropy

We want to be a good partner for local communities, supporting projects that have a social impact, in addition to offering our hotel facilities to be used for different social causes

Human Rights

Progress in responsible management involves a firm commitment to protect human rights

Social organisations supported in 2022

60



Governance for Good

Since we became a listed company in 1996, creating a **solid and transparent governance model** has been one of our greatest challenges. We believe that a well-governed company brings true meaning to what we do and multiplies our capacity to do good.

Our objective is to provide a firm, ethical and transparent response to our stakeholders' expectations, in the face of a society which is increasingly demanding regarding the behaviour of companies and in an increasingly demanding regulatory environment.

Governance

As a family-owned company, we have a long-term view and commitment to our business, and our management is based on principles of transparency and the best practices in corporate governance

Responsible supply chain

We continue to make progress in ethical management in our supply chain, working together with suppliers who share our values and commitments

Public affairs

We understand public-private partnerships as the key to rebuilding our industry

Compliance with recommendations of the Good Governance Code of the Spanish CNMV

78,13%

A large talent *community*

As a leading hotel company, Meliá attracts and retains the best talent: people who want to grow, contribute and learn in an exciting work environment

Average workforce
39,229

Employee Engagement
84% (NPS)

Top Employer* in Spain, Mexico, Dominican Republic, Germany and Italy (more than 50% of the total workforce)

** Top Employers 2023 certification (Top Employer Institute)*



Business performance

Meliá accelerates its recovery and achieves revenue and net profit close to pre-Covid levels in 2022

Consolidated revenue
1,692.0 M€ (+87.5%)

Net profit
110.7 M€ (+157.4%)

Ebitda (ex capital gains)
418.5 M€ (+586.1%)

RevPAR
91.5 € (+88%)

Average rate
148.6 € (+26%)

Melia.com revenue
39.7% (-1.6 pp)

Listed on Spanish Stock Exchange since 1996

Joined Ibex35 index in 2016

Member of FTSE4Good Ibex since 2008

Market cap (Dec '21): 1.009 M€

Asset valuation (2022): 4.641 M€

Value creation for our stakeholders

2,725.1 M€





Gabriel Escarrer

*Executive Vicechairman
and CEO*

Gabriel Escarrer Jaume is a member of the second generation of the founding family of what is now Meliá Hotels International, a multinational company with operations in more than 40 countries, included in the Ibex 35 stock market index, and with more than 390 hotels on 4 continents.

After graduating from Wharton School, Gabriel Escarrer Jaume worked at the Salomon Brothers investment bank in New York, during which time he took part in the successful IPO of Meliá Hotels International, founded by his father, Gabriel Escarrer Juliá, in 1956. Escarrer combines a strong strategic vision and financial acumen with a vocation as a hotelier. After joining the company, he led the strong drive for growth and diversification of the company's business model, providing Meliá with a solid competitive position and greater financial strength in an increasingly complex business environment in the international travel industry.

Since he was named Vice Chairman and CEO of the Group in 2009, Escarrer has also led an unprecedented cultural and organisational change, with a significant focus on corporate responsibility, sustainability and talent and people management. In 2016, after the company founder relinquished his executive responsibilities, he became the CEO, going on to lead an intense digital and cultural transformation which has positioned the company at the forefront of the industry in digitalisation. In combination with financial consolidation and the evolution of the business model, this allowed Meliá Hotels International to be better prepared for the major disruption that the COVID-19 pandemic would cause in the entire tourism industry in 2020 and 2021.

Named one of the top 10 executives in Spain and one of the most influential CEOs in Spain according to Forbes magazine, in 2019 he was appointed President of Exceltur, the Spanish Tourism Alliance for Excellence, bringing strong leadership to the industry hardest hit by the pandemic. A firm defender of the values on which the family business was built, under his leadership Meliá Hotels International was named the most sustainable hotel company in the world in 2019, 2020 and 2022, according to the Corporate Sustainability Assessment carried out by Standard & Poors Global, and also the seventh-ranked company in sustainable management worldwide according to the Wall Street Journal.

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INNSiDE
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FALCON'S RESORTS
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AFFILIATED
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MELIÃ
REWARDS

MELIÃpro

Disclaimer: data updated to end-of-2022, unless otherwise specified.