OUR COMMITMENTS TO RESPONSIBLE TOURISM

Pierre & Vacances CenterParcs

Groupe

The Group's ambition for 2022



Strengthen Our European leadership Of Innovative and responsible tourism experience

Key Group figures



Our CSR policy helps us in achieving that ambition



SET THE HIGHEST STANDARDS operating

our businesses

Make sustainable development a lever to

ENRICH CUSTOMER EXPERIENCE

CREATE VALUE

in the regions where we operate



Our contribution to the United Nations Sustainable Development Goals



NINE MAIN PRIORITY OBJECTIVES RELATED TO OUR ACTIVITIES







A Head-Office Division for CSR and the Foundation, reporting to General Management



Agathe Leblais Foundation



Marie Balmain CSR & Foundation



Sara Guillet Reporting & CSR Projects

With representatives in operational Divisions



Erwin Dezeure CSR for Center Parcs



Juliette Vimenay Green Key & Purchasing



Pauline Caekaert Quality Pierre & Vacances



Emilie Riess Sustainable property

The CSR road maps are managed by the Operational Divisions and Brands Committees, and reported to the General Management Committee

Our CSR performance recognized by investors since 2008





Listed in the Gaïa rating since its creation 10 years ago : 16th out of 230 SMEs/Mid-caps quoted in France >> +8 points (75 to 83) in 3 years under the same standard



Member of the **Ethibel Excellence** Register since 2014



AA rating in the MSCI MSCI Europe Index in 2018

COMMITMENTS



SET THE HIGHEST STANDARDS OPERATING OUR BUSINESSES

Reduce our sites' **environmental footprint** from design to operation and follow a **responsible employer and purchasing policy**

APPLY ECO-DESIGN



Our objective: each new project designed by the Group is certified (e.g. HEQ, DGNB), and include a significant proportion of renewable energy



Avoriaz extension (2011)

Pilot low-energy consumption building at high altitude - wood-fired heating



Villages Nature, Paris (2017)

100% renewable energy - low-carbon building - biodiversity



Center Parcs, Les Landes in Gascony (2021)

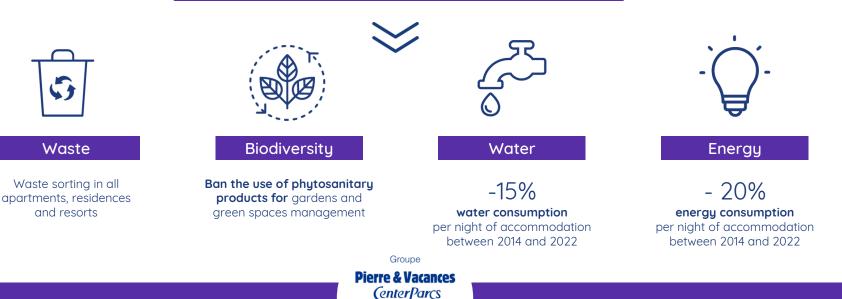
HEQ certification layout - wood-fired heating - pool water treated on site biodiversity

REDUCE THE ENVIRONMENTAL FOOTPRINT



Objectives & action plan

For residences and resorts we operate directly





CERTIFY THE RESIDENCES AND RESORTS



Our objective: Obtain *Green key* label for



Clef Verte

3



100% of Premium residences and resorts in mainland France and the West Indies 100% of Center Parcs and Sunparks domains in Europe

Current performance:

41% of Group sites

with environmental certification or an environmental label in 2018

100% of our Center Parcs and Sunparks domains are certified ISO 14001 and ISO 50001



DEVELOP A RESPONSIBLE EMPLOYER POLICY

Our values Be "Responsible entrepreneurs" Enable "Let's live together"



Well-being and commitment

- SURVEY: Happy@Work in 2017 and 2019
- \bullet 82% of employees declare satisfied with the Group in general
- 76% of employees declare **proud** to work for the Group



Equity and diversity

- 64% of women and 54% of women managers
- Score of 93/100 in the new French equity index
- Disabled workers: employment rate of 2.9% overall and
- 5.25% on average in Center Parcs in France



Training and skills

- 1,300 managers trained via a dedicated programme since 2015
- +11% of employees trained between 2017 and 2018
- **55% hours of training** dedicated to health, safety, environment and personal development



Mobility and development

More than 3,000 Group employees (excl. Spain) benefited from a transfer and/or development within the business during 2018/2019
Over 1/3 of interns and sandwich course were given jobs after their internship or course



Gaining loyalty

• Integration path, Group welfare benefits, mobility between seasons and annual performance review

DEVELOP A RESPONSIBLE PROCUREMENT POLICY



Building a base of responsible suppliers

- Increasing the range of responsible products and services for our operations
- Make buyers and internal clients responsible of their decision

Our objectives:

- \bullet Ensure we spend at least ${\small €200,\!000}\,/$ year buying from the ${\it Protected}$ Worker Sector
- •100% of **tenders** managed by the Purchase Department are subject to obligatory **CSR criteria**
- $\cdot 100\%$ of selected suppliers are assessed on their CSR performance



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An improvement program guided since 2016 by the Responsible Supplier Relationships label



Share the values of sustainable development via our innovative range of holidays and leisure activities, offering experiences focused on nature, local culture and heritage

DESIGN PROJECTS THAT

ONE PLANET LIVING ACTION PLAN

Aiming to reduce the destination's ecological footprint as much as possible.







A unique commitment to sustainable development on this scale

Low carbon site with 100% **renewable energies**; near Paris and **accessible** by public transport; **biodiversity preserved**; and a **customer experience** focusing on nature and the discovery of local heritage.

OFFER A HOLIDAY EXPERIENCE



Center Parcs Bois aux Daims (2015)

A unique experience of living alongside animals: deer wandering around the cottages, tree houses, a canopy walk or hide for observing European fauna in the wild.



Center Parcs Les Landes de Gascogne (2021)

An experience focused on flora: vegetable gardens, orchards, sensory walks, daily activities based on the farm and food plants.

WITH LOCAL EXPERIENCES



3

"Local discoveries" residences

Weekly activities with a local player (e.g. tastings and guided tours)



Original and authentic activities

By 2022, offering **10,000 local activities** throughout France with :



FUN & EDUCATIONAL ACTIVITIES RELATED TO NATURE



Villages Nature Paris

Since it opened in 2017, around **10,000 visitors have taken part in an educational activity** related to nature or crafts (i.e. over 66% of sales).



Center Parcs

In 2018, **75% of sites offered a "nature" activity** (objective: 100% by 2022) organized on-site or nearby either by the teams or in partnership with an environmental organization (e.g. WWF Netherlands and Germany and Natural Regional Parks).

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Pierre & Vacances

Since 2005, **sustainable-development** activities organized in **Kids' Clubs** (e.g. organic vegetable gardens and small farms).

INVOLVE YOUTH





Since 2010, in partnership with Missing Chapter Foundation :

Biannual Kids' Climate Conference on our domains

(2 days of workshops and presentations for youth aged 8 - 14 on climate-change issues)

• Set up Kids' Councils (child advisors to the Management Committee in the Netherlands)



CREATE VALUE IN THE REGIONS WHERE WE OPERATE

Participate to local economic activity, – create sustainable partnerships with local stakeholders and preserve our regions' natural capital

ACT AS A LOCAL SUSTAINABLE ECONOMIC PARTNER OF THE REGIONS



During building

- **CREATE JOBS:** up to 500 jobs created during construction work
- USE LOCAL BUSINESSES: work with chambers of commerce to ease access to tenders for local businesses
- PURCHASE UP TO 75% LOCALLY* for the building work

* within 10 km of a site



During operation

• GIVE THE LOCAL COMMUNITY PRIORITY WHEN RECRUITING: 71% of jobs filled by local job-seekers when Center Parcs Le Bois aux Daims opened, 54% of them where long time unemployed

• DEVELOP LOCAL SUPPLY AND PROCUREMENT:

Almost 25% of the purchases made by Center Parcs sites in France are from local suppliers* (apart from catering)
100 local producers represented in the local-producer shop at Center Parcs Le Bois aux Daims

INVOLVE LOCAL STAKEHOLDERS

Each new project is discussed with local stakeholders following a tailored consultation process

(public meetings, consultations, public debates).



AN EXTENDED CSR GOVERNANCE

A Sustainable Development Consultative Committee has met annually since 2014 under the auspices of the Prefect. It brings together the main local stakeholders who monitor the fulfilment of the site's sustainable-development commitments.





PRESERVE BIODIVERSITY

DEVELOPMENT PHASE : Follow the "avoid, reduce, compensate" principles

Prospecting	Design	Construction
 Impact analysis before validation of sites (preliminary study) 	 Detailed four-seasons impact study Masterplanning based on the areas and natural habitats to preserve Adapt the building methods 	 Adapt the work site (planning and installation) Implement compensatory measures: plantations, create wetlands, create ecological corridors, rehabilitate natural areas Monitor how species evolve

Y OPERATIONAL PHASE:

Ecological management plan and monitoring on site evolution of protected species

(setting up look-outs with skilled local organisations)

SUPPORT GENERAL INTEREST PROJECTS



Three focus areas:

- Access to leisure activities & the opportunity to experience nature
- Promote local culture and heritage
- Social and professional integration

Two drivers :

- Financial support to local general-interest projects*
- Employee volunteers



19 associations supported



*A project is local when it takes place within 50 km of one of the sites of the PVCP Group

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SUPPORT GENERAL INTEREST PROJECTS'



La Source - La Guéroulde Center Parcs - Les Bois Francs

• Reduce the social and geographical isolation of families, children and teenagers via plastic arts and cultural outings



Planète Mer - BioLit -Pierre & Vacances Saint Malo

• Raise awareness of coastal preservation and share scientific knowledge





Akindo - Center Parcs De Vossemeren - Belgium

• Induction programme for teenagers exploring professional and leisure activities in their area ("Work hard, chill hard")



SET THE HIGHEST STANDARDS OPERATING OUR BUSINESSES

- Apply eco-design for all our new projects
- Reduce our sites' environmental footprint
- Certify the residences and resorts we operate
- Develop a responsible employer policy
- Develop a responsible procurement policy

OUR'-COMMITMENTS TO RESPONSIBLE TOURISM

Make sustainable development a lever to ENRICH THE CUSTOMER EXPERIENCE

- Design pilot projects that **envision tomorrow's tourism**
- Offer a holiday experience focused on nature
- Enrich the holiday with local experiences
- Develop fun and educational activities related to nature
- Involve youth in solutions building



CREATE VALUE IN THE REGIONS WHERE WE OPERATE

- Act as a local sustainable economic partner of the regions
- Involve local stakeholders from the project design phase
- Preserve biodiversity in the regions where we develop and operate
- Support general interest projects to benefit local populations