

DIGITALIZATION AND DIGITAL TRANSFORMATION POLICY

At Royal Group Hotels, in line with our innovative, sustainable, efficient and guest-oriented approach to service, we regard digital transformation as one of the fundamental elements of our corporate development and competitiveness.

We aim to make the fullest use of the opportunities offered by digital technologies while preserving our human-centered approach to service, our personal communication and our culture of hospitality, which are among the most important values of the tourism sector.

We embrace digital transformation not merely as the development of technological infrastructure, but as a holistic management approach that improves our business processes, increases operational efficiency, strengthens a culture of data-driven decision-making, develops employee competencies and enriches the guest experience.

Accordingly, we commit to:

- Digital Infrastructure and Technological Development: Continually developing our existing information technology infrastructure, and expanding the use of reliable, fast, accessible and sustainable digital systems by following new technologies and industry innovations;
- Guest Experience and Human-Centered Service: Developing digital solutions in line with the needs and expectations of our guests while preserving our personalized service approach, face-to-face communication and culture of hospitality; using technology as a tool that supports human interaction rather than replacing it;
- Operational Efficiency and Process Management: Supporting business processes across the group with digital platforms; reducing repetitive tasks, accelerating processes, minimizing the risk of errors and increasing efficiency in the use of resources;
- Data Management and Analytical Decision-Making: Ensuring that corporate data is managed accurately, reliably and effectively; developing a measurable, data-driven management approach by making use of data analysis, performance indicators, digital reporting and decision support systems;
- Automation and Smart Systems: Increasing service quality, occupational safety, operational control and efficiency by evaluating the appropriate use of automation, artificial intelligence, smart control systems and digital monitoring technologies in operational processes;
- Employees' Digital Competencies: Developing our employees' digital literacy and technological competencies; building a corporate culture that is open to innovation, continuously learning and supportive of digital transformation through training, awareness and engagement activities;
- Digital Integration and Corporate Collaboration: Improving the compatibility of digital systems and data sharing among facilities, departments and business processes within the group; strengthening coordination, traceability and the flow of corporate information;
- Information Security and Data Privacy: Treating information security and the protection of personal data as priorities in digital transformation processes; developing reliable digital

solutions that comply with applicable legislation and our corporate information security principles;

- Sustainability and Resource Efficiency: Using digital technologies to monitor the consumption of energy, water, materials and other resources, increase efficiency, reduce paper use and unnecessary resource consumption, and support our environmental sustainability goals;
- Digital Marketing and Competitiveness: Increasing our brand awareness, guest loyalty, sales performance and competitiveness by developing our digital marketing, online sales channels, guest relationship management and data analytics practices;
- Innovation and Continual Improvement: Encouraging the development of innovative ideas by considering the suggestions of our employees, guests and business partners; measuring the effectiveness of digital transformation projects and rolling out successful practices across the group;
- Business Continuity and Digital Resilience: Supporting the continuity of critical digital systems, assessing technological risks and developing measures to reduce the impact of potential system outages on operations;
- Responsible Use of Technology: Evaluating and using artificial intelligence and emerging digital technologies within a framework of ethical principles, human oversight, data privacy and corporate responsibility.

We hereby declare our commitment to the principles set out above.