

# Service excellence and sustainable business policy

Valamar Riviera d.d. is the leader in Croatian tourism in the application of quality standards, hospitality and employer desirability. Our goal is to be at the top of the hospitality industry in Croatia in terms of service quality, guest satisfaction, ensuring the health and safety of guests and employees, respect for the interests of employees, society, local community and environmental protection. We are committed to continuous improvement of business results, taking into account the setting and implementation of strategies and goals regarding quality, sustainability, health and safety, and in particular:

- Ensuring the satisfaction, healthy and safe environment to our guests,
- Compliance with legal and other requirements,
- Pollution prevention as a fundamental approach in environmental management,
- Waste reduction and proper waste management,
- Continuous improvement of quality, environmental and energy performance and management systems,
- Preservation and rational use of natural resources,
- Mitigating and adaptation to climate change,
- Preservation of biodiversity,
- Procurement of energy efficient products and services and support of architectural activities that consider the improvement of energy efficiency,
- Ensuring the availability of information and all necessary resources for the realization of our general and individual goals of quality, environment, energy and health and safety,
- Application of labour rights and care for its employees and ensuring a healthy and safe working environment,
- Respecting the interests and providing support to the local community,
- Child protection.

Determined by the Management Board (November 24, 2025) and the Supervisory Board (December 1, 2025)