

SERENA HOTELS SUSTAINABILITY FOOTPRINT IN EAST AFRICA

Serena Hotels Programs and initiatives remain fully aligned to achieving the United Nations Sustainable Development Goals (SDGs), and our efforts are aimed to inspire our various stakeholders to take a wider consideration encompassing a long-term view when making business decisions: SDG 1: No Poverty; SDG 2 – Zero Hunger; SDG 3: Good Health and Well-Being for people; SDG 4: Quality Education; SDG 5: Gender Equality; SDG 6: Clean Water and Sanitation; SDG 7: Affordable and Clean Energy; SDG 8: Decent Work and Economic Growth; SDG 9: Industry, Innovation and Infrastructure; SDG 10: Reduced Inequalities; SDG 11: Sustainable Cities and Communities; SDG 12: Responsible Consumption and Production; SDG 13: Climate Action; SDG 14: Life Below Water; SDG 15: Life on Land; SDG 16: Peace, Justice and Strong Institutions; SDG 17: Partnerships for the Goals.

OUR GUIDING PRINCIPALS

Since its inception over five decades ago, Serena Hotels (the Group) has been at the forefront of responsible hospitality. Best practices are integrated into every aspect of our operations, from daily guest interactions to strategic decisions and business processes. Throughout our value chain, we strive to create shared value for our business, the communities around us, and the wider ecosystems we operate within. Our commitment to sustainability continues to ensure that our hotels, resorts, safari lodges, and camps remain a force for positive local economic activity, fostering long-term development and growth in the surrounding areas where we are located.

Serena Hotels operations are guided by our Sustainability Commitment Statement [<https://www.serenahotels.com/sustainability>], Environmental Mission Statement [<https://www.serenahotels.com/sustainability/communication>], and various policies informed by Environmental, Social, and Governance (ESG) practices. Furthermore, our sustainability efforts are guided by the United Nations Sustainable Development Goals (SDGs) and the Aga Khan Development Network's (AKDN) Environmental and Climate Commitment Statement. This commitment extends across all AKDN agencies, including Serena Hotels as the Networks' tourism arm. Serena Hotels is committed to achieving net-zero carbon emissions in its own operations by 2030 addressing challenges related to climate change through targeted energy audits and related investments, solar power installations, conserving water, reforestation efforts, internal efficiencies and other environmental initiatives. Beyond environmental stewardship, Serena Hotels respects local traditions, culture, and heritage, supports education including internships, and contributes to economic empowerment and public health initiatives in communities around our operations.

As demand for eco-travel continues to rise globally, the Group remains committed to embracing sustainable best practices—ensuring we meet the expectations of today's eco-conscious travellers while creating lasting, meaningful experiences for future generations.

Sustainability is not a journey we can undertake alone. Collaboration is vital and throughout the year, we engaged with a range of stakeholders, recognizing their importance in our long-term success. Our efforts aim to inspire stakeholders to adopt a long-term perspective in their business decisions.

Mapped against the Global Reporting Initiative (GRI) framework standard topics and the United Nations Sustainable Development Goals (SDGs), this report outlines the environmental, social, and economic impact of our responsible stewardship.

ENVIRONMENTAL IMPACT

HARNESSING THE POWER OF THE PLANET

Material Topic	GRI Disclosure	SDG Mapping
Energy	302 Management Approach Disclosure 302-1 Energy Consumption within the Organization 302-4 Reduction of Energy Consumption	    
Emissions	305 Management Approach Disclosure 305-1 Direct (Scope 1) GHG Emissions 305-2 Indirect (Scope 2) GHG Emissions 305-5 Reduction of GHG Emissions	

Serena Hotels Sustainability Footprint in East Africa (continued)

Serena Hotels are committed to reducing our reliance on climate change accelerants and believe that using renewable energy not only reduces emissions but also creates jobs and improves public health. Given the substantial risks that climate change poses to the hospitality industry, particularly safari lodges and camps in ecologically sensitive areas—recognizing and addressing these risks is crucial to ensuring our long-term sustainability. By adopting climate-resilient practices and making targeted investments, the Group not only safeguards its own operations but also plays a vital role in preserving the natural environments on which we all depend for sustenance.

As part of our ongoing commitment to sustainability, Serena Hotels has been a leader in solar energy adoption within Kenya's hospitality sector. Since 2017, Serena Hotels have focused on converting our properties to solar power. Kilaguni Serena Safari Lodge became fully solar powered in 2017, followed by Amboseli Serena Safari Lodge in 2018 and Mara Serena Safari Lodge in 2019. Lake Elmenteita Serena Camp (since 2018), Sweetwaters Serena Camp (since 2018) and Serena Beach Resort and Spa (since February 2024) operate on grid-tied Solar PV systems, while Kirawira Serena Camp, Mbuzi Mawe Serena Camp, Lake Elmenteita Serena Camp, Sweetwaters Serena Camp, Kigali Serena Hotel, Lake Kivu Serena Hotel, and Kampala Serena Hotel utilize Thermal Solar heating systems.

Thermal solar installation at Nairobi Serena Hotel is expected to be completed by May 2025. This marks a significant milestone in a journey that began in 2017, as all seven (7) Serena properties in Kenya now have solar installations.

The electrification project at Ngorongoro Serena Safari Lodge, completed in Q2 2024, has significantly reduced our reliance on generators and promoted the use of cleaner energy. This achievement aligns with our Group's decarbonization plan, which aims to achieve net-zero carbon emissions in our own operations by 2030.



Our operations in Kenya, Tanzania, Uganda, and Rwanda have recorded carbon emissions under Scope 1 (direct emissions from owned and controlled sources) and Scope 2 (indirect emissions from purchased electricity) as defined by the Greenhouse Gas (GHG) Protocol. Serena Hotels has established a decarbonization action plan for these operations, aligning with the latest climate science to limit global warming to 1.5°C above pre-industrial levels. This requires an annual reduction in GHG emissions of at least 4.2% from our 2019 baseline until 2030.

Solar Power Plant at Amboseli Serena Safari Lodge

Greenhouse Gas Emissions (GHG) impact for Serena Hotels operations in East Africa:

- Scope 1 & Scope 2 Emissions [2019 – Baseline Year]:	20,475 tCO ₂ e
- Scope 1 & Scope 2 Emissions [2020]:	10,975 tCO ₂ e
- Scope 1 & Scope 2 Emissions [2021]:	12,685 tCO ₂ e
- Scope 1 & Scope 2 Emissions [2022]*:	17,152 tCO ₂ e
- Scope 1 & Scope 2 Emissions [2023]:	16,870 tCO ₂ e
- Scope 1 & Scope 2 Emissions [2024]:	17,133 tCO ₂ e

* Year 2022 emissions are above year 2021 due to recovery in business levels from the pandemic.

Note: Emissions avoided from the solar installations have been excluded in line with the GHG protocol.

In comparison with the baseline year of 2019, TPS operations in East Africa has surpassed the reduction in GHG emissions target of 4.2% per year in: 2020 by 42.2%; 2021 by 33.8%; 2022 by 12%; 2023 by 13.4% and 2024 by 12.1%

GHG Emissions per occupied bed [note: emissions avoided from the solar installations have been excluded in line with the GHG protocol]:

- 2019 – Baseline year:	0.039 tCO ₂ e
- 2021:	0.047 tCO ₂ e
- 2022:	0.037 tCO ₂ e
- 2023:	0.032 tCO ₂ e
- 2024:	0.032 tCO ₂ e

Solar Installations Impact:

- Clean Energy Generated [2017 – 2024]:	11.8 million KWH
- Greenhouse Gas Emissions avoided [2017 – 2024]:	8,354 tCO ₂ e

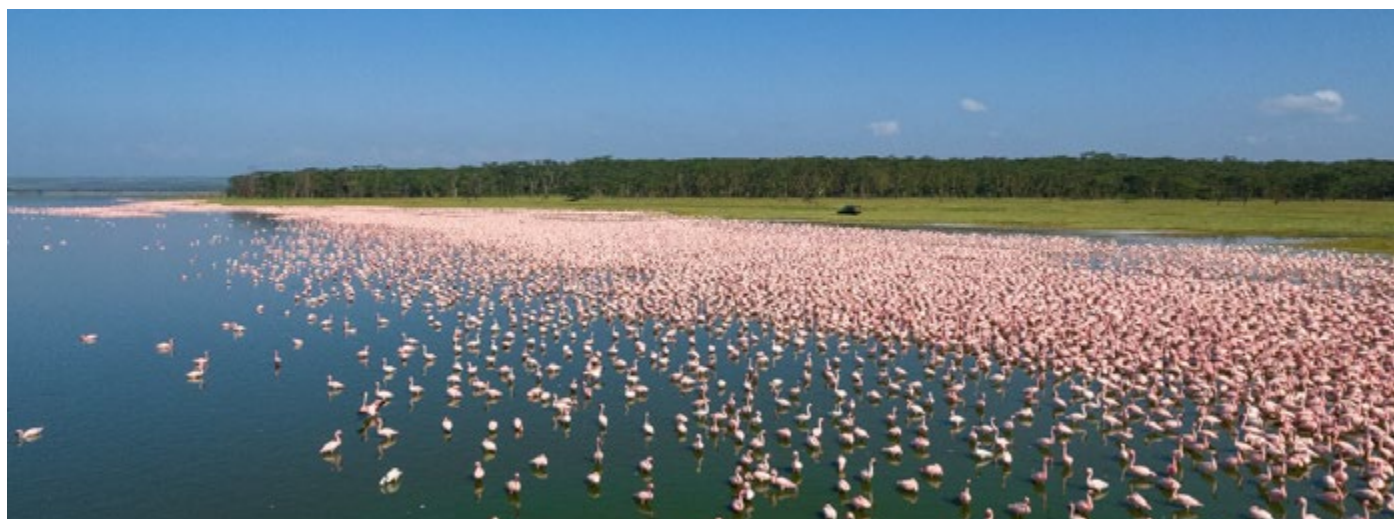
Serena Hotels Sustainability Footprint in East Africa (continued)

BIODIVERSITY AND ENDANGERED SPECIES CONSERVATION

Material Topic	GRI Disclosure	SDG Mapping
Biodiversity	304 Management Approach Disclosure 304-1 Operational sites owned, leased, managed in, or adjacent to, protected areas and areas of high biodiversity value outside protected areas 304-3 Habitats protected and restored	    

One of the primary goals of the Sustainable Development Goals (SDGs) is the protection of our planet's wildlife. The wildlife are faced with significant threats ranging from hunting, poaching, climate change, environmental degradation, and human encroachment. At Serena Hotels we have the unique opportunity of positively contributing towards biodiversity conservation since most of our properties are located in ecologically sensitive sites.

We offer our guests unique insights into the wilderness and its creatures through informed specialist tours and a range of experiences, from guided bush walks to dining. Sustainability is key to our mission, particularly in protecting globally important wetlands (RAMSAR sites). In Kenya, Lake Elmenteita and Lake Nakuru benefit from tourism promoted by Lake Elmenteita Serena Camp. The guests, children and local community members alike are educated on the importance of the wetlands.



Flamingos Around Lake Elmenteita Serena Camp

Through partnerships with various environmental conservation groups, we have been able to participate in various conservation efforts like mammal and bird counts, satellite/radio-collar tracking, raptor rescues, behavioural studies, among others. We also raise awareness of endangered species' ecological plight among our guests. At Lake Elmenteita Serena Camp within the Soysambu Conservancy, guests can visit East Africa's only breeding ground for the great white pelican and encounter the endangered Rothschild's giraffe, with about 10% of the world's population sheltered there. Similarly, Sweetwaters Serena Camp allows visitors to see the last remaining Northern White Rhinos.

In Tanzania's Julius Nyerere National Park, Serena Mivumo River Lodge offers encounters with one of the world's most endangered creatures, the wild dog, as does Kilaguni Serena Safari Lodge in Tsavo West National Park.

Our properties in Rwanda, the Democratic Republic of Congo, and Uganda enable thousands of visitors to encounter endangered mountain gorillas in Volcanoes, Virunga, and Bwindi National Parks. Additionally, the promotion of the Ngamba Island Chimpanzee Sanctuary near Lake Victoria Serena Golf Resort & Spa and the Jane Goodall Chimpanzee Sanctuary adjacent to Sweetwaters Serena Camp has significantly advanced global chimpanzee protection.

Mara Serena Safari Lodge, centrally located in one of the world's most popular reserves, has raised awareness of East Africa's ecological treasures among millions of visitors.

Sea turtle conservation has been a priority for Serena Beach Resort & Spa (SBRS) since 1993. This critical program goes beyond protecting these magnificent creatures – it's a stand for the health of our planet. According to marine ecology reports, dangers like tidal flooding, predators, and human activities would cause turtle populations to go extinct within 50 years. These factors are all intensified by climate change, making sea turtle conservation more important than ever as they play a vital role in maintaining healthy marine ecosystems.

SBRS focuses its conservation efforts on three main sea turtle species, classified by IUCN (The International Union for Conservation

Serena Hotels Sustainability Footprint in East Africa (continued)

of Nature) Red List of threatened species: Hawksbill Turtle (critically endangered), Green Turtle (endangered) and Olive Ridley Turtle (vulnerable). The program safeguards the eggs through the use of protective cages within the property. Recognizing the disorienting effects of artificial light on hatchlings, the resort dims the beachfront and lawn lights. This allows the turtles to instinctively navigate their way towards the ocean, a crucial step in their survival.



Turtle Hatchlings at Serena Beach Resort & Spa, Mombasa

Witnessing the hatchling release is a remarkable experience for our guests, associates and the fisherman. As they crawl across the sand, they imprint a magnetic memory of the beach. This imprinting ensures their return to the same shores to lay their own eggs when they mature. Beyond the release experience, SBRS offers weekly educational talks. By protecting sea turtles, we’re protecting a vital part of healthy oceans and a more sustainable future for all.

Serena Beach Resort and Spa hosts one of Kenya’s two butterfly sanctuaries, nurturing 67 diverse butterfly species that are bred and later released into their natural habitat. Within the Butterfly Sanctuary, separate enclosures of a butterfly display house; pupa, egg and caterpillar hatchery and female unit are provided. Butterflies play a crucial role in the environment. Not only do they pollinate wild flowering plants while feeding on nectar, but they also contribute to biodiversity by maintaining ecological balance. They serve as indicators of the health of surrounding forests, as their presence or absence can signal changes in specific forest components. The sanctuary serves as an educational hub for school children and offers a source of fascination and learning for our guests, providing valuable insights into the importance of butterfly conservation and ecosystem health.

Turtle Nests Protected [1993 - 2024]:	604
Number of Turtle hatchlings released into the Indian ocean [1993 - 2024]:	66,139
Monetary Incentives to Fisherman (previously poachers but now protectors) [1993 - 2024]:	\$21,766
Number of Butterflies released into the environment [2002 -2024]:	413,804

PLANT A TREE FOR TOMORROW

SDG Mapping



Since 1991, Serena Hotels has been at the forefront of ecological sustainability in East Africa, engaging our guests, associates (staff) and local community school children in reforestation efforts. Each of our properties maintains its own seedling nursery, supplying seedlings to local schools and community groups. We also provide forest tours and insights into the medicinal benefits of trees, inviting our guests to “plant a tree for tomorrow.”

Serena Hotels Sustainability Footprint in East Africa (continued)



Reafforestation Program at Serena Beach Resort & Spa, Mombasa

Over the last five years, successful efforts have been made towards agroforestry, planting fruit and herb trees with a goal to enhance food security and provide new income streams for local communities. At the properties, our chefs maintain organic gardens to ensure ecological vibrancy of the menus through growing of fresh organic produce which reduce our carbon footprints by minimizing transportation emissions associated with food deliveries. This initiative also promotes water conservation as it is done through sustainable irrigation methods.

Number of trees planted [1991 – 2024] :

6.7 million

THE PRECIOUS RESOURCE OF WATER

Material Topic	GRI Disclosure	SDG Mapping
Water and Effluent	303 Management Approach Disclosure 303-1 Interaction with water as a shared resource 303-2 Management of water discharge related impacts 303-4 Water Discharge 303-5 Water Consumption	

We are fully committed to harnessing the ecological benefits of reducing water consumption and recycling wastewater. Across our properties, we have installed technologically advanced laundry systems, advanced hygiene protocols, and bio-efficient waste disposal methods. Treated effluent water is reused for irrigation, and any surplus is responsibly returned to the environment.

We encourage our guests to actively take part in water conservation through reusing their towels and bed linens. Additionally, the local community are engaged through educational programs that emphasize the importance of clean drinking water. We have installed communal water pumps in several villages to ensure safe drinking water. Through these initiatives, we strive to make a positive environmental impact and promote sustainable practices.

Serena Hotels Ratio of water consumption in cubic meters per bed occupied [2024]: 1.9 [2023: 2.0]

Water for the local community and livestock - approximate [2024]: 5.4 million litres

COMBATING SINGLE USE PLASTIC POLLUTION

Material Topic	GRI Disclosure	SDG Mapping
Waste	306 Management Approach Disclosure 306-1 Waste generation and significant waste-related impacts 306-2 Management of waste related impacts 306-3 Waste Generated 306-4 Waste diverted from disposal	

Serena Hotels Sustainability Footprint in East Africa (continued)

Research indicates that plastic pollution poses a triple threat: it impacts the climate, the oceans, and human health as microplastics infiltrate our food chain. Recognizing the gravity of this issue, Serena Hotels has been proactively working since 2016 to minimize single-use plastics throughout their operations.

To promote responsible waste management, Serena Hotels has implemented clearly labelled and color-coded bins to facilitate waste separation at the source. The properties have established programs to recycle or reuse glass, plastics, metals, and organic waste wherever possible. We support local companies that recycle waste into saleable souvenir items sold in our gift shops. Additionally, Serena Hotels regularly organizes clean-up programmes at the beach, national parks, town centres and within conservancies, ensuring that waste is disposed of correctly.

Number of single-use plastic bottles eliminated from Serena bathrooms by transitioning to a re-fillable large format of guest amenities [per annum]:	558,848
Number of single-use plastic mineral water bottles removed from supply chain [per annum]:	1,164,111
Number of plastic straws removed from supply chain [per annum]:	193,780
Litter collected from monthly clean ups (beach and National Park) [2024]:	9,453Kgs
	[2023: 7,121 Kgs]



Sensitization For Those Strolling the Beach

SOCIAL IMPACT

EMPOWERING LOCAL COMMUNITIES

Material Topic	GRI Disclosure	SDG Mapping
Local Communities	413 Management Approach Disclosure 413-1 Operations with local community engagement, impact assessments and development programs	1 NO POVERTY 2 ZERO HUNGER 8 DECENT WORK AND ECONOMIC GROWTH 11 SUSTAINABLE CITIES AND COMMUNITIES
Procurement Practices	204 Management Approach Disclosure	12 RESPONSIBLE CONSUMPTION AND PRODUCTION 16 PEACE, JUSTICE AND STRONG INSTITUTIONS 17 PARTNERSHIPS FOR THE GOALS

Serena Hotels Sustainability Footprint in East Africa (continued)

Our procurement strategy emphasizes local sourcing, ensuring that we purchase fresh food and produce from local suppliers. This reflects our commitment to supporting local businesses and economy while reducing carbon emissions associated with long-distance transportation. Our properties also support the local economy by selling artifacts and handicrafts from various community groups in our gift shops.

We enhance our guests' experiences by showcasing the rich diversity of local cultures through art, dance, music, and theatrical performances. This not only enriches their stay but also economically empowers the local community.

Additionally, we support the community through various initiatives, including free medical consultations at the 'Serena Clinics', health outreach programs, and the provision of safe drinking water for both the community members and their livestock. We contribute to several charitable causes and community programs, through offering cash, food, clothing and linen to hospitals, orphanages, homes for the elderly, and facilities for the disadvantaged groups.

In-kind value of the charitable donations [2024]:	\$31,235
	[2023: \$39,202]
Jobs created as a result of our operations in Kenya, Tanzania, Uganda and Rwanda:	
Direct Jobs [2024]:	3,564
Gender Balance [2024]:	Male: 67%; Female: 33%
	[2023: Male: 69%; Female: 31%]
Average Direct Jobs [2013 – 2024]:	3,542 per annum
Average Indirect & Induced Jobs [2013 – 2024]:	14,311 per annum
Additional persons supported as a result of the above [2013 – 2024]:	79,098 per annum

COMMITMENT TO EDUCATION

Material Topic	GRI Disclosure	SDG Mapping
Training and Education	404 Management Approach Disclosure	    
Local Communities	413 Management Approach Disclosure 413-1 Operations with local community engagement, impact assessments and development programs	
		    

We believe it is our responsibility to ensure that our children are well-prepared for the future they will inherit. The provision of schools in wilderness areas can, however, prove a challenge. For this reason, we launched our 'Adopt a School' program a decade ago, enabling all Serena properties to establish relationships with their neighbouring schools.



Exposure Program - Wastewater Settlement Ponds at Amboseli Serena Safari Lodge

Our interactions include access to children's libraries, eco-clubs focused on climate change education, tree growing, environmental clean-up, renewable energy, and wastewater recycling. We also address human-wildlife conflict, health outreach programs, infrastructure development, and the provision of learning aids. To promote global understanding, we invite our guests to engage with school children, especially during festive seasons.

Additionally, we empower youth and women by educating them on alternative livelihoods and informing them about children's rights concerning early marriage and forced labour, as well as women's rights.

Through work-training and internship opportunities at Serena Hotels, we equip youth with marketable skills and first-hand on the job experiences that leads to meaningful employment. This

Serena Hotels Sustainability Footprint in East Africa (continued)

strategy is essential for empowering young people and fostering economic growth and social stability.

Our Group continuously invests in developing human resource capacity, as our associates are crucial for mutual long-term success, growth, and upholding our brand values. To meet the evolving guest expectations, we are committed to enhancing and maintaining their trust and confidence by upholding Serena's quality service standards. We will continue to invest in training, development, and welfare programs to achieve this goal.

Internship Hours [2024]:	2,286,290 hours
In-kind contribution towards providing an enabling environment for the Interns [2024]:	\$234,526

HEALTH, SAFETY AND WELLBEING

Material Topic	GRI Disclosure	SDG Mapping
Occupational Health and Safety	403 Management Approach Disclosure 403-1 Occupational Health and Safety management systems 403-5 Worker training on occupational health and safety 403-6 Promotion of worker health	    

Serena Hotels is committed to upholding the highest standards of health, safety and wellbeing for all our guests, associates (staff) and stakeholders. Our commitment includes comprehensive food safety, hygiene, and sanitation protocols, which undergo regular external audits and comply with stringent regulatory requirements.

We have strengthened our commitment to creating a safe and supportive workplace by improving our occupational health and safety (OHS) policies, establishing rigorous risk management practices, and investing in guest/associates' well-being programs. Our safety-first culture is built on early hazard identification, regular safety training, and ongoing engagement with our associates to promote best practices.

We have also prioritized the health of our guests, associates and local communities by ensuring each Serena property features a 'Serena Clinic' that provides a complete range of medical services free of charge. Moreover, through our wellness programs our associates and the local community members receive ongoing checkups and education on various lifestyle-induced illnesses, with a particular focus on cancer, diabetes, hypertension, addiction, and mental health. Normally, this initiative is carried out in partnership with various medical institutions around areas where we operate our properties. The program also features speakers who cover a wide range of topics, including health issues, financial management and planning, goal setting, stress management, family life skills, and retirement planning.

Management is deeply committed to upholding and advancing human rights throughout every facet of our operations. We recognize the inherent dignity of every individual and are dedicated to fostering a workplace that respects the rights, well-being, and diversity and inclusion for all. Our policies are designed to ensure fair treatment, equal opportunity, safe working conditions, and freedom from discrimination, forced labour, and child labour.

Impact of free medical and wellness consultations to the local community:	
- Beneficiaries [2024]:	1,914
- Monetary savings (consultation and transport to a close medical facility) [2024]:	\$10,535

ARCHITECTURAL AND CULTURAL CONSERVATION

SDG Mapping



From inception, Serena Hotels, have upheld a steadfast commitment to conserving, integrating, and celebrating the cultural and architectural essence of the regions we inhabit. We understand the importance of culture and history in fostering social cohesion, preserving identity, and encouraging inclusive growth. Therefore, we have continued our efforts to protect and celebrate cultural heritage by supporting local artisan, preserving historical locations, and promoting indigenous knowledge. Our programs are focused on incorporating cultural sustainability into our business operations, ensuring that traditional practices are respected while also encouraging innovation and modern amenities. By

Serena Hotels Sustainability Footprint in East Africa (continued)

collaborating with local communities, we have raised cultural awareness and helped in the long-term preservation of the intangible and tangible heritage. This ethos is exemplified in various facets of our approach: prioritizing local materials and craftsmanship, ensuring design elements harmonize with the regions architectural style to seamlessly blend with the surroundings, and providing immersive experiences for guests, deeply rooted in local culture.



Local Community Artisan Market at the Mara Serena Safari Lodge

Our Serena Tanzania properties proudly showcase the artistry of traditional Makonde wood carving, while the Serena Ugandan properties highlight the ancient craft of Lubugo bark cloth and batik. In Kigali Serena Hotel, the fascinating Intore traditional dance takes center stage in regular performances, while at Lake Elmenteita Serena Camp, we collaborate with local enthusiasts dedicated to preserving East Africa's dance traditions.

At the Zanzibar Serena Hotel, we invite guests to indulge in a traditional Swahili feast, explore the historic Stone Town through guided tours, performances by Taarab orchestras, and gain insights into ancient crafts like dhow-building, wood-carving, and traditional Swahili plasterwork.

Guests at Nairobi Serena Hotel, Serena Beach Resort & Spa, Kampala Serena Hotel, and Zanzibar Serena Hotel are offered complimentary tours of the property, providing unparalleled access to a collection of East African architectural and cultural heritage.

ECONOMIC IMPACT

Material Topic	GRI Disclosure	SDG Mapping
Economic Performance	201 Management Approach Disclosure 201-1 Direct economic value generated and distributed	1 NO POVERTY 2 ZERO HUNGER 8 DECENT WORK AND ECONOMIC GROWTH 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 10 REDUCED INEQUALITIES
Indirect Economic Impact	203 Management Approach Disclosure 203-1 Infrastructure investments and services supported	11 SUSTAINABLE CITIES AND COMMUNITIES 12 RESPONSIBLE CONSUMPTION AND PRODUCTION 16 PEACE, JUSTICE AND STRONG INSTITUTIONS 17 PARTNERSHIPS FOR THE GOALS

THE ECONOMIC IMPACT OF SERENA HOTELS PRESENCE IN EAST AFRICA: YEAR 2013 TO 2024 (12 YEARS)

In the interests of standardizing the recording of TPS Serena Hotels economic footprint so as to align with internationally recognized protocols we have worked with Horwath HTL, the global leader in hotel and leisure consulting whose Economic Development Impact Assessment System has allowed us to measure the total local economic activity generated in East Africa as a result of the presence of Serena Hotels.

Total Local Economic Activity Generated in East Africa by Serena Hotels presence in Kenya, Tanzania, Zanzibar, Uganda and Rwanda:

Over the last 12 Years (2013 to 2024): Equivalent to approximately USD 3,029 Million

Serena Hotels Sustainability Footprint in East Africa (continued)

The economic impact of our TPS Serena Hotels East African properties over the last 12 Years i.e. year 2013 to 2024 is tabulated below:

	ECONOMIC IMPACT IN EAST AFRICA (12 Years)					
	Direct	Indirect	Induced	Spillover	TOTAL	Basis Used
Per Annum						
Jobs Created – average per annum	3,542	10,121	3,430	760	17,853	Headcount expressed in Full Time Equivalent (FTE) per annum.
Number of People Supported within the Households as a result of the Jobs Created – average per annum	15,397	45,071	15,272	3,358	79,098	Headcount multiplied by the Country's average number of people per household.
12 Years (2013 to 2024)						
TOTAL ECONOMIC IMPACT - Contribution to Gross Domestic Product in East Africa - \$ Million (Note 1)	1,418	1,478	103	30	3,029	Direct, indirect, induced, spillover revenues and tax collection deriving from Serena Hotels operations.
Note 1: The ECONOMIC IMPACT in the line above has been derived from the below and covers 19 Serena properties:						
Value Creation by Guests - \$ Million	261	659	-	-	920	Value creation at Serena Hotels and non-hotel expenditure during their visit.
Payroll & Related - \$ Million	255	321	103	30	709	Amounts paid to Serena Direct employees and all along the value chain.
Local Procurement (food, beverage, utilities, repairs & maintenance and other operating costs)- \$ Million	553	-	-	-	553	Consumption of non-imported goods and services by Serena Hotels operations.
Direct & Indirect Taxes (includes park/conservancy fees, visas) - \$ Million	291	498	-	-	789	Taxes collected from Serena Hotels and indirect tax through Serena Hotels supply chain.
Capital Expenditure (renovations, expansions, improvements) - \$ Million	58	-	-	-	58	Capital investments by Serena Hotels for renovations, expansions or improvements.

The explanation below reveals how the figures in the table above was arrived at:

The impact of Serena Hotels operations in East Africa on the local economy is calculated using the Horwath HTL system with relevant quantitative indicators such as monetary amounts injected from each stakeholder (the Serena Properties, Suppliers, Employees, Guests, neighbouring communities) to the economic system and total number of jobs created. The several levels of impacts that the Economic Development Impact Assessment system considers has been summarized below:

- **Direct Impacts:** Local Economic Impacts generated by the operations of Serena Hotels in East Africa. Measured through key indicators such as procurement; wages through direct employment; taxes; concession fees; park/conservancy fees; donations and capital expenditure.
- **Indirect Impacts:** Related to Serena Hotels value chain in East Africa and is the result of expenses incurred by the Serena Hotels direct stakeholders (based on specific macroeconomic and socio-demographic ratios, and limited to the revenues generated from Serena Hotels value chain) which includes: Wages paid by suppliers; average guest spending in the local economies; consumption by Serena Hotels employees in the local economies and the related impact on employment and taxes.
- **Induced Impacts:** Multiplier effect as a result of expenses incurred and jobs created by the indirect impacts described above related to Serena Hotels.
- **Spillover Effect:** This is the result of the various rounds of re-spending in the local economies. Following usual tourism economic principles, each previous impact generates successive waves of revenues for the local economies. Ultimately, this translates into the tourism expenditure multiplier.



National and International Awards and Accolades

Serena Hotels were proud recipients of a number of national and international awards and accolades during year **2024**, details of which are below:

World Travel Awards 2024

At the World Travel Awards Africa & Indian Ocean Gala Ceremony 2024, Serena Hotels emerged as winners in the below categories:

- Mozambique's Leading Hotel: [Polana Serena Hotel](#)
- Mozambique's Leading Hotel Suite: [Presidential Suite at Polana Serena Hotel](#)
- Uganda's Leading Hotel: [Kampala Serena Hotel](#)
- Uganda's Leading Hotel Suite: [Presidential Suite at Kampala Serena Hotel](#)

Kenya Travel Industry Business Awards

Serena Hotels received the following Awards under the Accommodations Supplier Category:

- Best Safari Lodge: [Mara Serena Safari Lodge](#)
- Second runner-up, Best Business Hotel: [Nairobi Serena Hotel](#)

Eco-Warrior Kenya Awards

Seven awards under the accommodation category were received, recognizing achievements in Responsible Business, Conservation of Aquatic Life, Viable Tourism Practices, and Climate Action as below:

- **Responsible Business Practices:**
 - First place: [Kilaguni Serena Safari Lodge](#)
 - Second place: [Amboseli Serena Safari Lodge](#)
 - Third place: [Lake Elmenteita Serena Camp](#)
- **Conservation of Aquatic Life:**
 - First place: [Serena Beach Resort & Spa](#)
- **Promoting Viable Tourism Practices:**
 - Second place: [Amboseli Serena Safari Lodge](#)
 - Third place: [Mara Serena Safari Lodge](#)
- **Climate Action:**
 - Second place: [Mara Serena Safari Lodge](#)

Best Stand Award

At the Sarit Center's Getaway Fair held in October 2024, [Serena Hotels'](#) exhibition stand was awarded "The Best Stand Award". The award was in recognition of the brand's outstanding display, dedication to hospitality excellence, and commitment to creating unforgettable guest experiences.

Gold Eco-Rated Properties by Eco-Tourism Kenya

Designed to embrace innovation in responsible resource use, environmental conservation, community empowerment, cultural preservation and promotion; and holistic business practices. The below six Serena Kenya properties hold a Gold Eco-rated Certification (the certification program is recognized by the Global Sustainable Tourism Council):

- [Serena Beach Resort & Spa, Mombasa](#)
- [Mara Serena Safari Lodge](#)
- [Kilaguni Serena Safari Lodge](#)
- [Amboseli Serena Safari Lodge](#)
- [Lake Elmenteita Serena Camp](#)
- [Sweetwaters Serena Camp](#)

KAYAK Travel Awards

[Sweetwaters Serena Camp](#) was awarded the KAYAK travel award, earning the property a recognition badge and an upgraded profile on Kayak booking portal. KAYAK is an online booking platform. The awards are a way of recognizing their partners for their exceptional service to travellers, based on feedback received directly from travellers. Award recipients not only meet their high standards but also receive outstanding reviews and ratings.

National and International Awards and Accolades (continued)



Mr. Ashish Sharma (Third from right), MD and CEO of Serena Hotels Africa, with his team receiving various awards at the 2024 Eco Warrior Awards.