

GENERATIONS OF HOSPITALITY, GENERATIONS OF SUSTAINABILITY



Preface

At Van der Valk Exclusief, we believe that true hospitality goes beyond a warm welcome. For us, hospitality means caring for our guests and the world around them – today, tomorrow, and in the future.

As a family business, we have been at the heart of society for generations. To ensure this continues in the future, and to remain a welcoming host for generations to come, we look beyond today. With attention, respect and an open mind, we strive to build a pleasant, fair and green environment.

We believe that sustainability is only possible through collaboration. Together with our guests, employees and our partners, we work hard to achieve a more sustainable future every day. Through continuous innovation and investments in sustainability, we build hotels that do not only offer comfort and luxury, but actively contribute to a more liveable world.

In this CSR brochure, we proudly show where we stand today and what course we will continue to follow in the coming years. Not as an endpoint, but as part of an ongoing strategy in which we continuously learn, improve, and look ahead. Because only together can we make a real difference.

Van der Valk Family

Our sustainable journey

In today's world, we face major challenges: the energy transition, biodiversity loss, grid congestion, the food transition, recycling, and circularity. The development of sustainable living environments affects us all. Therefore, Valk Exclusief takes a proactive stance towards these developments and formulates clear ambitions for the future.

To give direction to these ambitions, we have linked our CSR strategy to the United Nations Sustainable Development Goals (SDGs). In 2015, all 193 member countries of the United Nations adopted these goals. The SDGs enable us to focus on topics where we, as a hotel group, can make a real impact.

To give clear and structured form to these efforts, Valk Exclusief applies the three pillars of corporate social responsibility: People, Planet, and Prosperity.

Valk Exclusief focuses on the goals that best align with our role and impact on people, the environment, and society:



Our promise

Our sustainable ambition forms the foundation of our actions. As the largest hotel chain in the Netherlands, we recognize our responsibility, and hospitality is embedded in our DNA. Today, hospitality is therefore not just about providing good service and warmly welcoming guests; it means taking responsibility and actively contributing to a future in which both people and the environment can flourish.

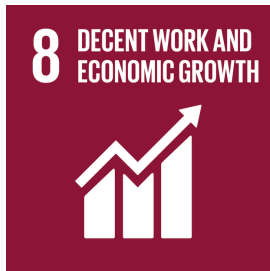
This conviction is our guiding principle in building, maintaining, and renovating hotels that are not only hospitable but also conscious, responsible, and progressive. In this way, we have been participating for decades in initiatives that contribute to the well-being of people, animals, and the planet at local, regional, and national levels.

The SDG goals form the basis for the steps we take as a chain. We feel the responsibility to play a pioneering role within the hotel and conference industry. We therefore declare that:

- We will continue to make voluntary contributions to initiatives that create social value.
- We foster a work environment where safety, health, and inclusivity are central.
- We continuously work on reducing our impact on the environment by continuing to invest in innovative solutions and optimizing our processes.
- We strive to adjust our CO₂ emissions downwards annually, with the ultimate goal of becoming a climate-neutral company.
- We communicate openly and honestly about our impact on the environment and the measures we take to minimize this impact.
- We are continuously working on making our procurement process more sustainable.

Voorschoten, January 2026

PILLAR 1: PEOPLE



Turning commitment into action

The strength of our organisation lies in the people who work with us. Every day, we are supported by a dedicated team of chefs, waiters, receptionists, housekeepers, and many others who passionately ensure an unforgettable guest experience.

Under the motto 'You can learn anything as long as you are willing to', we offer our employees the space to grow, discover, and develop their talents. With personal guidance, training opportunities and an open company culture we create an environment in which everyone has the opportunity to take a step forward - regardless of experience, age, or background. As a recognised vocational training organisation, we welcome hundreds of students and interns every year, who can broaden their knowledge in all departments of our company to successfully obtain their diploma. This is how we build a team that takes pride in our hospitality and contributes to the future of our craft.

We believe it is important that everyone in society gets a fair chance. That is why we actively invest time in employees who face disadvantages in the labor market, for example due to disability or limited language skills. We look at possibilities rather than limitations and offer people the space to become part of our team at their own pace.

In addition to creating opportunities within our own organisation, we also collaborate with partners committed to inclusion in the workplace. For example, every Wednesday, Hotel Akersloot is supported by a group of participants from Heliomare – a social care and rehabilitation organization – who, under the guidance of an instructor, help prepare the banqueting department for the weekend.

By investing in people, we are building an inclusive company where everyone can participate. In this way, together, step by step, we make a difference that extends beyond our hotels.

Impact with respect

Our 45 hotels are spread throughout the Netherlands, from larger cities to rural areas. Each location operates independently and has its own signature, shaped by the people who live there and the regional culture. We see this as a great asset, as it gives each hotel its own character and strengthens our relationship with the communities in which we operate.

Our commitment takes shape in many different ways. For instance, each year, our hotels in the southern provinces help make Carnival - a deeply rooted cultural celebration - a little bit more festive with special toucan emblems, which represent the local symbol of celebration and connection. Meanwhile, Hotel Harderwijk - located in the heart of the Veluwe forest- has planted over 25,000 trees and shrubs in the area surrounding the hotel since the start of the hotel's construction in 2010.

A selection of the many local initiatives supported by Valk Exclusief:

Hotel Amsterdam Zuidas - Social Creative Studios

Three Social Creative Studios are located in the parking garage of Hotel Amsterdam Zuidas. These are studios where young urban artists are encouraged in their creativity by being offered an exclusive working studio for a year.

One of the three studios is currently being occupied by New Heroes, who research and develop biobased materials for (art) installations and creations. With their work, they aim to shift the sustainability conversation from 'is this possible?' to 'how are we going to achieve this together?'

Hotel Heerlen - De Blauw Sjuut & De Eekheuere

At the heart of our most southern province Limburg lies Hotel Heerlen, a hotel that has recently supported no fewer than 14 (local) initiatives. These range from the Ronald McDonald House and Stichting Ouderenfonds - a foundation supporting lonely elderly - to the local scouting association.

Hotel Heerlen is particularly proud of its support for the local carnival associations De Blauwe Sjuut and De Eekheuere. 'As Van der Valk Exclusief Hotel Heerlen, we are proud to support this local cultural celebration, which is deeply rooted in our community. Our sponsorship reflects our commitment to not only create value for our own organisation, but to add value to society and our local surroundings. This partnership allows us to actively participate in the preservation and celebration of the local cultural heritage.' - Hotel Heerlen

- **Hotel Apeldoorn – Hotel Garden**

Valk Exclusief Hotel Apeldoorn features a unique type of garden: a landscape garden with various natural zones, creating a varied landscape with many different characteristics. The garden is home to various animals, including honeybees cared for by a beekeeper, Bentheim pigs, and chickens, whose fresh eggs are available at the hotel's front desk and can be found on the breakfast buffet.

The garden is not only shaped by its flora and fauna, but also by the people who care for it. A dedicated team of gardeners looks after its grounds on a daily basis. In addition, the hotel offers learning and work placements. Several times a week, residents of Thomashuis Berg en Bos - a small-scale residential home for adults with intellectual disabilities - work alongside our team in the garden. Furthermore, students from the local practical education school also contribute, for example by building birdhouses.

The garden also includes a vegetable plot that has been designed to be fully accessible, including for wheelchair users. Many of the vegetables, herbs, and even edible flowers grown in the plot are used in the dishes served in the hotel's restaurant.



The hotel garden in Apeldoorn

PILLAR 2: PLANET



A greener perspective on hospitality

At Valk Exclusief, we believe that true hospitality goes beyond a warm welcome. It means caring for our guests and the world around them, today and in the future. That is why we take conscious steps towards more sustainable operation. We strive to achieve this by reducing our water and energy consumption, combating food waste, and applying sustainable technologies to lower our CO₂ emissions. In our partnerships, we look beyond financial considerations alone: transparency, good working conditions, and sustainable practices are at least as important to us.

We also make conscious choices in our communication and daily work. For instance, all our documents, brochures, and magazines are printed exclusively on FSC-certified paper. This label guarantees that the paper originates from responsibly managed forests, where attention to nature conservation, biodiversity, and good working conditions is paramount. By choosing FSC-certified paper, we actively contribute to protecting forests worldwide and preserve a healthy living environment for humans and animals.

In addition, we almost exclusively use LED lighting in our hotels. These lamps provide energy savings of up to 90%, have a longer lifespan than incandescent bulbs, contain no harmful substances, and provide more atmospheric and comfortable light. An ideal combination for modern hotels.

Efficient use of water and energy - every day

Most hotels use gas, electricity, and water daily. Because we are aware of the impact this has on our planet, we are committed to reducing the use of these utilities. In all our hotels, we seek a balance between comfort for our guests and responsible consumption behind the scenes. We do this by continuously investing in smart technologies, optimizing our current systems, and raising awareness among our employees.

Water is one of our most valuable natural resources; wasting it is a large loss. Therefore, we have introduced various water-saving initiatives in our hotels that help us use water as economically as possible.

We limit water consumption in our showers and taps by regulating the maximum flow. In doing so, we save water and, consequently, the energy required to heat the water, which indirectly reduces our CO₂ emissions.

Furthermore, some of our hotels feature green roofs that retain rainwater and slow down runoff into the sewer system. This helps prevent flooding and reduces the unnecessary burden on wastewater treatment plants, contributing to lower CO₂ emissions. Additionally, we collect rainwater to use as flushing water, and we monitor all water flows using sub-meters, allowing us to gain insight into our consumption and make targeted adjustments.

These initiatives are just a few of the many measures our hotels are taking to significantly reduce water consumption.

In addition to water management, smart energy management is also an essential part of our sustainable business operations. The newest Valk Exclusief hotels – and the hotels we will build in the future – operate fully electrically and are therefore gas-free. Existing hotels are also gradually switching to electric systems, or are already completely gas-free.

This transition means that electricity consumption increases, but total energy consumption decreases. We achieve this by means of electric heat pumps, which are many times more efficient than traditional gas installations. Whereas a gas installation delivers approximately one unit of heat per unit of gas, a heat pump delivers three to five units of heat with one unit of electricity.

Hotel Zwolle is a prime example of a hotel currently undergoing a major sustainability transformation. In conjunction with the hotel's expansion, completed in March 2026 – including a new wellness area with a swimming pool and saunas, additional meeting rooms, and a new restaurant – the outdated energy system has been completely replaced by an integrated and future-proof system, developed in collaboration with our national partner Linthorst. This system combines heat pump technology, a solar farm, and real-time energy trading based on grid capacity, reducing the load on the electricity grid and optimizing energy utilization. With this integrated approach, Hotel Zwolle is taking a significant step towards the energy transition and a sustainable, future-proof energy supply.



Hotel Zwolle, where a major sustainability upgrade was recently realized

Sustainable stays

Our housekeeping teams prepare hundreds of rooms for new guests every day. Because a large share of our guests are aware of their impact on the environment, we offer the Green and Orange Choice concepts. With Green Choice, bed linen and towels are not automatically replaced during a multiple-night stay, significantly reducing water, energy, and detergent usage. With Orange Choice, towels are only replaced upon request. In this way, we combine comfort with environmentally conscious practices and reduce our ecological impact together.

And it doesn't stop there. At Valk Exclusief, we cherish a precious legacy that began with our founder, Martinus van der Valk: a philosophy that is not just about running hotels, but above all about passing on a more sustainable future to the next generations. A principle deeply rooted in our family history.

To further strengthen our sustainable ambitions, we have linked the Green & Orange Choice concept to Trees4Next: in the hills of Greenhope Woodlands in Scotland, the most deforested country in Europe, we plant a tree for every Green Choice overnight stay and for every two Orange Choice overnight stays, thereby directly translating our guests' conscious choices into a tangible contribution to nature restoration. By 2025, this resulted in the planting of 71,277 trees, which are estimated to collectively absorb approximately 12,473 tonnes of CO₂ over a period of 30 years, comparable to the annual emissions of about 750 Dutch households. Trees4Next is certified under the UK Carbon Code, which guarantees that CO₂ absorption is carefully calculated, monitored, and independently verified, allowing us to take concrete steps towards a greener future together with our guests.



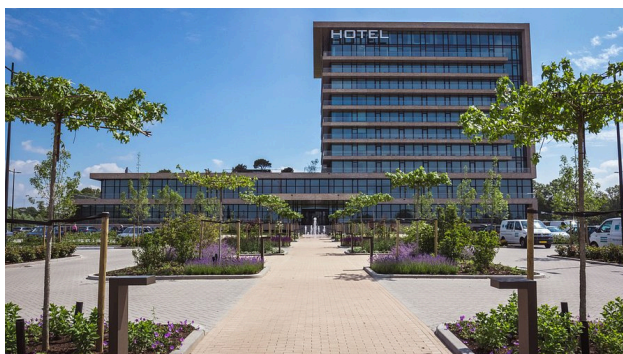
Hotel Deventer, which celebrated its fifth anniversary in January 2026, also demonstrates how sustainability and comfort go perfectly hand in hand. Hotel Deventer is the first Van der Valk hotel to be energy-neutral, also known as 'net-zero'. This means that the hotel produces at least as much energy as it consumes on an annual basis. Moreover, the hotel is completely gas-free.

With this, Hotel Deventer fired the starting shot for our chain to build energy-neutral and to maintain this ambition in the future. Hotel Deventer is therefore living proof that sustainability can be a natural part of the luxury guest experience; the hotel features 9 modern multifunctional meeting rooms, a luxury wellness area with a swimming pool and saunas, a restaurant, 140 luxury rooms including a penthouse, and four different types of suites. And all of that net-zero.

In Hotel Deventer, heat and energy are sourced entirely from nearby wind turbines, solar panels, and geothermal heat and cold storage. Furthermore, the KAT system, which has now been implemented in the majority of our hotels, ensures that kitchen exhaust air recovers heat, resulting in an energy reduction of 40%.

All heat released from the cooling and freezing installations is used to heat domestic hot water. Thanks to this system, Valk Exclusief saves up to 80% on heat demand, and the system minimizes the risk of fire and deodorizes the air by up to 90%.

In this way, all our locations, large and small, have their own story about the road to a more sustainable hotel, and thereby a more sustainable chain that is future-proof.



Hotel Deventer



Powered by Valk Energy

The share of electric cars continues to grow to this day. More and more people are choosing to leave diesel and petrol engines behind and opt for the sustainable alternative. Because many of our hotels are located near busy highways, we noticed this trend early on. In 2012, the first Tesla charging stations were installed on the grounds of Hotel Zwolle, even before the hotel had officially opened. By now, virtually all of our hotels offer electric charging facilities.

We soon noticed that demand was rising, but that rates varied significantly by brand of charging station. Therefore, we joined forces and developed our own charging station with the goal of being able to offer the same product in all our hotels. This is how Valk Energy was born.

The combination of comfort, location, and safety quickly made Valk Energy a great success. There are two types of charging stations for two types of guests. The AC chargers, which fully charge the battery in 4-8 hours at an affordable rate, are perfect for hotel guests staying overnight or holding meetings with us. And the DC chargers, which fully charges the battery in 30-60 minutes, are perfect for guests who want to grab a bite or a drink on the go, or simply want to charge their car in a safe environment.

In addition to Valk Energy charging stations, our hotels also still have Tesla charging stations.



Good food, managed responsibly

Gastronomy has played a central role within our hotels since our founding. In addition to our hotel guests, we welcome thousands of visitors daily who come to us for breakfast, lunch, or dinner. Our restaurant and kitchen teams are ready every day to offer our guests a culinary experience that matches the quality and hospitality for which Valk Exclusief is known.

Our varied offerings and extensive menus make our restaurants attractive not only to private guests. Companies, associations, and other organizations have also been finding us for years for luxury dinners or elaborate buffets. Naturally, we take allergies and dietary requirements into account.

To make our offerings pleasant not only for people, but also for animals and nature, all our hotels have been using only eggs from free-range chickens for several years now.

Within our group, we use Fairtrade products as much as possible. Our coffee, tea, bread, fruit, vegetables, and dairy products all bear this label. Additionally, all our meat products are awarded at least one Beter Leven star. We prefer to source locally to support the local economy and because we want to offer our guests fresh products.

In recent years, we have also seen a growing demand for vegetarian and vegan dishes. Research by Statistics Netherlands (CBS) shows that 25% of all main meals are now vegetarian. We are happy to align ourselves with this trend. We offer multiple vegetarian and vegan options on all our menus, for lunch, starters, and main courses.



From waste to impact

Food waste is an important topic, especially in the hospitality industry. In 2023, the hospitality sector wasted over 55 million kilos of waste, costing our sector 647 million euros. Besides costing the hospitality industry a large sum of money annually, it is also a waste of all the water used, the production process, the valuable raw materials, and consequently the environment. It is therefore of both economic and ecological importance to combat food waste as much as possible.

As the largest hotel chain in the Netherlands with many hospitality establishments, we therefore feel a responsibility to invest in combating food waste.

In this way, all organic waste from our hotels is used as a raw material for bioenergy plants. The organic waste is converted into green energy via an innovative processing method and returned to our hotels. Therefore, nothing is thrown away.

In recent years, many of our hotels have also opened their own Valk to go shop: a mini-supermarket where guests can go for snacks, drinks, forgotten necessities, and hygiene products, but also for a cup of coffee while charging electric cars. One of the most popular products in the range is beverages in returnable cans and bottles. Because we observed an increase in this type of waste on our premises and in the immediate vicinity, we became the first hotel chain in the Netherlands to introduce a deposit return machine in 2025. With this, we enable guests to easily return their packaging and take a logical, concrete step towards a circular economy.



Building a more sustainable future

In recent years, Valk Exclusief has opened several new hotels, including Hotel Amsterdam Zuidas, Hotel Schiedam, Hotel Deventer, and Hotel Eindhoven-Best. In addition, we are currently working on the development of more than ten new hotels across the Netherlands and Germany and continue to invest in renovations and expansions of existing locations. Sustainability is a natural starting point in this process.

To make our sustainability ambitions measurable and transparent, we build and renovate as much as possible according to the guidelines of BREEAM (Building Research Establishment Environmental Assessment Method). BREEAM is the most widely used and internationally recognized sustainability label for buildings. This label assesses projects on themes such as energy, water, materials, waste, transport, and ecology, and translates the achieved performance into qualifications ranging from acceptable to outstanding via a point system.

We are proud to report that within the 'accommodation' category in the Netherlands, only six projects have achieved the highest BREEAM Outstanding rating, three of which are Valk Exclusief projects. Hotel Amsterdam Zuidas even achieved the highest score ever awarded to a hotel in the Netherlands, with 87.65%. In the coming years, we will continue to build a future-proof and sustainable hotel chain where responsible business practices and hospitality go hand in hand.



Measuring and improving

Insight into our consumption is essential for targeted sustainability efforts. Therefore, we commission an independent partner to prepare an annual report for all our hotels, providing insight into our energy consumption and CO₂ emissions. Based on these analyses and accompanying recommendations, we work purposefully to further reduce our environmental impact.

Transparency is central to this. In line with our CSR statement, we communicate openly and honestly about our impact and the measures we take to minimise it. More and more guests and partners are asking about the CO₂ emissions associated with a hotel stay, dinner, or event. We endorse the importance of these insights.

At the same time, our hotels have large grounds featuring, among other things, hundreds of charging stations and partnerships with external parties. As a result, current reports create a distorted picture, as it is not yet fully clear what proportion of consumption stems from our own operations and what proportion from partner activities. Therefore, we are actively engaging in dialogue with the parties involved to further refine this data, so that we can communicate our emissions carefully and transparently in the near future.



PILLAR 3: PROSPERITY



Long-term value creation

In the context of the three pillars of corporate social responsibility, prosperity refers to long-term sustainable and responsible entrepreneurship. It concerns how we, as a chain, can create value that goes beyond financial results. For Van der Valk Exclusief, this means building a healthy, future-proof organisation that creates value for our guests, employees, and partners. In other words, our entire direct and indirect environment.

An award-winning sustainable course

Van der Valk has been the winner of the Sustainable Brand Index in the 'Hotels' category for six continuous years. This annual award, based on Dutch consumer perception, underlines our ongoing commitment to corporate social responsibility and sustainable hospitality.

The Sustainable Brand Index is a renowned independent agency that annually investigates how consumers rate brands on sustainability within their sector. The given that Van der Valk has emerged as the winner within our industry for six consecutive years reflects the confidence guests have in our sustainable course.

Consistently achieving this recognition further emphasizes not only our commitment to sustainability, but also confirms the appreciation of the Dutch consumer for the pioneering role we consciously assume in our sector.



Smart solutions for the future

Innovating by investing in new technologies and solutions is one of the ways we strive to create value for future generations. We do this, among other things, by collaborating with various partners, such as automotive manufacturer NIO.

This emerging car brand is the first of its kind. In addition to charging vehicles via charging stations, the company has developed a technology that allows an empty battery to be replaced in three to five minutes at so-called Power Swap Stations. This sustainable technology contributes to more efficient use of electrical facilities and increases ease of use.

To contribute to this development, we entered into a partnership with the company in 2022. The first two Power Swap Stations in the Netherlands were installed on the grounds of Hotel Tilburg and Hotel Apeldoorn. The Netherlands now has 10 of these charging stations.



Power Swap Station Hotel Tilburg

Responsible transportation

Our hotels are supplied six days a week from the central distribution center in Voorschoten. The majority of the transport to and from our hotels is handled by us. This gives us the opportunity to take a hard look at our logistics processes and to invest in the sustainable transportation of the future.

For example, we have equipped all our trucks with aerodynamic spoilers, which allows us to save a significant amount of fuel. Our trucks are also equipped with technologies that prevent waste, and we ensure that trucks never return to our distribution center empty.

In addition to our own logistics transport, the accessibility and mobility of our guests also play an important role. Our hotels are strategically located and designed to meet these needs. Many of our hotels are situated near major highways and are easily accessible by public transport. Together with local and regional carriers, we ensure that guests traveling by public transport due to a disability or for sustainability reasons can easily reach our hotels.



One of our drivers, on the road with one of our trucks

Sustainable financing

Corporate social responsibility requires not only conscious choices but also responsible financing. We therefore choose to explicitly include sustainability in our financial decision-making. For this reason, we have chosen to sign the Green Credit Framework of Rabobank Regio Den Haag.

This framework makes it possible to realize sustainable investments on favorable terms. Valk Exclusief utilizes this framework to finance various construction projects that thereby meet strict sustainability criteria. Furthermore, we apply for a Green Certificate for these projects, demonstrating their contribution to energy efficiency and future-proof construction.



Our promise for the future

We look back with pride on the steps we have taken in recent years in the field of corporate social responsibility. From initiatives that strengthen the local community around our hotels to initiatives that contribute on a large scale to drastically reducing our CO₂ emissions.

At the same time, we realise that sustainable entrepreneurship is never 'finished'. In the coming years, we will continue to commit to reducing our impact on the environment and further increasing our positive contribution. For instance, we strive to become increasingly transparent in reporting on our consumption, emissions, and realized savings. As a chain of independently operating hotels, collecting complete data still presents challenges. Therefore, we are working hard on better measurement methods and greater insight, enabling us to track and share our progress with increasing accuracy.

With an open attitude and a strong sense of responsibility, we continue building a sustainable future for our organization and for the next generation every day.

Van der Valk Family

Factsheet

Pillar 1: People - We invest in people, inclusivity, and our environment

Talent & Development

- Hundreds of interns and students annually across all our departments
- Room for growth with guidance, training, and an open company culture

Inclusion & Opportunities

- Extra attention for employees with a distance to the labor market
- Collaborations with inclusive partners throughout the country

Local involvement

- Hotel Harderwijk on the Veluwe: since 2010, 25,000+ trees and shrubs planted in the immediate vicinity.
- Hotel Heerlen: supports 14 local initiatives
- Hotel Apeldoorn: landscape garden + work-study placements

Pillar 2: Planet - We reduce our impact and become more sustainable

Energy & Environment

- New hotels completely gas-free, existing hotels switch over in phases
- Hotel Deventer: first energy-neutral (net-zero) hotel
- Build and renovate according to BREEAM guidelines where possible
- Hotel Amsterdam Zuidas: with 87.65%, the highest BREEAM score for any hotel construction in the Netherlands

Sustainable choices in products and materials

- Almost exclusive use of LED lighting → energy savings of up to 90%
- Printed matter exclusively on FSC-certified paper
- All our eggs are free-range eggs.
- All our meat bears at least 1 Beter Leven star.

Conscious staying

- Green & Orange Choice: fewer linen/towel changes → lower water and energy consumption
- Trees4Next: 71,277 trees planted in Scottish forests in 2025 → 12,473 tonnes of CO₂

Pillar 3: Prosperity - We are building broad prosperity: future-proof and responsible

Innovation & Leadership

- Uninterrupted winner of the Sustainable Brand Index since 2020
- National collaborations with progressive partners in the field of sustainability
- Efficient supply: aerodynamic spoilers and ride optimization of all our transport