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for
change

PEOPLE > PLANET > FUTURE

areas

The new Areas ESG

A Key Pillar of our new positioning,
"The Spirit of Responsibility"

Strategy 2030

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01 Context

Putting social and environmental sustainability on the agenda

An alarming future

Our complex context (post-pandemic, an uncertain economy, ongoing global conflicts) makes global cooperation a necessity to address our shared social and environmental challenges.

- Population global risks perceptions
- “Social cohesion erosion”, “livelihood “crises” and “mental health deterioration”
- “Climate action failure”, “extreme weather”, and “biodiversity loss”

Leading together to take on the challenge

Citizens expect national governments, the private sector and multisectoral partnerships to lead the sustainable development agenda.

36%

Believe that change should be multisectoral, through partnerships and collaborations.

Business, sustainability and data—hand in hand

Consumers value and prioritize companies that are leaders in sustainability. Companies that make sustainability part of their core business are recognized for their commitment and capacity for change.

1/3

believe it's due to an integrated brand strategy coupled with impact hard evidence.

01. CONTEXT

71%

of travelers want to make more effort in the next year to travel more sustainably (up 10% from 2021).

53%

are more determined to make sustainable travel choices when they travel now than a year ago.



66%

want to have authentic experiences that are representative of the local culture



59%

want to leave the places they visit better than when they arrived



27%

actively familiarize themselves with the local cultural values and traditions of their destination in advance of their trips



25%

would be willing to pay more for travel activities to ensure they are giving back to local communities

Source: Booking 2021 Sustainable Travel Report. [Link](#)

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Why should the ESG be embedded at the core of our business?

A large majority of global travelers – 87 percent – say that they want to travel sustainably.

01. CONTEXT

Why should the ESG be embedded at the core of our business?

We want to travel better, and that means making conscious and responsible decisions.

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78%

of travelers find traveling in a sustainable way rather or very important.

62%

of travelers say they would be willing to make more environmentally friendly travel decisions, even if it was less convenient.

67%

of respondents would like to receive environmental information on their holiday.

Source: OnCarbon 2022 Sustainable Travel Report consumer attitudes, roadblocks, and opportunities. [Link](#)

01. CONTEXT

61%

say investor demand is driving their adoption of ESG.

71%

credit this to growing social awareness among investors.

55% To align investment strategies with organizational values / investor values

35% Firm mandate



I want my investments to match my personal values.

Global Average
81%



I want to make a positive social impact with my investments.

Global Average
71%

Source: Natixis Investment Manager 2021 Professional Fund Buyer Outlook. "Why fund selectors say they are adding ESG".

Why should the ESG be embedded at the core of our business?

A growing number of financial advisors are beginning to see the value of ESG.



01. CONTEXT

Why should the ESG be embedded at the core of our business?

Investors of all types demand ESG reporting.

79%

of investors say ESG reporting is an important factor in their investment decision-making.

49%

say they are willing to divest from companies not taking significant ESG action.

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For ESG issues to be managed effectively, investors expect ESG to be a core part of a company's strategy.

Companies should embed ESG directly into their corporate strategy



82%
agree

I'm more confident that companies are on top of ESG risks and opportunities if someone in the C-suite is accountable



66%
agree

ESG performance measures and targets should be included in the executive pay arrangements



68%
agree

Board directors are sufficiently knowledgeable about the ESG issues facing the company



54%
agree

Source: PwC 2021 ' PwC's Global investor survey. The economic realities of ESG.

01. CONTEXT

70%

of experts claim that their company has incorporated the SDGs in their plan of action for people, planet and prosperity.

53%

think that aligning their strategy with SDGs allows for more accurate quantification and reporting of their impact.



Sources:

The Sustainable Development Goals (SDGs) and Global Health.
21 gramos, enero 2022. IV Estudio de Marcas con Valores.

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Why should the ESG be embedded at the core of our business?

Global and local challenges should be aligned with the UN's Sustainable Development Goals (SDGs) so as to tackle them effectively.

Principles of our new ESG Strategy

01

Ground our actions
in our **Entrepreneurial Spirit**

02

Demonstrate our ambition
through impact at scale with
reliable reporting

03

Support **systemic change** by contributing
to the SDGs

04

Harmonize our
stakeholder approach with
our **commitments** to people,
planet and the future of travel

05

Think **beyond** our in-store
operations and **strengthen alliances**
with our providers
and partners

06

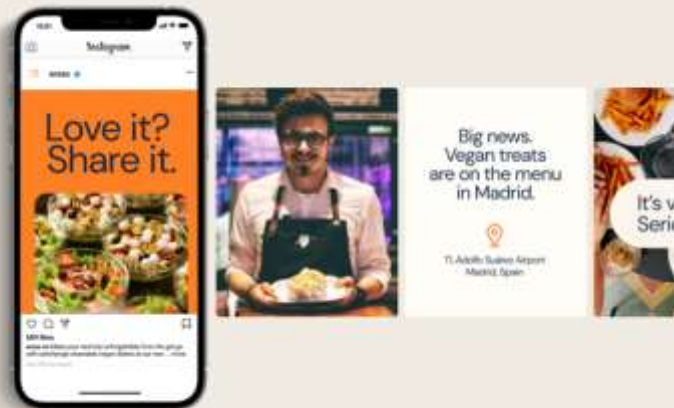
Act with a **unified global vision**, at
different local speeds

01. CONTEXT

How we make it a reality

Verbal and Visual Revamping

Re-thinking the Areas brand from a business and strategy perspective through the creation of a new Brand Narrative.



Entrepreneurial Spirit

Living up to the new brand positioning by understanding every opportunity as a lever of positive change.



Growing our ambition

And setting even more impactful goals.





02

Our Vision



02. OUR VISION

There are many ways to be an entrepreneur. Ours is based on understanding every opportunity as a lever of **positive change**.

WHAT CHANGE MEANS TO US

- 1 It means creating **new connections** to generate **positive impact**
- 2 It means accelerating the **transition** to **sustainable** food experiences
- 3 It means a **new vision** for the **travel industry**, moving toward a better future



We present our program



A change for the status quo



For the **people**



For the **planet**



For the **future
of travel**



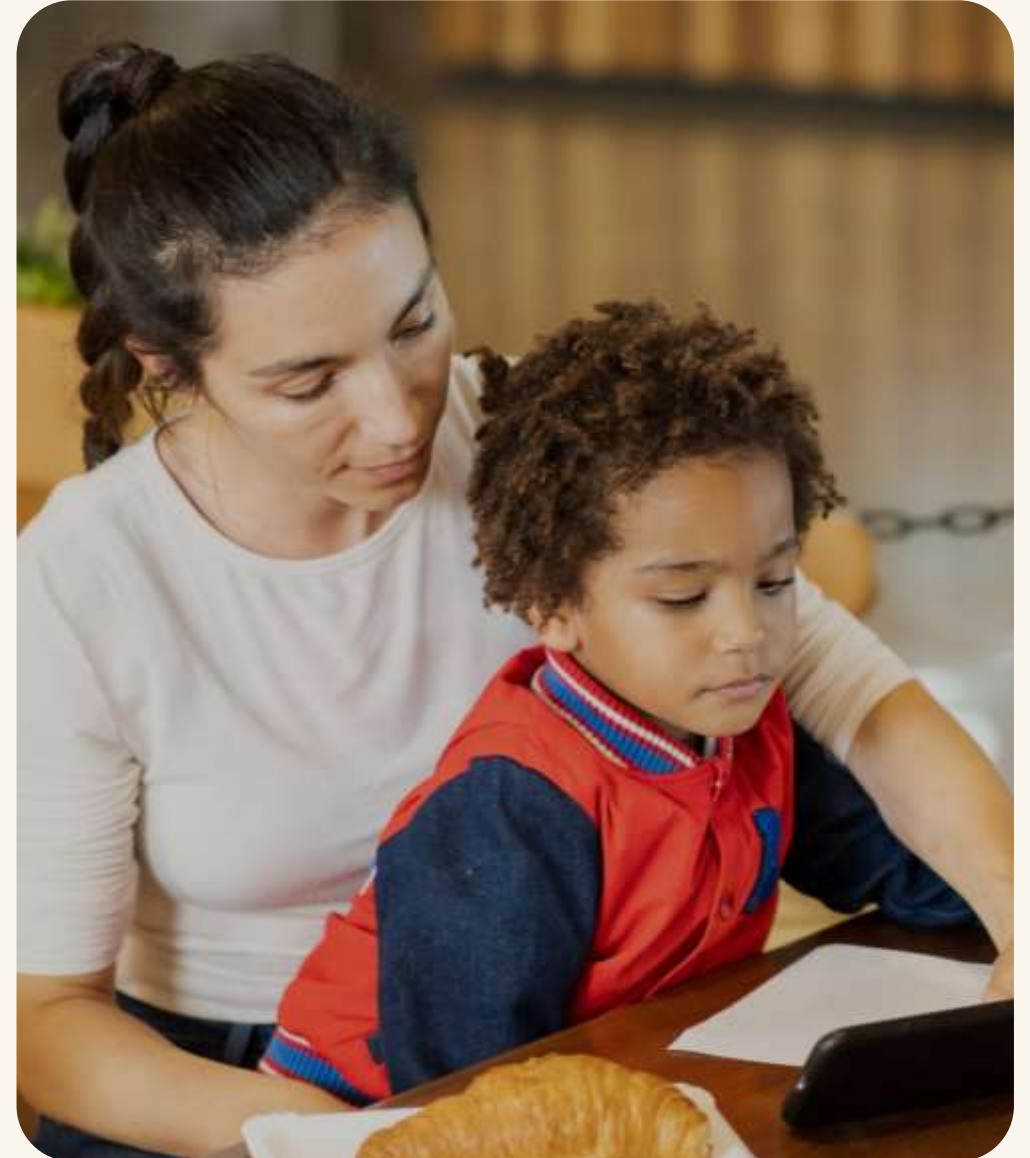
For the people

For the planet

For the future
of travel

People are at the core of our business

We believe that everyone is unique and important, and we see the individuality of each person as an added value. This is why at Areas we make sure everyone counts, and can find their niche.



● For the people

● For the planet

● For the future
of travel

Fostering best practices to protect our planet

Our global presence allows us to see the urgency of action. We understand the problems our planet is facing and are working hard to implement best practices across our network.



● For the people

● For the planet

● For the future
of travel

Our world needs urgent change

Together with our partners, we work to be at the forefront of that evolution. Finding opportunities is what we excel at. Using them to create a better future is what sets us apart.



For the people

For the planet

For the future
of travel

Teams

#1

Fostering wellbeing, security, diversity, equality and inclusion



#CodeOfEthics #WorkPolicies
#WellbeingProgrammes #Equality

#4

Empowering our teams
for Positive Impact



#Volunteering #Recycling
#DisadvantageNoMore

#7

Igniting a cultural transformation
to create a better future



#Recruitment #Upskilling
#Reskilling #TrainingTheFuture

Partners

#2

Giving back to local
communities



#HelpingOthers #Minorities #LocalSourcing
#Ambassadors #LeadtheChange

#5

Heroes for Zero



#GreenEnergy #NoPlastic #WasteManagement
#Circularity #NoSingleUsePackaging

#8

R&D to fuel
the future of travel



#InnovationForChange #AI-PoweredSolutions
#FoodTech #PartneringForChange
#InnovationThatMatters

Guests

#3

Healthier experiences
for everyone



#GreenerMenus #HealthyChoices
#FoodForYou #SustainabilityAwakening

#6

Engaging our guests in
the sustainability journey



#CommunitiesForChange #BetterBehaviours

#9

More responsible brands
for a better future



#Purpose&Profit #PurposefulAdvantage
#WinningWithMeaning



Thank You

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