

A story of change

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Our mission is to stand out as the preferred portfolio of hotels & resorts in Greece offering excellent service, great locations, impeccable facilities, sophisticated dining and a broad spectrum of options for guests, all in a sustainable manner.

Address by the President, Christina Mitsis

Mitsis Group has a long-standing history of providing exceptional hospitality services to our guests. Since our establishment in 1976 by my father, Konstantinos Mitsis, who envisioned revolutionising the tourism industry with the all-inclusive concept, we have grown to become the largest privately-owned hotel chain in Greece with 19 luxurious hotels and resorts across the country.

We have achieved several milestones throughout our journey, including numerous awards and recognitions for our commitment to excellence in hospitality as well as for our commitment to sustainability, innovation and social responsibility, being distinguished among the 'Most Sustainable Companies' in Greece, as part of the Group's CSR programme 'A story of change'.

We remain committed to our vision

Staying true to our 47-year hospitality history and our mission to transform each visitor into a special guest, we remain committed to our vision of the next day of Greek hospitality, where sustainability is at the forefront of everything we do.

Turning challenges into opportunities

Challenges are opportunities to learn and grow. One of the most significant challenges during the last years was the COVID-19 pandemic, which gave us the opportunity to reimagine our guest experience, making it even better. We implemented several measures to ensure the safety and well-being of our guests and employees, enhancing their experience, while undergoing an outstanding digital transformation.

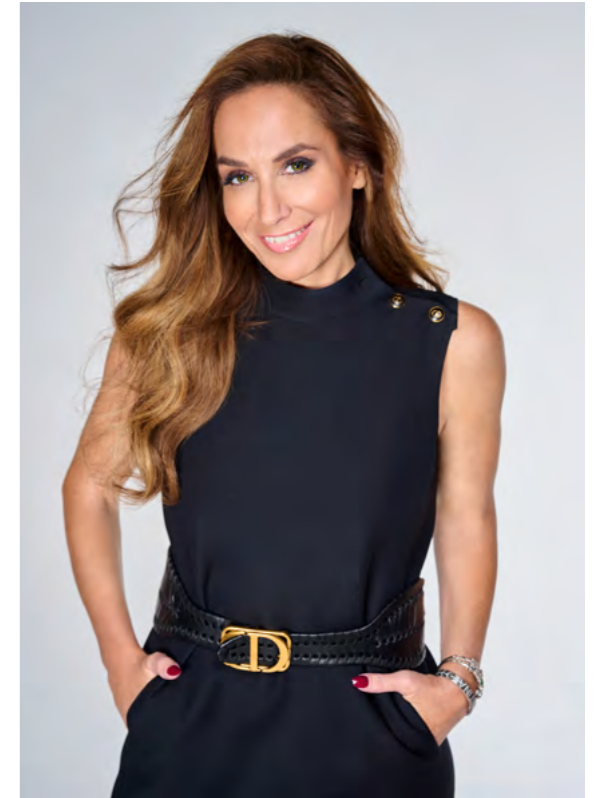
As we grow and expand, new challenges arise. Expanding our business while meeting our sustainability goals was one of the biggest. Once again, we saw the opportunity to integrate sustainability into our expansion plans and create hotels that are both luxurious and eco-friendly.

Investing in the future

In the light of a new era in the tourism industry, we are constantly looking out for new growth prospects, creating new brands, products and services, leading technology, steering sustainability and coupling our progress with the development of the local communities and the environment in which we operate.

In line with our investment plan, we have embarked on new business developments, renovations, and refurbishments, penetrating new market segments, expanding to new destinations and forming new hotel management agreements aiming to reach new audiences, promote tourism throughout the year, enhance the guest experience and help protect our environment.

We consider sustainability in our new designs and refurbishments, integrating it into every aspect of our operations and are implementing numerous initiatives to reduce our carbon footprint, conserve natural resources, and support local communities.



K. Mitsis Foundation, a non-profit organisation

This year, we are proud to announce the creation of the K. Mitsis Foundation, a non-profit organisation honoring our founder. The Foundation's main objective is the continuous development and modernisation of the tourism industry as a strong driving force for the economic development of Greece, with special emphasis placed on the education of highly qualified professionals.

We strive to be active citizens in the local communities where our Group operates, promoting their history and culture and supporting public and private institutions involved in education, health, security, sports and other activities, thus empowering regional economies and improving local living conditions.

We are committed to the promotion of the arts and sciences as well as to the creation of sustainable development and the strengthening of actions aimed at protecting the environment, saving energy, developing alternative forms of energy and the rational use of natural resources.

Change is the only constant

As the Greek philosopher, Heraclitus said, "The only constant in life is change". Embracing it is the only way forward.

We want to thank our stakeholders for joining us in creating the new day of Greek philoxenia, as a leading force in the country's hospitality business.

Let's build the future together, growing sustainably and setting an example for future generations!

Christina Mitsis
President | Mitsis Group



Address by the Managing Director, Stavros Mitsis

An unprecedented investment plan

Mitsis has embarked on a large-scale investment plan, paving the way for an unprecedented development story. From 2017 to 2021, we undertook an ambitious 100M€ renovation and refurbishment programme, and we are currently undertaking an additional 250M€ initiative to comprehensively upgrade our Group's 19 high-end hotels and resorts across five captivating destinations in Greece by 2026.

New business development also stands as a cornerstone of our continuous progress, with multiple hotel acquisitions and new project developments in our extensive pipeline for the following years. In 2022, our Group added two more properties in Crete to our portfolio, Cretan Village and Royal Mare, effectively doubling our footprint on the island.

A story of change

At Mitsis, we recognise that our role transcends that of an industry leader; we are an integral part of a wider community that thrives on sustainable and inclusive practices. With this profound understanding, our holistic CSR programme 'A story of change,' encompasses an extensive array of activities and initiatives that address the pressing challenges facing our industry and the world at large. From environmental stewardship to community empowerment and cultural preservation, 'A story of change' showcases our commitment to making a tangible, positive difference.

To further reinforce our commitment, we have pledged to allocate 5% of our annual net profit to CSR activities, ensuring that our actions align with our values and have a lasting impact on the environment and the local communities we serve. We are proud to be distinguished among the 'Most Sustainable Companies in Greece' for 2022 by the QualityNet Foundation, and we aspire to act as a role model for sustainable tourism development in the country.

A new day for Greek hospitality

As we reflect on the achievements of the past year, we also recognise that our journey toward sustainability is ongoing. There is much work to be done, and we are determined to continuously improve, set new benchmarks, and raise the bar for sustainable hospitality.

I want to express my deepest gratitude to our team members, our guests, and our partners who have contributed to the positive impact we have made. Your dedication and support have been instrumental in our success, and we look forward to continuing this journey together. Let us forge ahead, inspired by the opportunities that lie before us, as we strive to create a positive legacy for generations to come.

Stavros Mitsis
Managing Director | Mitsis Group

It is with great pleasure that we present to you Mitsis Group's annual Corporate Social Responsibility Report for 2022. This report stands as a remarkable testament to our unwavering commitment to responsible and sustainable operations, representing yet another significant milestone in our journey.

As a leading force in the hospitality industry, we comprehend that our obligations reach far beyond providing exceptional experiences to our esteemed guests. We firmly believe that businesses play a pivotal role in tackling the social and environmental challenges of our era. Hence, we have diligently embedded corporate social responsibility into the very fabric of our operations, ensuring that we contribute to a sustainable future while enhancing the well-being of our valued stakeholders.

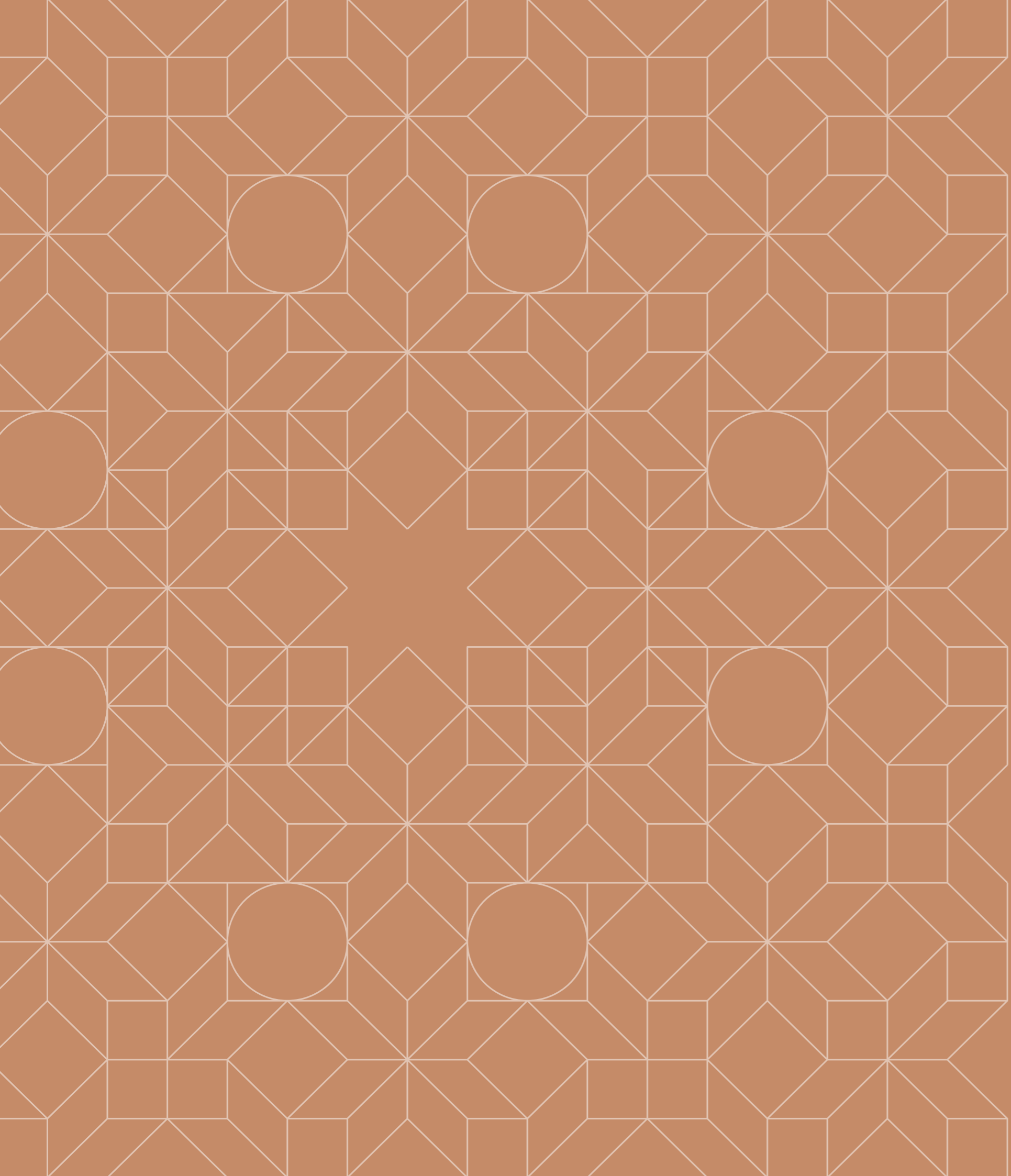
I am immensely proud of the progress we have made over the years, embracing the principles of sustainable tourism and prioritising the well-being of our guests, employees, communities, and the environment. This report serves as a testament to our unwavering dedication to generating positive impacts and shaping a brighter future for all.

The year 2022 has presented us with both challenges and opportunities, yet our steadfast commitment to sustainable growth has consistently remained at the forefront of our operations. Our journey has been marked by ambitious investments, groundbreaking projects, and a steadfast focus on enhancing our guests' experiences while preserving the natural splendour and cultural heritage of Greece.

A new brand identity

As the world evolves, so do we. Reflecting our brand's constant reinvention and change, our new brand identity represents the surprising, engaging and multifaceted aspect of our offering. Inspired by the Kaleidoscope, our novel expression features new creative concepts that come to life throughout the Mitsis experience. Today, we are evolving the way we think and act, adding sophistication and a sense of luxury to everything we do.

The year 2022 has presented us with both challenges and opportunities, yet our steadfast commitment to sustainable growth has consistently remained at the forefront of our operations.



Mitsis Hotels



01

Company Identity

As Greece's largest privately-owned hotel chain, Mitsis has been a tourism pioneer for over 45 years now, offering excellent service, great locations, impeccable facilities, sophisticated dining, and a broad spectrum of options for its clientele, all in a sustainable operational framework.



1.1 Corporate Profile

Overview

Mitsis Group was founded in 1976 by entrepreneur Konstantinos Mitsis, who envisioned revolutionising the Greek tourism industry with the introduction of the all-inclusive concept. His idea was to develop top-of-the-range hospitality accommodation and a rich F&B programme, all based on high quality and premium service.

Today, with 19 hotels & resorts in 5 unique destinations, the Group's rich hospitality blend consists of a premium collection, all-inclusive, family hotels, city hotels, meetings, social events, spa resorts, and wedding hotels.

Mitsis Group aspires to stand out as the preferred hospitality portfolio in Greece and bring to life enriching experiences for its guests, making the most of its unparalleled family touch and genuine Greek essence, always seeking to be flexible and adaptable to individual customer needs and the mindset of new generations. Reimagining the meaning of modern luxury and determined to continuously add value to its products and brands, Mitsis invests time, capital and expertise to bring to life ambitious infrastructure projects, welcoming 400,000 guests annually to a new day of Greek hospitality.

Entering this new era with vision and determination, Mitsis aspires to represent an innovative, social and committed brand. Continuously investing in its future by exploring new growth prospects and creating new brands, products and services, Mitsis has embarked on a large-scale investment plan, comprised of an unprecedented renovation story and new business developments, with major new hospitality projects in the pipeline for the following years.

Our Responsible Operation

With sustainability being a key criterion for its competitiveness, Mitsis aspires to act as a role model for the sustainable tourism development of the country. The Group marches forward for sustainable hospitality, aiming to provide high-quality services while remaining committed to its social responsibility, ensuring ethos and transparency in all operations.

The Group's dedication to the principles of sustainability is reflected in the development of its 4,800 employees, the strengthening of its local communities, the ongoing support of volunteering and social activities, the minimisation of the environmental footprint of its 19 hotels and the protection of biodiversity in its 5 destinations.

As a result of its remarkable performance, Mitsis has received multiple awards from national and international organisations, in recognition of the high quality of services provided, innovative practices, respect for the environment and contribution to local communities, including the distinction of the Group in the 'Most Sustainable Companies in Greece' for 2022 by the QualityNet Foundation.

Transforming each visitor into a special guest is the key to our success.

For its responsible operation, Mitsis was distinguished among the ‘Most Sustainable Companies in Greece’ for 2022 by the QualityNet Foundation.

Mitsis Milestones

1976

Opening of the first hotel, Ramira in Kos

1996

Inventors of the new all-inclusive in Greece with Norida in Kos

2010-2013

3 major hotel complexes construction on the islands of Crete, Kos & Rhodes

2016

100M€ investment plan for the refurbishment of Rinela, Rodos Village, Norida & Summer Palace

2018

Acquisition of Grand Hotel following a bidding auction

2019

Establishment of Filoxenia Management Company

2021

45-year operation in Greece

2022

Acquisition of Cretan Village & Royal Mare in Crete

What's next

Launch of new investment projects in Galini, Kamena Vourla; Bali Paradise, Crete; Afandou, Rhodes; Piraeus, Athens; Panepistimiou, Athens City Centre; Elia, Myconos; Sarti, Chalkidiki; Olympiada, Chalkidiki

Mitsis Group of Companies

STARITEM INVESTMENTS PLC
XENODOXEIA ELLADOS MITSIS COMPANY S.A.
XENODOXEIA KRITIS MITSIS COMPANY S.A.
K. MITSIS X.T.E. S.A.
K. MITSIS FILOXENIA S.A.
KORALI S.A.
FALIRAKI A.X.E
GALINI A.X.T.E.
THOLARI S.A.
DIAGORAS A.X.E.
ATHENS AIRPORT HOTEL COMPANY S.A.
PANEVROPA A.X.E.
GRAND HOTEL SUMMER PALACE S.A.
ENTYPOEKDOTIKI S.A.
CAVIROS S.A.
KORTIA S.A.
PARALIMNIOS S.A.
PYRAMIDA S.A.
AFANDOU GOLF MAETA&EA
AFANDOU REAL ESTATE MAEAA
AFANDOU TOURISTIKO XORIO MAETAA
M.A. AGGELIADIS XTKAE
XENODOXEIO IDEAL MON. AE APOKL. SKOPOY
AMKE K. MITSIS



1.2 Corporate Governance

Principles of Corporate Governance

Corporate governance encompasses the intricate network of interactions among a company's management, Board of Directors, shareholders, and various stakeholders. It establishes a comprehensive framework consisting of principles, regulations, methods, and protocols that govern the company's operations and ensure alignment with the interests of all parties involved.

Therefore, it is imperative to establish a robust structural framework within our organisation, enabling the establishment of corporate objectives and the implementation of appropriate measures to pursue them. This entails identifying potential risks, establishing effective risk management systems, and diligently overseeing the implementation of the Management Team's Code of Conduct.

CSR and Corporate Governance

Mitsis diligently evaluates the impact of its decisions on all stakeholders and advocates for ethical conduct and transparency in all aspects of its operations. The Corporate Responsibility policy presented herewith encompasses targeted actions to ensure that all employees prioritise social and environmental accountability as significant criteria in decision-making.

Corporate Social Responsibility Policy

Mitsis has implemented a set of guidelines to actively foster sustainable progress, encompassing the Group's comprehensive Corporate Social Responsibility (CSR) policy. This policy serves as a compass to guarantee the company's ethical conduct, considering the economic, environmental, and social consequences of every business decision. By fostering a culture of corporate citizenship and responsibility, Mitsis empowers its workforce of 4,800 individuals to embrace accountability for their actions and achieve positive societal change.

Board of Directors (BoD)

The oversight and direction of the Group companies are entrusted to a Board of Directors, comprising five esteemed members. This governing body assumes the responsibility of shaping the Group's strategic direction and growth policies while diligently supervising and monitoring the activities of its constituent companies.

The selection of Board members adheres to the stipulations outlined in the Articles of Association of all Group-affiliated companies. Aspiring to establish an innovative, efficient, and adaptable management model, the Group remains committed to upholding the fundamental tenets of corporate governance through the following practices:

- Holding regular Board of Directors meetings.
- Providing all required information, reports and obligatory briefings to Board members.
- Evaluating the Board of Directors' performance and effectiveness through the Annual Report presented at the Ordinary General Assembly of Shareholders.
- Monitoring and assessing the implementation and efficacy of the Board's resolutions in achieving the objectives of Mitsis.
- Undertaking periodic assessments of the Board's functionality and performance, employing the expertise of external consultants.

Management Company

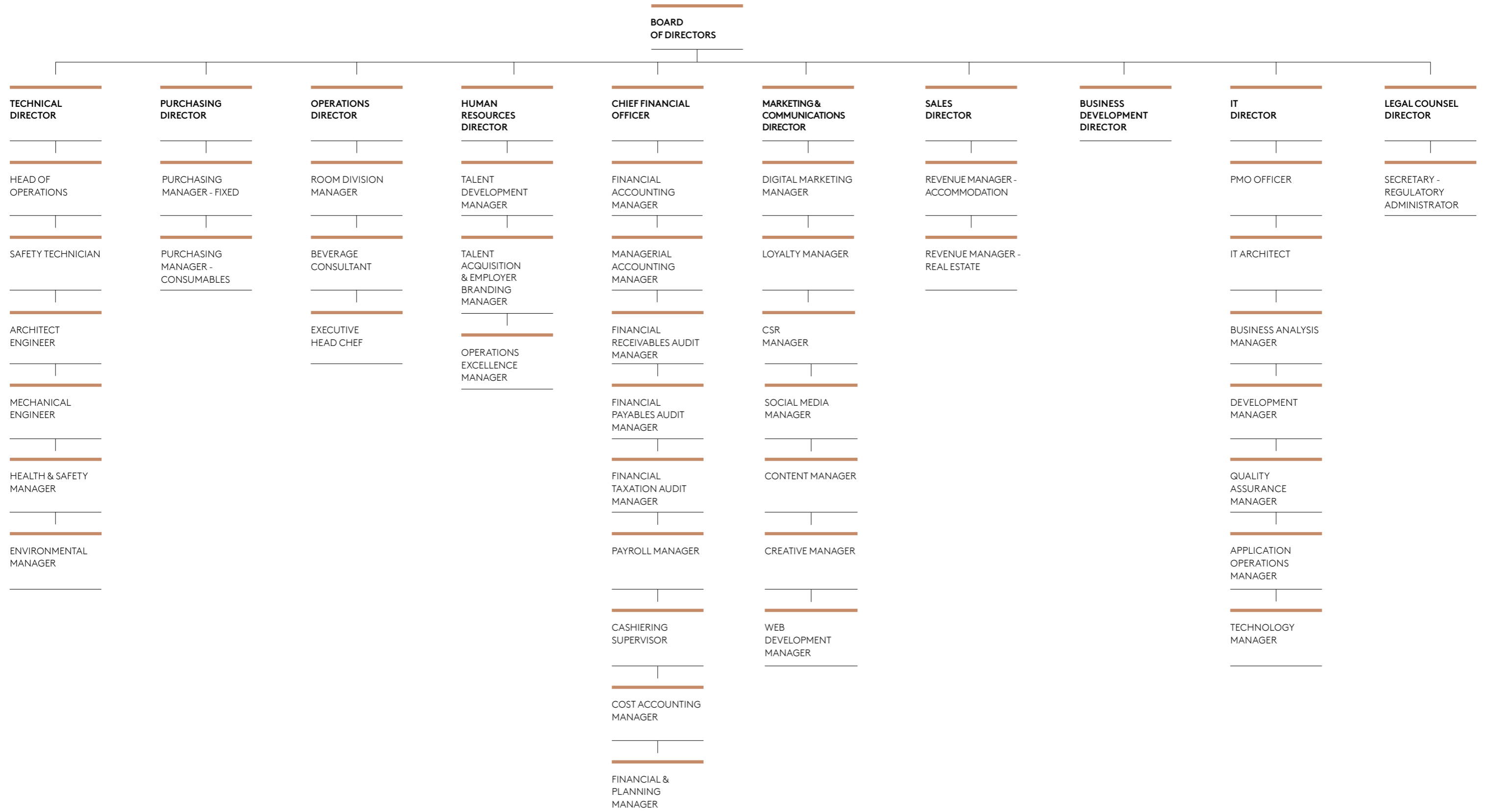
K. Mitsis Filoxenia S.A., established in 2019 in Athens, aspires to become the leading hotel management company in Greece, renowned for its distinguished projects and advanced operational strategies.

Guided by our core values of entrepreneurial spirit, innovation, and excellence, we endeavour to foster synergies, bolster revenue and profitability, and optimise resource allocation and expenditures. Filoxenia can drive substantial value for hotel owners, drawing upon a broad spectrum of capabilities and expertise inherent to a prominent brand in the Greek tourism sector.

At the heart of our achievements lies a passionate and dedicated team of over 170 experienced professionals, poised to provide invaluable support to hotels and resorts on their journey toward achieving their own success.



K. Mitsis Filoxenia S.A.

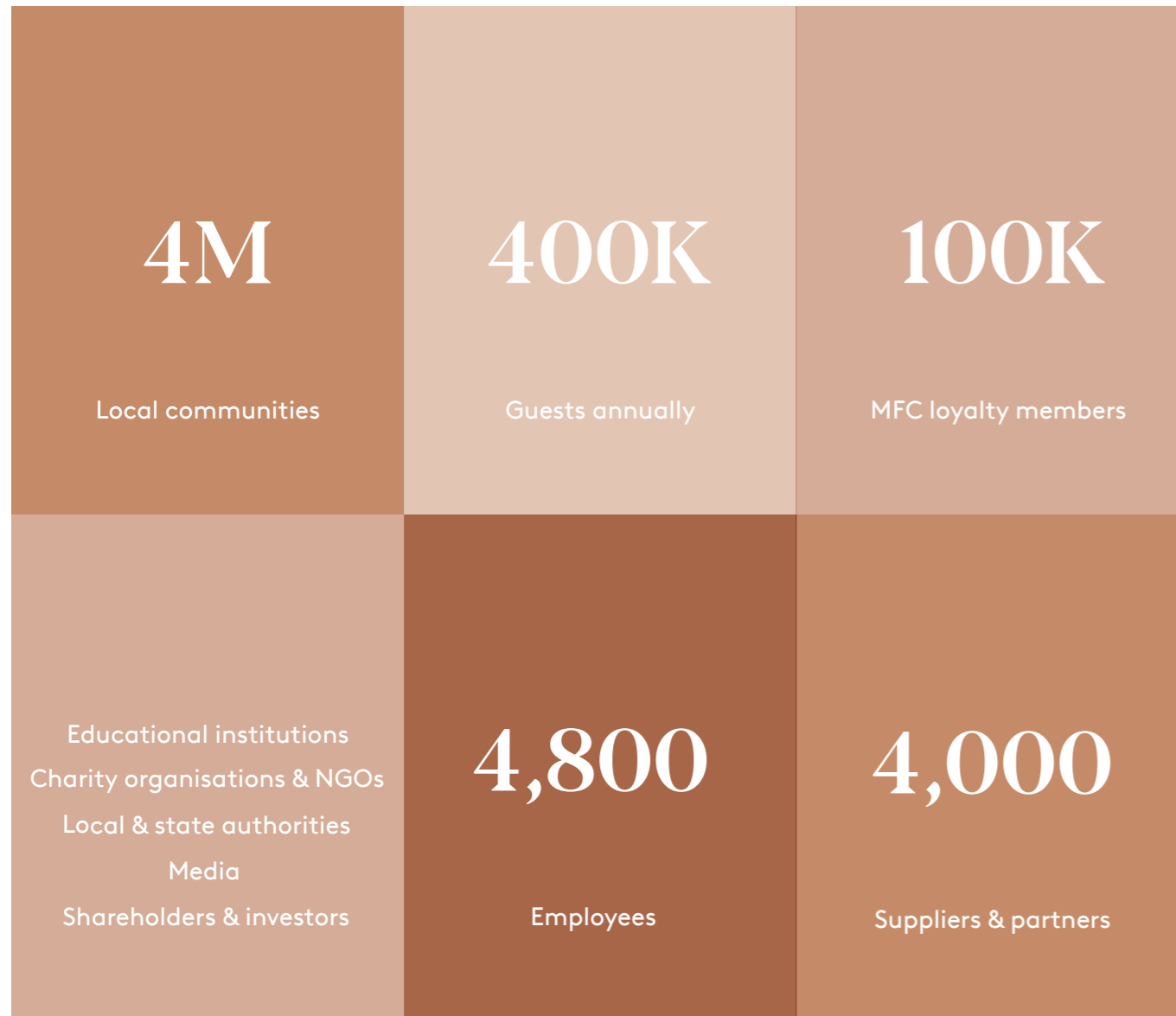


Stakeholders

Mitsis fosters long-term partnerships, with several alliances tracing their roots back to the Group's establishment in 1976. While we take pride in our identity as a family-owned enterprise, we adhere to standardised protocols and implement internationally recognised operational benchmarks. It is a privilege to host an extensive workforce of 4,800 dedicated employees and welcome 400,000 guests annually. Our expansive network of business partners, commercial suppliers, and service providers leaves a profound impact on the lives of at least 4,000,000 individuals and contributes significantly to the broader Greek society as a pivotal driving force of the country's tourism economy.

Mitsis League

For over 45 years, we build enduring relationships and embark on shared growth ventures with our esteemed partners. We actively foster mutually advantageous business synergies and take immense pride in consistently broadening our network of collaborators, members of the Mitsis League network. It is with great honour that we acknowledge the exceptional network of partners who have accompanied us on our path of continuous progress and success.



Communication with our Stakeholders

We are dedicated to fostering continuous and meaningful engagement with our stakeholders, with the objective of providing comprehensive information to individuals and groups who may be impacted by the decisions undertaken by our company. Our commitment lies in valuing and incorporating the perspectives and interests of all relevant parties, while nurturing direct channels of collaboration and fruitful exchange of ideas. Among Mitsis Group's stakeholders are our valued employees and esteemed guests, trusted partners and suppliers, valued shareholders and investors, media outlets, opinion leaders, social agencies, NGOs, local communities, academic institutions, as well as the Greek State and government.

Effective communication with stakeholders takes shape through transparent public dialogues, speeches, productive meetings, informative roadshows, publications and official announcements, press releases, interviews, newsletters, surveys, website updates, and active engagement on social media platforms, among other means.

Stakeholders	Communication Mean	Communication Frequency
Employees	Dialogue, speeches, meetings, publications, e-mails, newsletters	Daily
	Surveys	Periodically
Guests	Online chat through website	Daily
	Social media, blog	Daily
	Transactional & marketing Newsletters	Periodically
	Surveys	Periodically
Partners	Dialogue	Daily
	Newsletters	Periodically
	Meetings, expos, road shows	Periodically
Suppliers	Dialogue, meetings, tenders	Weekly
	Newsletters, questionnaires	Monthly
Shareholders & Investors	Meetings, expos, road shows	Monthly
	General Assembly, reports	Periodically
Media, Social Media & Opinion Leaders	Media office, public dialogue	Daily
	Dialogue, announcements, press releases, interviews, publi	Periodically
Society (agencies, NGOs)	Public dialogue, announcements	Daily
	Social media, blog, newsletters	Daily
	Publications (CSR Report)	Yearly
Local Communities (agencies, NGOs)	Public dialogue, events, initiatives & activities	Daily
	Social media, blog, newsletters	Daily
	Publications (CSR Report)	Yearly
Business Community	Public dialogue, announcements newsletters, cooperation & synergies	Daily
Academic Community	Public dialogue, announcements newsletters, synergies	Periodically
Greek Government	Public dialogue, announcements cooperation	Periodically

Regulatory Compliance

We foster a culture and ethos rooted in adherence to the law, encompassing state, federal, and international regulations relevant to the operations of our Group. Our steadfast commitment to integrity, safety, and ethical conduct permeates every facet of our highly competitive presence in the market. Concurrently, our compliance efforts ensure the timely, efficient, and effective reporting of compliance obligations to our executive management, administrative personnel, and dedicated hospitality staff across all operational departments within Mitsis.

The Group's comprehensive regulatory compliance programme encompasses a systematic approach encompassing identification, assessment, management, reporting, review, and monitoring of compliance obligations, issues, and external corporate filings, as well as mechanisms for identifying, documenting, investigating, addressing, and reporting various compliance matters.

Furthermore, we maintain a corporate-wide training programme that includes comprehensive induction training and cyclical reviews of its content to identify areas for improvement. Additionally, Mitsis executives have formulated a Code of Conduct that mirrors the daily operations, core values, and overarching corporate culture of the organisation. This Code of Conduct serves as an invaluable guiding tool for our employees, ensuring adherence to our principles and fostering a culture of ethical behaviour.

Business Ethics & Guiding Principles Against Corruption

Mitsis is fully committed to ethical conduct in all corporate affairs and activities, strictly prohibiting any form of offering, promising, paying, or accepting corrupt payments, benefits, or inducements to any individual, including government officials, employees, agents, clients, suppliers, partners, or competitors. Every director or employee is obligated to provide complete and truthful responses to inquiries from the Company's internal and/or independent auditors.

Guided by our principles, we undertake the following measures:

- Diligently conduct appropriate anti-corruption due diligence when engaging in acquisitions, forming joint ventures, or entering agreements with third parties.
- Not proceed with transactions or engagements until any concerns or issues related to corruption are thoroughly and satisfactorily addressed.
- Actively encourage the reporting of any known or suspected acts of corruption, providing a safe environment where reporting can take place without fear of retaliation.
- Investigate all reports of known or suspected corrupt activities by any individual associated with Mitsis Group, whether employed or in a business relationship.

We are committed to avoiding any actions that could lead to impropriety, particularly in areas such as business entertainment, gifts, conflicts of interest, hiring practices, and donations. Our employees, including temporary and contract workers, directors, and managers, are strictly prohibited from engaging, directly or indirectly, in corrupt activities or any activities that may give the appearance of corruption. We never engage in or tolerate bribery or corruption by third parties, including service providers, agents, partners, consultants, or distributors acting on our behalf.

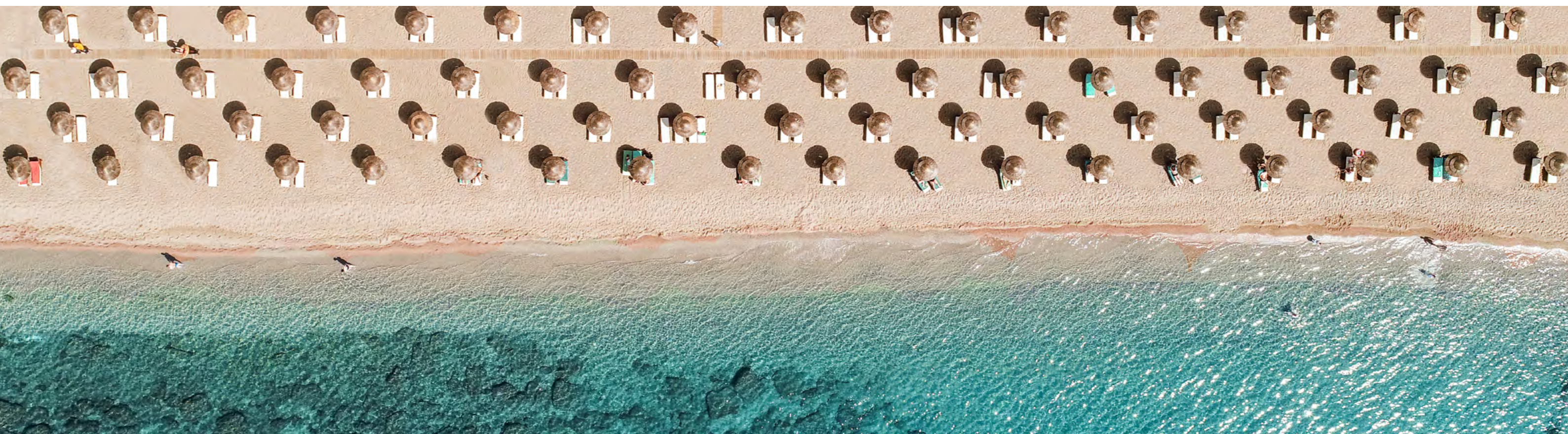
Our aspiration is to establish a Group of companies that operates in full compliance with the law, adheres to the principles of sustainable development, consumer protection, and fair competition, and conducts business with the utmost integrity.

Code of Conduct & Ethics

The Board of Directors of Mitsis Group has embraced the Code of Conduct & Ethics, which encompasses all hotels and businesses within the Mitsis Group of Companies. This code serves as a manifestation of our core values and ethical principles that provide steadfast guidance and form an essential foundation for our brand. The Code of Conduct & Ethics applies universally to our Board of Directors, management team, employees, consultants, and collaborators. Furthermore, we actively encourage our partners and suppliers to align themselves with the fundamental principles and underlying values enshrined within this Code of Conduct & Ethics.

Our Objectives

The primary objective of the Code of Conduct & Ethics is to establish a concise and comprehensible framework of rules. These guidelines are designed to facilitate a clear understanding and practical application for each individual within our organisation. By adhering to these principles in our daily business operations and personal conduct, we strive to uphold and enhance the excellence of our services and reputation. The standards we establish today will shape our future, not just as Mitsis but also as dedicated professionals on an individual level.



Our 10 Principles

We outline the fundamental principles that have consistently steered Mitsis on its path to becoming a prominent brand within the Greek tourism industry. These principles serve as a compass for all individuals affiliated with Mitsis, irrespective of their role or hierarchy. Our reputation and progress hinge upon our collective commitment to upholding and integrating these principles and values into our business practices.

01

Professional Behaviour

It is imperative to approach our customers, suppliers, and partners with utmost respect and professionalism. This approach has played a pivotal role in establishing our brand as a prominent presence in both the Greek and international markets. Adhering to relevant business and professional standards extends beyond mere compliance with legal requirements; it signifies our unwavering commitment to ethical conduct and adherence to principles of quality.

Consequently, integrity and objectivity serve as vital cornerstones in our business agreements, customer interactions, and brand establishment. While we may encounter situations that present conflicts of interest, it is paramount that we consistently make principled decisions, as they define our identity. By embracing these values, we foster enduring business relationships that stand the test of time. Our suppliers and customers place their trust in Mitsis because we can convincingly demonstrate our steadfast dedication to these values and principles.

We are devoted to treating our competitors, partners, and guests fairly and with respect. Our pricing structure reflects the value and quality of our services, as well as the commitments we make to our customers. We pledge to provide exceptional accommodation services at exceptional destinations, ensuring unparalleled experiences for all our esteemed customers.

02

Respect, Diversity & Fair Treatment

It is of utmost importance that we actively exemplify our regard for our employees, guests, partners, suppliers, and all other stakeholders. The principle of respect serves as the cornerstone of our commitment to excellence and drives our continuous growth. We cultivate a culture that champions equitable treatment, equal opportunities, and diversity. When considering candidates, we focus on their true merits and their ability to deliver results, all while adhering to the values and principles outlined in the Code of Conduct & Ethics. We uphold fairness, equality, and prioritise quality and efficiency over any other factor that may lead to inefficiencies or unfairness in our relationships with suppliers.

We nurture an environment that fosters creativity, pluralism, and initiative. Above all, we strive to create an inclusive workplace where every individual feels embraced as a valued member of the esteemed Mitsis Group family. We have a zero-tolerance policy for any form of harassment, unfair discrimination, insults, or any other type of unethical or unprofessional behaviour. This inclusive approach extends to our partners and suppliers, as evidenced by the enduring and trustworthy business relationships we have built over the years.

03

Professional Development & Support

The cultivation of our employees' knowledge and personal growth is of paramount importance to Group. With this in mind, we organise seminars, deliver comprehensive training programs, and distribute informative materials that are essential for our team's daily operations. We make substantial investments in enhancing the skills and qualifications of our employees, supporting them in enriching their educational and professional backgrounds.

Above all, we are committed to providing a secure working environment that fosters a sense of freedom and enthusiasm, enabling our team members to deliver exceptional outcomes for our valued guests. Our ultimate objective is to create value for all those who have contributed or are currently contributing to the success of Mitsis Group.

04

Anti-corruption & Anti-bribery

Mitsis firmly rejects and condemns any involvement in soliciting, accepting, offering, promising, or facilitating bribery, as well as engaging in any form of money laundering. We actively promote and encourage our partners, suppliers, and stakeholders to adhere to the same uncompromising stance. We wholeheartedly support all initiatives aimed at eradicating corruption, bribery, and financial misconduct, recognising their detrimental impact on ethical business practices and the global community at large.

05

Social Responsibility

We firmly believe that the growth and progress of our business should go hand in hand with the betterment of the communities in which our hotels are situated. Accordingly, we make significant investments and actively contribute to society and local communities. We prioritise employing and training individuals from the destinations we operate in, as we strive for Mitsis to be seen as an integral part of the broader community fabric.

Embracing our responsibility towards local communities, we actively support initiatives that foster sustainable development, uphold human rights, and safeguard the environment. We implement measures that promote the sustainable growth of our business while ensuring the preservation of the environment. Environmental protection is not merely an option; it is an essential prerequisite for Mitsis Group to deliver exceptional services and showcase the unique allure of our destinations.

06

Confidentiality & Privacy

As part of our professional endeavors, we frequently encounter information that is of a confidential, private, or proprietary nature, and must not be divulged to external parties. It is incumbent upon us, both as a duty and a commitment, to uphold the utmost confidentiality regarding information pertaining to our business, customers, trade secrets, suppliers, pricing, methodologies, techniques, and other proprietary materials. Any breach of this obligation would not only expose Mitsis Group to substantial damages but also compromise its esteemed reputation.

07

Data Protection

We are firmly committed to adhering to the relevant Data Protection regulations, as it is our duty to protect the privacy and confidentiality of personal information. It is strictly prohibited to disclose personal data, images, or any other sensitive information, particularly through online publication or social media platforms. Any violation of the Data Protection legislation will be met with disciplinary measures, including the possibility of employment termination, and will be promptly reported to the appropriate data protection authority and other relevant administrative bodies. Mitsis takes all necessary measures to uphold our commitment to safeguarding the personal data of our esteemed guests, employees, suppliers, and other stakeholders.

08

Compliance with Laws, Rules & Regulations

We have a steadfast obligation and unwavering commitment to strictly adhere to all Laws, Rules, and Regulations that govern our business operations. Our diligent management and accomplished legal department meticulously craft precise instructions concerning our Group's legal obligations. Complying with the law is not a discretionary matter; it is an absolute imperative. Mitsis earnestly implores its esteemed partners, suppliers, and other valued stakeholders to demonstrate the same unwavering dedication to legal compliance.

09

Respect for Company Assets & Opportunities

The company assets form an integral component of our business, and they must be utilised solely for lawful purposes and within the framework of operating our hotels or delivering the services delineated in the articles of association of each member company within the Mitsis Group. This principle extends to both tangible and intangible assets belonging to Mitsis. It is incumbent upon us to safeguard these assets against theft, loss, or damage, while ensuring their effective utilisation. Of particular significance is the imperative to protect the esteemed Mitsis brand, as it stands as a singular representation of our services and embodies our values and principles.

Within the same context, Mitsis employees often gain access to valuable information pertaining to business opportunities, and it is their responsibility to maintain strict confidentiality and abstain from divulging such information to external parties or exploiting it for personal gain. Furthermore, employees are expressly prohibited from using company property, assets, or information for personal benefit or engaging in any form of direct or indirect competition with Mitsis Group, both presently and in the future. It is the duty of our employees to pursue the legitimate interests and objectives of the company while upholding the trust that has been placed in them.

10

Occupational Health & Safety (OHS)

At Mitsis, we recognise the paramount importance of providing a secure and conducive environment for our staff members. We firmly believe that this commitment is pivotal in upholding service excellence and attracting the most accomplished professionals. To this end, we are unwavering in our adherence to all health and safety regulations, and we are fully dedicated to preventing accidents, injuries, and work-related illnesses. Our unwavering aim is to cultivate a workplace of the utmost standards, and we wholeheartedly encourage our esteemed business partners to join us in this pursuit.

Ethics Committee

All reports, complaints, or inquiries are directed to the Ethics Committee, which plays a pivotal role in ensuring the diligent implementation of the Code of Conduct & Ethics. This esteemed committee not only oversees the adherence to the Code of Conduct & Ethics but also undertakes regular reviews to propose any essential amendments or additions to the management of Mitsis Group. Comprised of distinguished members, the Ethics Committee is led by the esteemed President, the Managing Director, alongside esteemed professionals including the HR Director and the Group Legal Counsel.

Duty to Report & Non-Retaliation

In the event of a breach of principles or the discovery of misconduct, it is the responsibility of employees to promptly notify Mitsis Group and contribute to the preservation and restoration of our esteemed values and ethical standards. All reports made in good faith will be treated with utmost confidentiality and given due consideration. Employees have the option to report violations to their respective manager, the Hotel Director, or the Audit Committee. Written reports can be sent via registered mail to: Mitsis Group, 12 Filotheis str., Galatsi, 11147.

Furthermore, individuals may initiate an inquiry to ascertain whether specific actions or decisions contravene the provisions outlined in the Code of Conduct & Ethics. We unequivocally pledge that no retaliatory measures will be taken against any individual who reports a violation, as such actions would undermine the positive impact we aim to achieve through the implementation of this Code of Conduct & Ethics.



1.3 K. Mitsis Foundation

In 2022, Mitsis Group proudly established the K. Mitsis Foundation, a non-profit organisation dedicated to promoting sustainable tourism and culture for the greater public benefit. The primary aim of the K. Mitsis Foundation is to foster the continuous growth and modernisation of the tourism industry, serving as a driving force for the economic advancement of Greece.

The Foundation is committed to accomplishing several key objectives, which include:

Advancing tourism education

The Foundation seeks to promote and ensure the establishment of highly skilled professionals within the tourism sector through various educational initiatives.

Engaging with local communities

By actively participating in the communities where Mitsis Group operates, the Foundation strives to celebrate and preserve their unique culture and history. It supports public and private institutions in the areas of education, healthcare, sports, and other vital activities, thereby enhancing regional economies and improving local well-being and living standards.

Nurturing the arts and sciences

The Foundation recognises the importance of promoting artistic and scientific endeavors, aiming to foster creativity, innovation, and cultural development.

Encouraging sustainable development

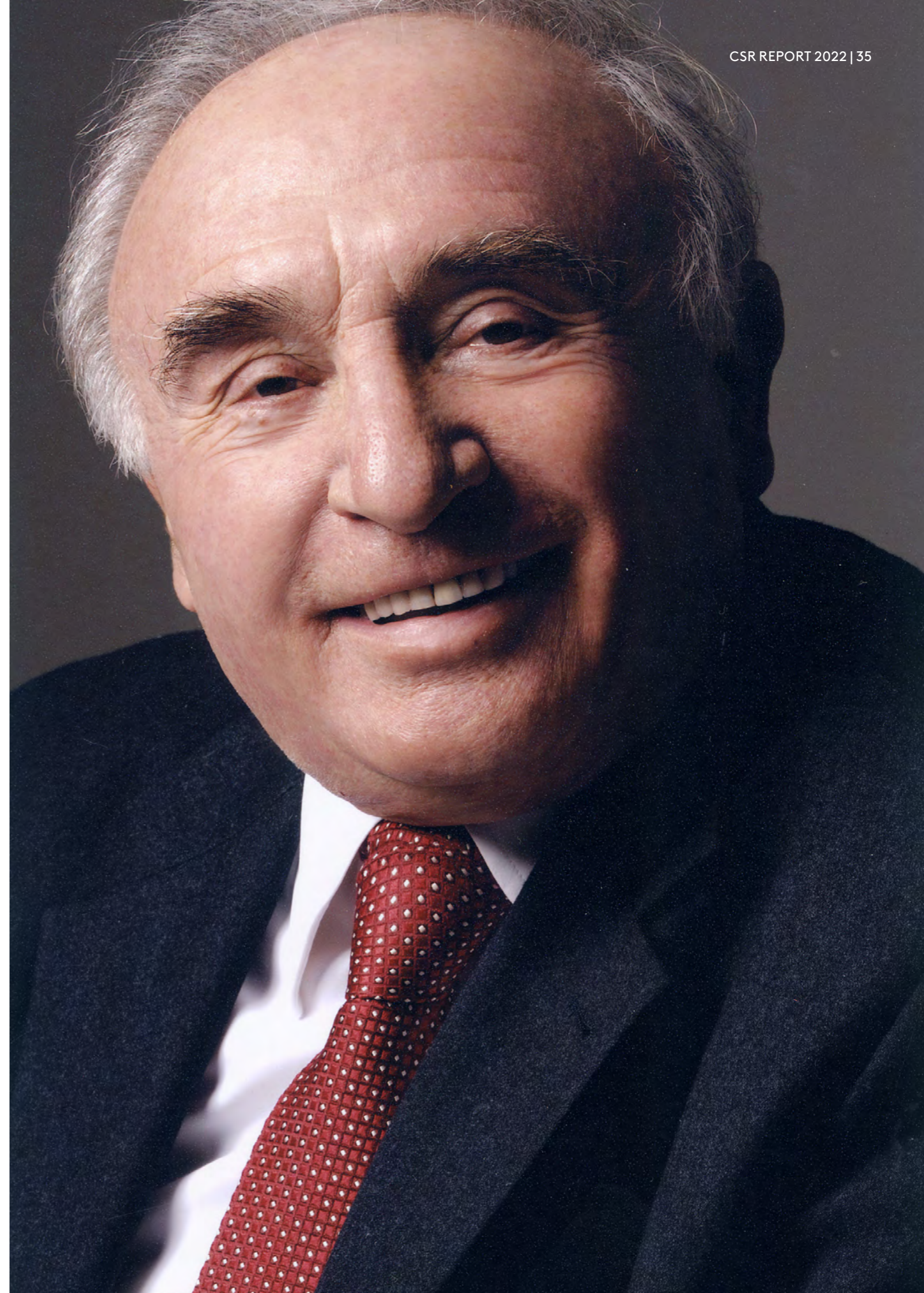
The Foundation is dedicated to championing sustainable practices that promote environmental conservation, social responsibility, and economic viability.

Means of achieving the aforementioned objectives, indicatively include:

- The cooperation with foundations, academic institutions, institutes, organisations, associations, civil companies, and other legal entities in Greece or abroad, which share similar goals and align with the Foundation's mission.
- The provision of grants, scholarships, awards, sponsorships, donations, and contributions or any other kind of actions to strengthen and support local communities.
- The organisation of seminars, conferences and events to promote the foundation objectives.

Through the K. Mitsis Foundation, Mitsis Group reaffirms its commitment to sustainable tourism, cultural preservation, and community development, striving to make a positive and lasting impact on society.

The non-profit K. Mitsis Foundation will become a core pillar for our Group's donations, sponsorships and partnerships, allowing for a more efficient and dedicated contribution to those who require assistance, and making a valuable contribution to environmental, cultural and educational issues.



1.4 Managed Hospitality Brands

19 HOTELS & RESORTS.
5 UNIQUE DESTINATIONS.
1 BRAND.
1 PROMISE.
THE FINEST OF
GREEK HOSPITALITY.

With 19 hotels & resorts in 5 of the most prime locations of Greece -Athens, Crete, Kamena Vourla, Kos and Rhodes, Mitsis is unique in its geographical dispersion. The Group's hotels are found in the greatest locations across the country, offering excellent service and impeccable facilities on award-winning beachfront properties.

Our Offering

Our 19 hotels & resorts are located in the most prime destinations across the country, distinguished with excellent service, impeccable facilities, sophisticated dining and a broad spectrum of options, ensuring a flawless hospitality experience for guests, all in a sustainable manner.

For the eclectic traveller, we have created the high-end range Mitsis Selection, providing sophisticated accommodation in our destinations. Mitsis all-inclusive luxury provides anything a guest might think of whether travelling on leisure, business or enjoying a honeymoon, offering lavish facilities, recreational venues, elevated gastronomy, well-equipped meeting rooms and beauty & wellness services.

Mitsis family-hotels, built with families in mind, offer a wide range of recreation activities, sports and leisure facilities, well-organised Mini Clubs, multilingual animation teams for our guests' entertainment, themed nights, animation shows as well as a variety of restaurants & bars. Mitsis city hotels combine leisure with business, offering a high-quality stay, delicious cuisine, special activities close to the most important urban sites and monuments. Mitsis Spa resorts & centres, aesthetically simple and serene, offer a wide range of massage, face and body treatments crafted around the individual, according to the most advanced wellness practices.

Mitsis provides excellent premises and exceptional services in organizing business meetings, conferences, corporate receptions, parties and all kinds of social events and celebrations. Furthermore, we organise beach weddings at excellent locations in beachfront hotels. Most ceremonies are held right on the beach, followed by a unique culinary experience, signature drinks list, experienced personnel and premium service.

Hotel	Location	Hotel type (N. of stars)	Capacity in Rooms	Capacity in Beds	Ownership Status	Open year of operation	Year of last renovation
Mitsis Selection Alila	Rhodes	5 / All-Inclusive	314	960	Freehold	2013	-
Mitsis Selection Blue Domes	Kos	5 / All-Inclusive	499	1,450	Freehold	2010	-
Mitsis Cretan Village	Crete	4 / All-Inclusive	344	1,200	Freehold	1987	-
Mitsis Faliraki	Rhodes	5 / All-Inclusive	348	950	Freehold	1973	2022
Mitsis Family Village	Kos	4 / All-Inclusive	219	630	Freehold	1982	2011
Mitsis Galini	Kamena Vourla	5	224	650	Leased (until 2022)	1960	2004
Mitsis Grand Hotel	Rhodes	5 / All-Inclusive	405	900	Freehold	1963	1997
Mitsis La Vita	Rhodes	4	126	250	Freehold	1975	2007
Mitsis Selection Laguna	Crete	5 / All-Inclusive	351	950	Freehold	2011	-
Mitsis Selection Lindos Memories	Rhodes	5 / Adults-only	70	150	Leased (until 2024)	2000	-
Mitsis Norida	Kos	5 / All-Inclusive	455	1,350	Freehold	1982	2018
Mitsis Petit Palais	Rhodes	4 / All-Inclusive	215	550	Leased (until 2030)	1972	2003
Mitsis Ramira	Kos	5 / All-Inclusive	338	950	Freehold	1975	2009
Mitsis Rinela	Crete	5 / All-Inclusive	393	1,250	Freehold	1990	2022
Mitsis Rodos Maris	Rhodes	5 / All-Inclusive	432	1,250	Freehold	1992	2018
Mitsis Royal Mare	Crete	5	385	1,050	Freehold	1997	-
Mitsis Rodos Village	Rhodes	5 / All-Inclusive	412	1,200	Freehold	1997	2022
Sofitel Athens Airport	Athens	5	345	750	Leased (until 2036)	2001	2022
Mitsis Summer Palace	Kos	5 / All-Inclusive	252	700	Freehold	1997	2022
Total			6,127	17,140			



Athens

Athens, the eternal city, the historical capital of Europe is considered the basis for western civilisation and the heart of modern societies. The vivid capital is known for its impressive historical sites and modern museums, 60km of coastline with crystal clear beaches, superb local and international cuisine and vivid nightlife.

Sofitel Athens Airport

Sofitel Athens Airport, a member of Mitsis Selection, invites guests to indulge in a unique experience, combining French refinement and Greek hospitality. The only hotel located just a step away from the Arrivals Terminal of Athens International Airport, Sofitel Athens Airport offers 345 rooms, including 12 suites and a prestige suite, 2 restaurant-bars, a lounge bar and a fitness centre with an indoor

swimming pool. The business facilities of Sofitel Athens Airport include 11 fully equipped meeting rooms that can accommodate up to 600 delegates. Following an impressive renovation during the past 3 years, the new modern design combined with the upscale service, representative of Mitsis hospitality, satisfies even the most eclectic guest.

345
Rooms & Suites

7	Classic Rooms	13	Suites
47	Club Luxury Rooms	94	Superior Rooms
94	Luxury Rooms		





Crete

Crete is the largest island in Greece and the fifth largest in the Mediterranean Sea, offering wonderful cuisine, generous spirit and authentic hospitality, glorious and splendid beaches, ancient treasures and landscapes, vibrant cities and traditional villages, impressive mountainscapes, fertile valleys and steep gorges. Crete has a multitude of tourist attractions, including the archaeological sites of Knossos and Phaistos, the Venetian castle in Rethymno, the Samaria Gorge, the Natura 2000 sites of Gramvousa Peninsula and Balos Lagoon.



Mitsis Selection Laguna

Laguna is the richest ultra-all-inclusive 24h 5* beach resort in Crete and a member of Mitsis Selection, with breath-taking design of rooms and a majestic Venice-style pool landscape. The hotel opened in May 2011 on the Blue Flag awarded beach of Anissaras, in Hersonissos in Crete.

Laguna features 351 luxurious rooms, 8 restaurants and 6 bars, including the Champagne, Wine & Sushi Bar, a state-of-the-art spa, and concierge and transfer services.

351
Rooms & Suites

115 Family Rooms & Bungalows
Family Rooms
2 Suites
234 Twin Rooms & Bungalows

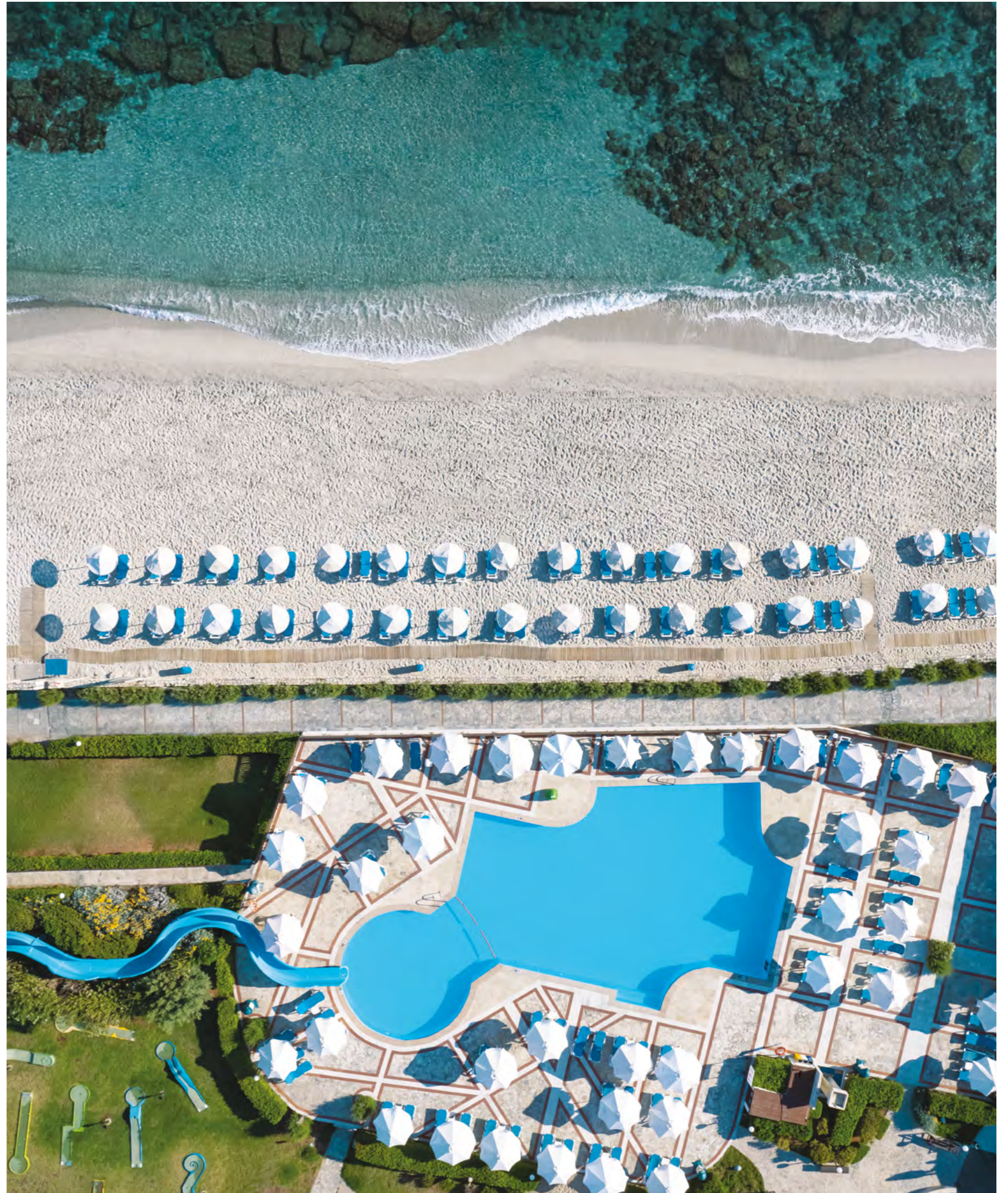
Mitsis Cretan Village

Cretan Village is a rich 4* all-inclusive hotel with superb views, offering peaceful family holidays in Crete, situated beside the beautiful golden beach of Anissaras. It offers 344 comfortable rooms with a variety of amenities, 5 outdoor sea water pools, a modern Kids Club, 4 tennis courts, a mini-golf,

a water sports centre, a model Thalasso multi-awarded spa centre and a daylong entertainment programme offered by a multilingual recreation team.

344
Rooms & Suites

- 186 Bungalows
- 63 Family Apartments
- 95 Family Rooms





Mitsis Rinela

Rinela is a rich ultra-all-inclusive 24h 5* family resort, in the area of Kokkini Hani in Crete. Rinela is located on a renovated and Blue Flag awarded sandy beach, with a smooth entrance to the sea and with new wooden sunbeds and umbrellas. Some key features of the property include its beautiful gardens, daily beach BBQ, the wooden Taverna, a Steakhouse and Italian Restaurant, the Fine Wine, Champagne and Sushi bar and the beach and pool service. The hotel features 393 rooms and fully renovated new superior types including junior suites, suites and villas with shared and private pools.

393

Rooms & Suites

18	Junior Suites		
56	Family Suites	5	Private Residences
6	Villas		
12	Suites	296	Superior Double & Bungalow Rooms

Mitsis Royal Mare

Royal Mare in Crete is a luxurious 5* resort sprawling over a large sea-side property with a breath-taking design of rooms and an amazing pool & sea landscape. Royal Mare is located right on a Blue Flag awarded beach of Anissaras, in Hersonissos, Crete, featuring 385 luxurious rooms, 6 restaurants and 4 bars spread throughout the resort, a state-of-the-

art and multi-awarded Thalasso Centre offering 69 therapies, 29 secluded pools, as well as a variety of concierge and transfer services. With a complex of 25 swimming pools, over 350 palm trees, large open-air areas, unique all-inclusive services and a world class dining experience, compose an amazing holiday scenery.

385
Rooms & Suites

341 Double Bungalows Rooms
14 Junior Suites
30 Suites





Kamena Vourla

Kamena Vourla is a beautiful seaside town, renowned for its thermal springs, green mountains and peaceful atmosphere. Nestled in a valley of eucalyptus trees, the area is an ideal starting point for extensive walking and hiking tours, trips to the nearby ski centre of Parnassos mountain, excursions to the Meteora monasteries, Delphi and Thermopiles, while Lichadonisia islands can be reached by boat.



Mitsis Galini

Galini is a 5* deluxe hotel, offering both all-inclusive and half-board services, in a beach front and peaceful location in Kamena Vourla, 150km north of Athens. With thermal water pools, a thermal spa, lush gardens with walking paths, the hotel offers the perfect relaxing atmosphere.

The resort operates all year round. Within its premises, the hotel features one of the largest spas in the world, 3.000m² with thermal pools and a big variety of treatments, 224 rooms and suites, with amazing views either of the mountain or sea. Galini is an ideal choice for those seeking relaxation and wellness but also for social or corporate events.

224 Rooms & Suites	3	Family Rooms	5	Suites
	10	Maisonettes	10	Superior Twin Rooms
	17	Single Rooms	179	Twin Rooms



Kos

Kos island, with a long history dating back to the 3rd millennium BC, the hometown of Hippocrates, father of Medicine, fringed by the finest beaches in the Dodecanese and blessed with lush valleys, is an island of endless treasures. The Greek province of Kos also includes the smaller islands of Nissyros, Giali, Pergoussa, Kandeliousa, Pahia and Strogili.

Mitsis Selection Blue Domes

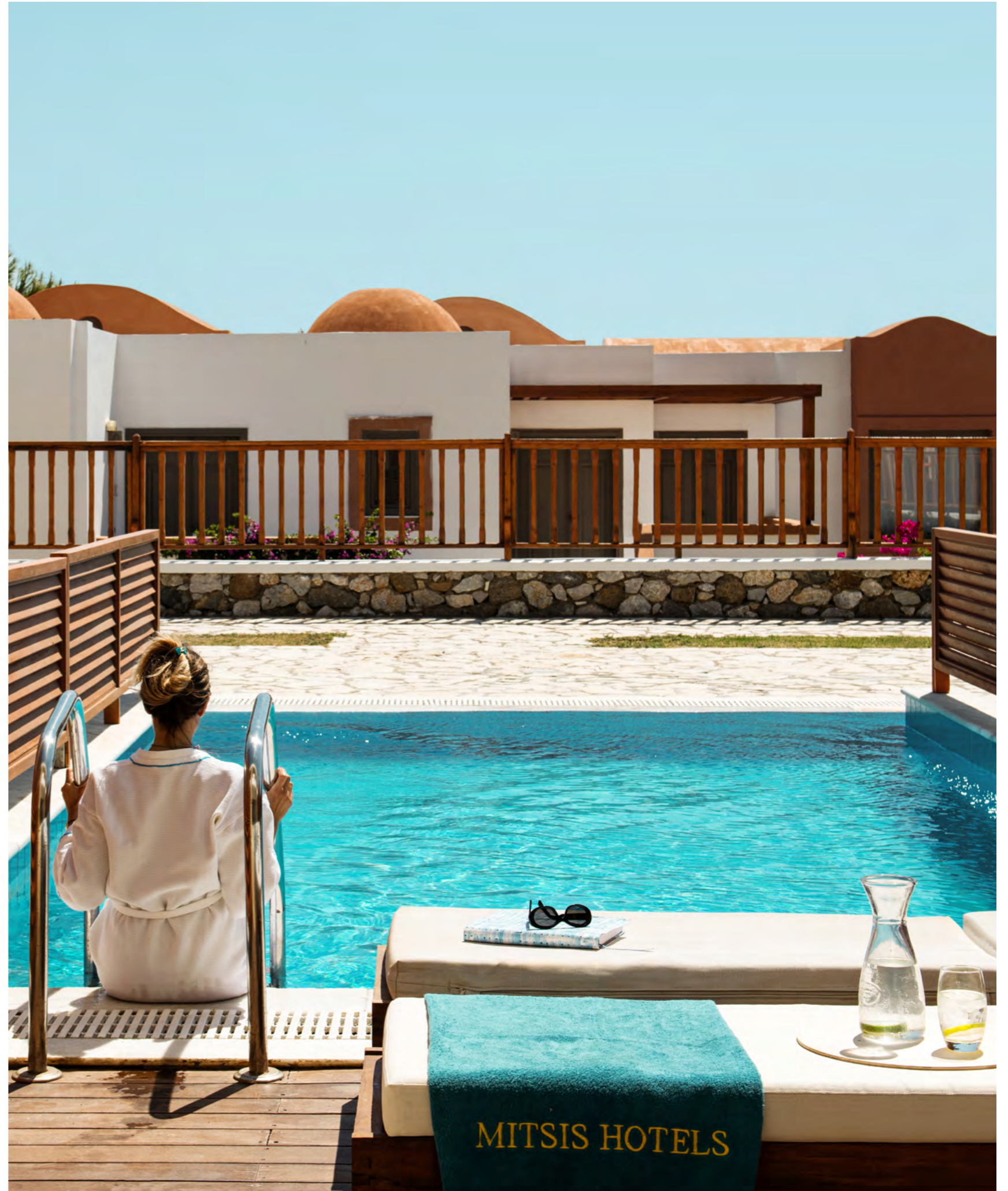
Blue Domes is the richest ultra-all-inclusive 24h 5* family beachfront resort in Kos and a member of Mitsis Selection. Opened in 2010, the hotel offers a breath-taking landscape with a Blue Flag awarded crystal clear beach, 10 pools, 11 restaurants, 6 bars opened daily, transfer services and a great recreation programme.

In its 499 rooms, the resort offers numerous choices, from standard guestrooms and bungalows to maisonettes and villas with a private pool, combining elegance with great views. Among the available facilities are water slides, a playground, a mini soccer court, a conference hall and a wellness spa.

499
Rooms & Suites

32 Maisonettes
2 Suites
3 Villas

48 Bungalow Family Rooms
414 Twin Rooms & Bungalows





Mitsis Family Village

Family Village is a rich ultra-all-inclusive 4* hotel in Kos with superb views, built on the foot of Mountain Dikeos, only 5 minutes-walk away from a Blue Flag awarded pebble beach. Family Village has a crystal-clear pebble beach which can be reached either by jumping on the hotel's cool beach hopper or by walking about 5' and staying fit as well, 3 take away

restaurants, 6 bars and a pastry corner. The hotel offers 219 spacious and superior rooms with sharing pools, a Mediterranean style décor and an impressive view of the Aegean Sea. Among the available facilities are seawater swimming pools and water slides, a tennis court, beach volley and numerous sports and other recreational activities.

219 Rooms & Suites	25	Family Suites	24	Superior Maisonettes
	43	Studios	24	Superior Twin Rooms
	54	Superior Family Rooms	49	Twin rooms

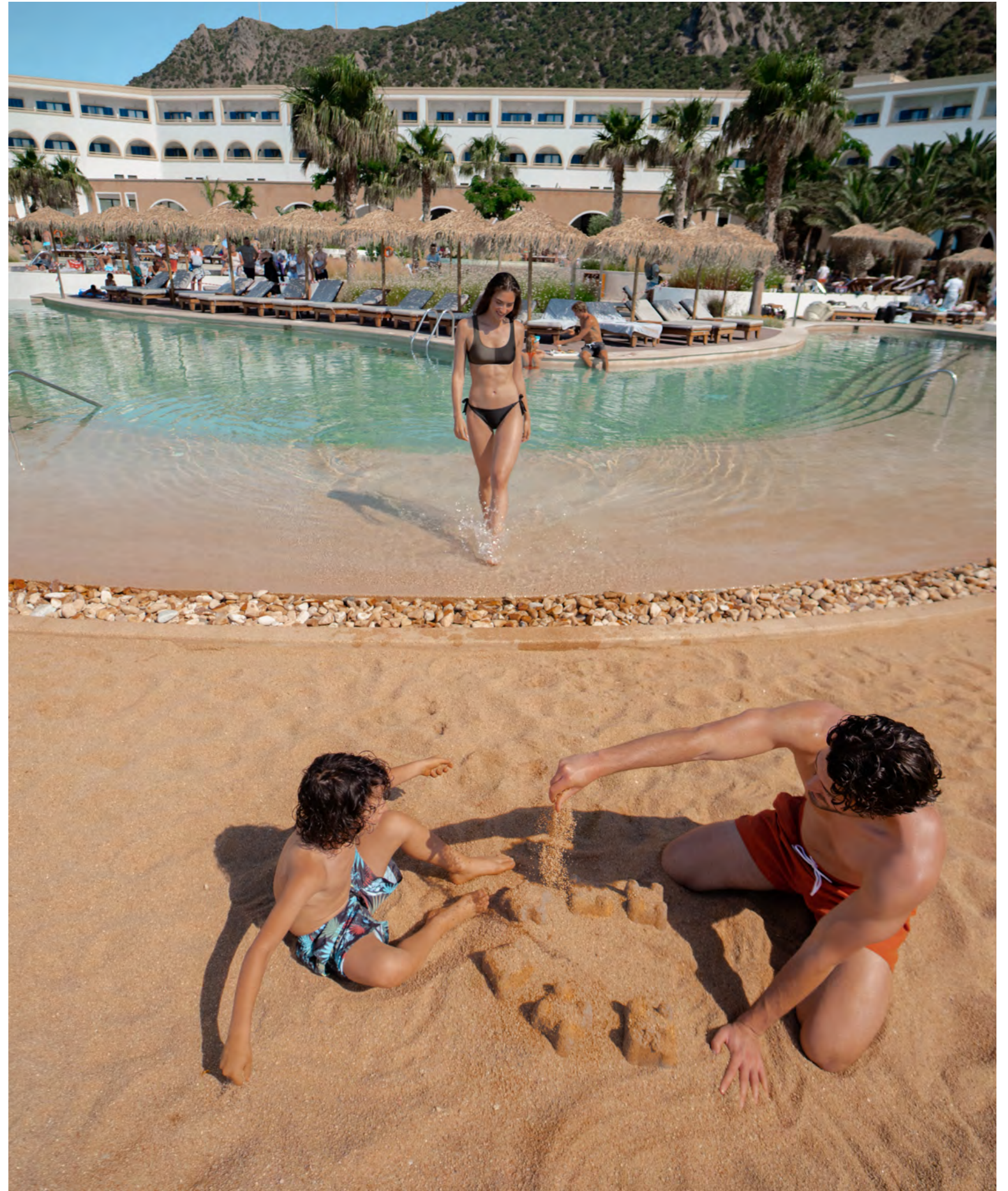
Mitsis Norida

Norida is a rich ultra-all-inclusive 24h 5* beach hotel right on a Blue Flag awarded beach on the island of Kos. In 2018, 8,000m² of exterior spaces were fully renovated, with the creation of 5 new concept pools, 3 ultra-modern theme restaurants, a pool bar and a beach bar, as well as the growing of 5,000 plants and preservation of numerous palm trees.

Guest accommodation includes 455 comfortable and spacious guest rooms, surrounded by immense gardens. Among other available facilities are a mini and junior club, water slides, 2 children's swimming pools, a great variety of sports and fitness activities, as well as numerous culinary choices.

455
Rooms & Suites

284 Twin rooms & Bungalows
131 Family Rooms
40 Maisonettes





Mitsis Ramira

Ramira is a rich ultra-all-inclusive 5* beach resort and the flagship property of Mitsis Group. The hotel offers 2 à la carte restaurants and 5 bars, upgraded bar service with international premium spirits. Ramira is built on a Blue Flag awarded beach amidst green gardens and includes 338 rooms, of which 16 with an individual swimming pool, all finely decorated and equipped with all modern comforts.

A wide variety of selected recreational activities is offered with swimming pools, a tennis & basketball court, mini soccer, beach volley and a variety of selected fitness activities.

338
Rooms & Suites

9 Deluxe Double Rooms
226 Double Rooms
103 Family Rooms

Mitsis Summer Palace

Summer Palace is a rich ultra-all-inclusive 24h 5* resort, built on a Blue Flag awarded beach of Kos, offering breath-taking 360° views of the Aegean Sea, Nissiros island, and Kardamena bay. The hotel offers unlimited use of 3 à la carte restaurants, 5 bars, a unique evening grill-bar, infinity swimming pools and the possibility to use the facilities of

Mitsis Ramira next to Kos town without any charge. Guest accommodation offers 252 rooms and suites, including superior room types with plunge pools and breath-taking views, reflecting traditional hospitality in combination with the services of a lush hotel.

252
Rooms & Suites

96 Family Suites
106 Superior Double Rooms
50 Twin Rooms





Rhodes

Rhodes is the capital and largest of the Dodecanese islands while it abounds in beaches, wooded valleys and ancient history. Its remarkably well-preserved medieval city of Rhodes, the Palace of the Grand Master of the Knights, Acropolis of Lindos, Monastery of Filerimos, Ancient Kamiros & Ialysos, Kallithea Springs, Monolithos castle are only a few of its one-of-a-kind landmarks.

Mitsis Selection Alila

Alila is the richest ultra-all-inclusive 24h 5* beach resort in Rhodes and a member of Mitsis Selection. Opened in May 2013 with amazing architecture and epitomising style, Alila lies at one of the most cosmopolitan resorts in Rhodes, Faliraki, right on a Blue Flag awarded beach. Alila offers numerous gastronomic delights and tastes from around the

world at its main and 8 à la carte restaurants, as well as its 5 bars. The resort has 314 beautifully decorated guest rooms, with all modern amenities, concierge service, VIP transfers and valet parking. On top of that, an exciting entertainment programme throughout the day as well as numerous sports and recreational activities will delight you.

314
Rooms & Suites

165	Family Rooms	102	Superior Twin Rooms
9	Single Rooms	13	Twin Rooms
25	Suites		





Mitsis Selection Lindos Memories

Lindos Memories, a member of Mitsis Selection, is an Adults-Only 5* Boutique Hotel in a Blue Flag awarded beachfront location in picturesque Lindos, Rhodes. The hotel has a unique Lindian-Italian architecture, fully integrated into the natural environment and located only 1.5km from Lindos and its Acropolis.

Lindos Memories offers impeccable service, comfortable rooms, gastronomy delights, a swimming pool, a gym and a unique spa area, while its 70 rooms combine unpretentious elegance with impressive views.

70 Rooms & Suites	6	Maisonettes	4	Suites
	7	Single Rooms	53	Twin Rooms

Mitsis Faliraki

Faliraki is a charming ultra-all-inclusive 24h 5* beach hotel, close to the cosmopolitan town of Faliraki, on the east coast of Rhodes. The hotel offers ideal family holidays with its wide sandy beach with smooth entrance to the sea and the 20 freshwater pools, 7 restaurants and 3 bars and a wide choice

of daytime and evening activities for guests of all ages. The hotel offers 348 rooms, an outdoor gym, swimming pools, tennis, and a wide choice of water sports and fitness activities.

348
Rooms & Suites

15	Family Rooms	3	Single Rooms
40	Quadruple Rooms	290	Twin Rooms





Mitsis Grand Hotel

Grand Hotel is a rich ultra-all-inclusive 24h and the only 5* beach-front city hotel in Rhodes town. A premium combination of a city hotel with resort services and facilities, at a great location overlooking the sea and within walking distance to Rhodes's most important historical sites and points of interest.

The hotel offers 405 rooms with sea or gardens views, a modern gym, a wellness spa, one indoor and two outdoor swimming pools, 6 restaurants & 2 bars, a rich recreation programme, premium concierge services and multiple imposing rooms to host social or corporate events.

405
Rooms & Suites

10	Single Rooms
7	Suites
388	Twin Rooms

Mitsis La Vita

La Vita is a 4* half-board beachfront city hotel at the heart of Rhodes town, just a few minutes' walk from the most important historical sites, the harbour and the UNESCO World Heritage medieval town.

The hotel offers 126 comfortable and beautifully decorated rooms, a variety of activities and leisure choices. Breakfast is served at a restaurant with a unique design inspired by the medieval town, offering some of the city's most magnificent views, overlooking the hotel's pool and beach.

126
Rooms & Suites

5 Single Rooms
121 Twin Rooms





Mitsis Petit Palais

Petit Palais is the only 4* all-inclusive city hotel in Rhodes, centrally located and close to the historical Medieval City of Rhodes. All 215 guest rooms are carefully designed and offer all the comforts of a 4* resort, decorated in modern and island-chic style, with warm gentle colours and wooden furniture.

An outdoor freshwater swimming pool and a whirlpool Spa are available to all hotel guests while the beautiful Windy Beach is only 150 meters away with a wide variety of water sports choices and fitness activities.

215
Rooms & Suites

1 Single Rooms
6 Suites
208 Twin Rooms

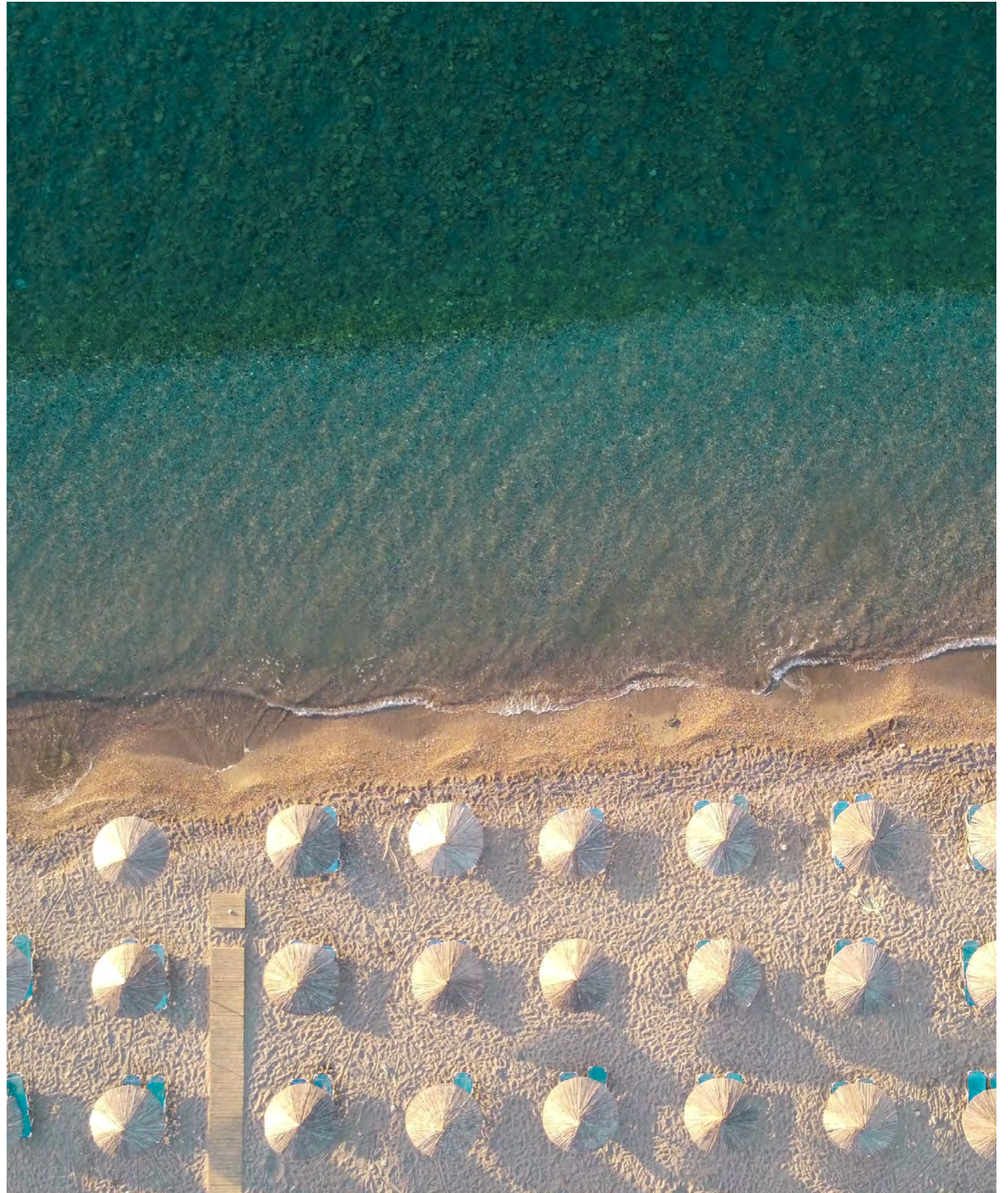
Mitsis Rodos Maris

Rodos Maris is a rich ultra-all-inclusive 24h 5* resort located right on a Blue Flag awarded beach in Rhodes. Rodos Maris offers 4 à la carte restaurants, a variety of all-inclusive bars, great entertainment, sports activities and shows. The excellent infrastructure, high-quality services and

friendly personnel make Rodos Maris a unique family destination. The resort includes 432 guestrooms offering all modern comforts. Among other available hotel facilities are the lush gardens, three swimming pools, a variety of bars, a Wellness Spa and an outdoor gym.

432
Rooms & Suites

8	Maisonettes	79	Family Rooms
5	Suites	330	Twin Rooms & Bungalows
10	Single Rooms		





Mitsis Rodos Village

Rodos Village is a modern all-inclusive 5* family resort with stunning sea views. The renovated property offers 412 comfortable rooms, 6 à la carte restaurants, 2 swimming pools, an indoor swimming pool, tennis courts, a beach volley court, a wellness spa with sauna and hammam and a multilingual

recreation team, offering a daylong entertainment programme to guests. The high aesthetic spaces in combination with the hotel's impeccable facilities and excellent service compose an unparalleled holiday scenery.

412
Rooms & Suites

51 Superior Family Rooms
25 Superior Family Suites
3 Superior Maisonettes

333 Superior Double & Superior Bungalows

Mitsis Wellness Spa Centres

Mitsis owns and features four premium spa brands:

Sapphire Spa

Sapphire Spa is housed at Mitsis Selection Blue Domes on the island of Kos and operates seasonally. The spa centre features Phytomer and Thalgo Thalasso aqua therapies, an indoor swimming pool with fresh water, face treatments and body treatments, couple spa treatments, elemis deep tissue massage, aromatherapy, Indian head massage, therapeutic massage, sports massage, lymph drainage massage, shiatsu massage, Thai massage, reflexology, Hammam, a hairdressing room and manicure-pedicure services.

My Spa

My Spa is located within the hotels' premises at Mitsis Selection Alila, Mitsis Faliraki and Mitsis Rodos Village on the island of Rhodes. My Spa centres operate on a seasonal schedule. The Faliraki spa centre offers body and face treatments, massage and manicure-pedicure services. The newly renovated Rodos Village Spa centre features 2 treatment rooms, a sauna, a steam bath, an indoor heated pool and a fitness centre.

Galini Spa

Galini Spa, one of the largest spas in the Balkans, features a 3,000m² wellness centre with thermal pools, a gym, a sea water pool with jets, a Jacuzzi round pool, a thermal water pool with jets, sauna, solarium, Rasul, hammam, a wide variety of 100 different massages, face and body treatments, manicure-pedicure, a hairdressing room, personalised programmes for weight loss or rejuvenation and special treatments with the use of thermal water.

Royal Mare Thalasso & Spa Centre

Royal Mare Thalasso & Spa Centre is housed at Mitsis Royal Mare on the island of Crete and is available to guests at an additional charge. The Wellness Centre features body and face treatments crafted around the individual according to the most advanced practices. Our wellness professionals and skilled practitioners suggest the appropriate beauty treatments and excellent products tailored to visitors' specific needs.

Mitsis partners with certified professional wellness experts and brands across its hotels and resorts all over Greece:

Grand Spa

Grand Spa is located at Mitsis Grand Hotel and Mitsis Selection Lindos Memories in Rhodes.

ZEEN Spa

ZEEN Spa can be found at Mitsis Selection Laguna and Mitsis Rinela on the island of Crete and Mitsis Rodos Maris on the island of Rhodes.

The Spa Athens

The Spa Athens is part of the Sofitel Athens Airport hotel next to the Athens International Airport Eleutherios Venizelos.



1.6 Corporate Reputation

Mitsis Group is dedicated to offering its guests the finest of Greek hospitality and a premium-quality holiday experience. The Group's unwavering commitment to excellence in every aspect, combined with its heartfelt and hospitable ethos, genuine attentiveness, and meticulous attention to detail, consistently elevate customer satisfaction to new heights.

The exceptional performance of Mitsis has been duly acknowledged by esteemed national and international travel organisations and tour operators. Through the provision of top-notch services, valuable contributions to local communities, and a steadfast commitment to environmental stewardship, the Group has earned multiple accolades and awards that underscore its unwavering pursuit of delivering unrivalled quality. These prestigious honours are a testament to Mitsis' commitment to exceeding expectations and setting new industry standards.

Hotel Ratings

For another consecutive year, our provision of premium quality services and experiences was reflected in our visitors' positive online reviews. Our guests evaluated us with the highest ratings on the most popular hotel review sites, granting Mitsis a place among the winners' lists.

Group Awards

Mitsis is recognised among the 'Most Sustainable Companies in Greece' for 2022 by the QualityNet Foundation, awarded for its progress in digital transformation, environmental conservation and positive impact on local communities' quality of life. The Sustainable Greece Initiative aims to create a development model that ensures a sustainable economy and society. Its strategic goal is to forge a systematic dialogue at the national level and to create methodologies and tools that would support organisations in achieving sustainable development.

Hotel Ratings 2022

Review Site	AL	BD	CVI	FLK	FML	GLN	GH	LV	LGN	LM	NRD	PP	RMR	RNL	RM	RMA	RV	SFT	SP
Booking.com	88	86	82	85	84	83	86	80	89	86	82	84	85	83	79	82	80	85	78
Expedia	92	89	68	84	84	79	85	81	90	93	91	85	90	86	86	87	85	92	74
Google	96	94	90	94	92	90	92	84	96	94	92	90	96	94	90	90	92	90	86
Holiday Check	90	85	83	88	82	70	85	77	90	92	90	88	88	88	83	83	83	92	77
Hotels.com	94	88	78	88	86	82	86	84	92	94	90	86	90	86	88	86	84	92	76
Top Hotels	93	87	-	89	91	98	92	85	91	95	93	94	93	88	87	88	93	100	88
Trip Advisor	90	90	90	90	90	80	90	80	90	90	90	90	90	90	90	80	90	90	80
Trivago	92	89	83	93	85	79	84	78	88	93	89	81	88	87	92	84	92	87	81
Zoover	99	92	77	94	85	38	84	69	99	88	94	99	-	-	-	83	87	86	76
Overall	94	88	85	92	88	89	91	82	95	92	91	91	95	93	84	84	87	89	82

Hotel Awards

Continuously improving the quality of our offerings and services, we aim to bring to life enriching experiences for our guests, making the most of our unparalleled family touch and impeccable Greek essence. In recognition of the high quality of the services provided, we have been awarded several prizes by local and international tour operators and travel organisations.

Review Sites Awards

For another consecutive year, our provision of premium quality services and experiences was reflected in our visitors' positive online reviews. Our guests evaluated us with the highest ratings on the most popular hotel review sites, granting Mitsis a place among the winners' lists.

TOs & OTAs Awards

Once again, Mitsis received multiple awards from the most recognised Tour Operators and Online Travel Agents based on guests' feedback and reviews.

Mitsis Selection Alila, Mitsis Selection Blue Domes, Mitsis Faliraki, Mitsis Selection Laguna, and Mitsis Norida collected a Customer Review Award 2022 by Agoda.

Mitsis Selection Alila, Mitsis Selection Blue Domes, Mitsis Faliraki, Mitsis Family Village, Mitsis Galini, Mitsis Grand Hotel, Mitsis La Vita, Mitsis Selection Laguna, Mitsis Selection Lindos Memories, Mitsis Norida, Mitsis Petit Palais, Mitsis Ramira, Mitsis Rinela, Mitsis Rodos Maris, and Mitsis Rodos Village collected a Traveller Review Award 2022 by Booking.com.

Mitsis Selection Laguna was a winner under the categories Top 100, Child-Friendliness Hotel (Top 25), and Environmentally Friendly Hotel, in the Starway World Best Hotels Awards 2021 by Coral Travel.

Mitsis Petit Palais and Mitsis Royal Mare collected a Top Room Nights Performance Award 2022 by Expedia.

Mitsis Selection Alila, Mitsis Selection Blue Domes, Mitsis Faliraki, Mitsis Grand Hotel, Mitsis Selection Lindos Memories, Mitsis Norida, Mitsis Petit Palais, Mitsis Ramira, Mitsis Rinela, Mitsis Rodos Maris, and Mitsis Rodos Village were all Recommended by Holiday Check for 2022.

Mitsis Selection Alila, Mitsis Faliraki, Mitsis Family Village, Mitsis Galini, Mitsis La Vita, Mitsis Selection Laguna, Mitsis Selection Lindos Memories, Mitsis Norida, and Mitsis Petit Palais collected a Travellers' Choice Award 2022 by TripAdvisor.

In 2022, Mitsis Selection Alila, Mitsis Selection Blue Domes, and Mitsis Selection Laguna also collected a Global Hotel Award under the Quality Hotel category by TUl.

Travel Awards

Our remarkable performance and high-quality services are recognised by the most prestigious travel organisations, granting Mitsis several travel awards.

Mitsis Rinela was a winner under the Luxury All-Inclusive Hotel category in the World Luxury Hotel Awards 2022 and a winner under the Taverna à la carte Restaurant - Luxury Theme Restaurant category in the World Luxury Restaurant Awards 2022. Mitsis Summer Palace was also a winner under the Luxury Beach Hotel category in the World Luxury Hotel Awards 2022.

Awards & Certifications 2022

Certification	AL	BD	CVI	FLK	FML	GLN	GH	LGN	LV	LM	NRD	PP	RMR	RNL	RM	RMA	RV	SFT	SP
Bike Friendly	■	■		■	■	■	■	■	■	■	■	■	■	■	■		■		■
Blue Flag	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■		■
Certification of Cretan Cuisine by Agronutritional Cooperation														■					
Certification of Cretan Taste by Agronutritional Cooperation														■					
Greek Breakfast	■	■		■	■	■		■	■		■	■	■	■	■		■		■
Green Key	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Health First Protocol	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
HotelCheck Bio		■	■					■			■	■	■		■	■			■
ISO 14001	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
ISO 22000	■	■		■				■			■	■	■	■	■			■	
Safe Operation of Playground	■	■			■			■			■		■		■				■
Safe Operation of Water Slides	■		■										■						
Safe Restart	■	■		■	■	■	■	■	■	■	■	■	■	■	■		■	■	■
Travelife Gold	■	■		■	■	■	■	■	■	■	■	■	■	■	■		■		■

Award	AL	BD	CVI	FLK	FML	GLN	GH	LGN	LV	LM	NRD	PP	RMR	RNL	RM	RMA	RV	SFT	SP
Agoda, Customer Review Award '22	■	■		■				■			■								
Booking.com, Traveller Review Award '22	■	■		■	■	■	■	■	■	■	■	■	■	■	■		■		
Coral Travel, Starway World Best Hotels Awards '21, Child-Friendliness Hotel (Top 25)								■											
Coral Travel, Starway World Best Hotels Awards '21, Environmentally Friendly Hotel (Top 25)								■											
Coral Travel, Starway World Best Hotels Awards '21 (Top 100)								■											
Expedia, Top Room Nights Performance '22												■				■			
Holiday Check, Recommended '22	■	■		■			■			■	■	■	■	■	■		■		
TripAdvisor, Travellers' Choice '22	■			■	■	■		■	■	■	■	■							
TUI Global Hotel Awards '22, Quality Hotel	■	■						■											
World Luxury Hotel Awards '22, Luxury Beach Hotel																			■
World Luxury Hotel Awards '22, Luxury All-Inclusive Hotel														■					
World Luxury Restaurant Awards '22, Taverna à la carte Restaurant - Luxury Theme Restaurant														■					



CSR Programme

Our CSR Programme

Committed to its responsible operation and the goal of sustainable hospitality, Mitsis proudly presents its holistic CSR programme 'A story of change'. The programme is built upon five foundational pillars that are directly derived from the Group's distinctive verbal identity, claim and positioning. The programme serves as a tangible embodiment of the Group's values and aspiration to serve as a role model for sustainable tourism development in the country.

Through 'A story of change', Mitsis contributes 5% of its annual net profit to social and philanthropic activities. This steadfast commitment showcases the Group's dedication to making a positive impact in the community and exemplifying the essence of responsible corporate citizenship. By investing in CSR initiatives, Mitsis aims to be a catalyst for meaningful change and contribute to the long-term well-being of society and the environment.

Create your own story¹

Mitsis is a Group of hotels and resorts that aims to reimagine what luxury means, bringing to life enriching experiences for its guests, making the most of its unparalleled *family touch*² and its *impeccable Greek essence*³. Always aspiring to be flexible and *adaptable to individual*⁴ customer needs and the mindset of *new generations*⁵, Mitsis allows visitors to feel what they want to feel, creating exceptional memories that will *endure*⁶.

¹ A story of change

² Committed to our surroundings

³ Enchanted with our Greek history

⁴ Enriched by everyone

⁵ Amazed with new opportunities

⁶ Concerned about the planet

Our CSR Programme

CSR Pillars

1

Committed to
our surroundings

1.1
Empower
the local community

1.2
Tackle hunger

1.3
Change everyday life

1.4
Give life

2

Enchanted with
our Greek history

2.1
Bring tradition alive

2.2
Support local arts

2.3
Showcase
local gastronomy

2.4
Sponsor Marketing Greece

3

Enriched by
everyone

3.1
Enhance diversity

3.2
Provide employee care

3.3
Adapt to special needs

4

Amazed with
new opportunities

4.1
Lead
technological innovation

4.2
Encourage
employee development

4.3
Showcase local talent

5

Concerned about
the planet

5.1
Minimise
enviromental footprint

5.2
Protect and conserve
biodiversity

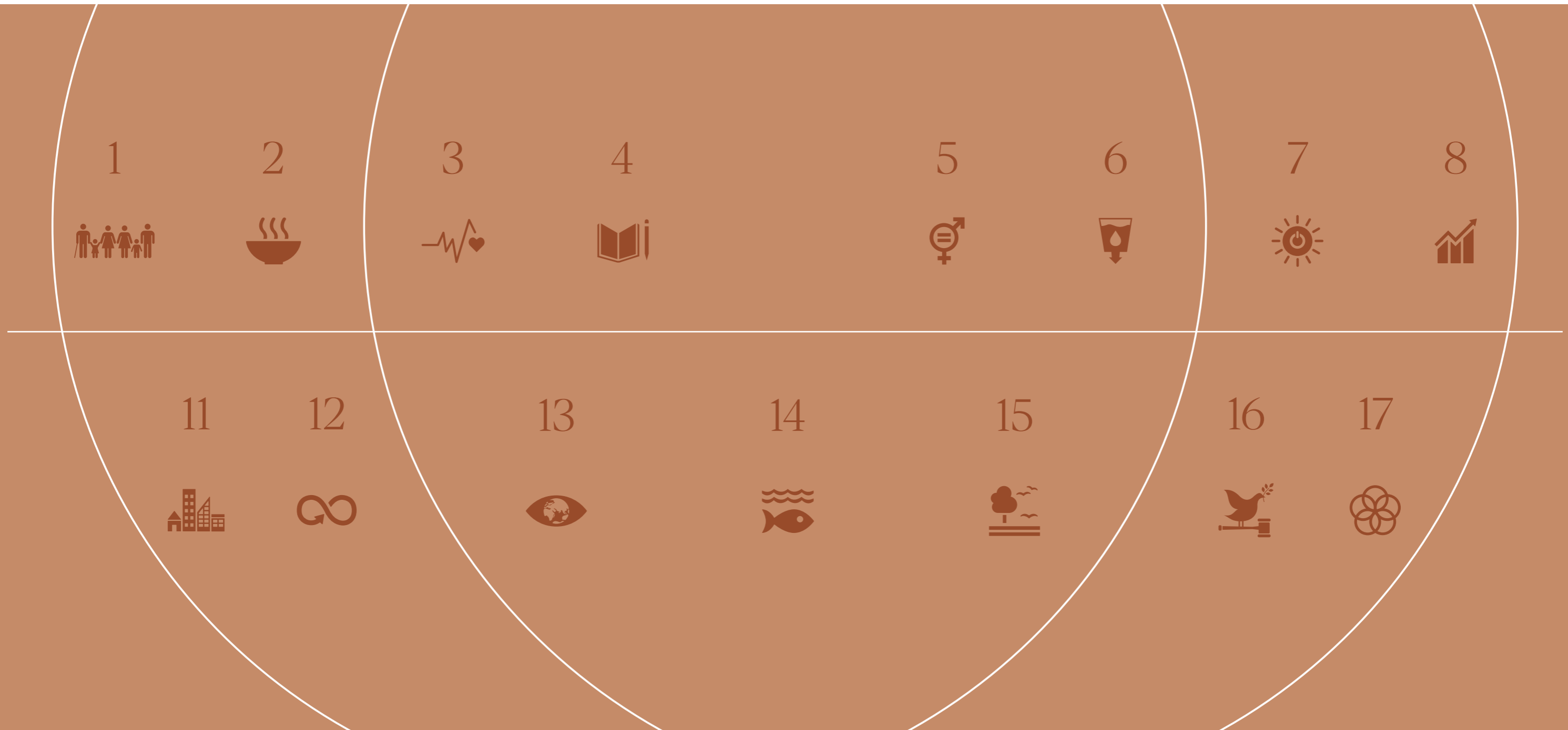
5.3
Foster green
partnerships

Our Contribution to the UN SDGs

The 2030 Agenda for Sustainable Development, endorsed by all member states of the United Nations in 2015, represents a collective framework designed to promote peace and prosperity for both humanity and the planet. At its core, this transformative agenda revolves around the 17 Sustainable Development Goals (SDGs), which serve as a pressing global call for collaborative action.

These goals address crucial areas such as reducing inequalities, enhancing healthcare and education, fostering economic growth, mitigating climate change, and conserving biodiversity. By embracing the SDGs, Mitsis reaffirms its commitment to actively contribute to this vital global partnership, ensuring a sustainable and inclusive future for all.

Mitsis Group's CSR programme 'A story of change' is aligned with the 17 UN SDGs to achieve a better and more sustainable future for all.





01

Committed to our surroundings

With a notable presence across Greece, Mitsis is responsible to give back to its communities and acknowledges that the Group's progress is interlined with the prosperity of its 5 unique destinations. The Group empowers local communities and aspires to make a valuable contribution to the lives of its destinations' local residents.

1.1 Empower the local community

Local Employment

Mitsis takes great pride in its commitment to supporting and empowering the local communities where its hotels are located. In 2022, 67% of its hotel employees were local residents of its destinations. Looking ahead, the Group has set an ambitious target to further enhance this positive impact by aiming to increase the percentage of local employees to 75% by 2025.

To achieve this objective, Mitsis has implemented targeted initiatives designed to forge stronger bonds with local communities. These include providing salary incentives for local workers, offering attractive recruitment packages, and creating year-round employment opportunities.

By prioritising the recruitment of local talent, the Group actively contributes to the sustainable economic development of its destinations and fosters the growth and well-being of their communities. This steadfast commitment not only strengthens the social fabric but also enhances the authenticity and cultural richness that define the Mitsis experience.

Mitsis focuses on local recruitment and aims for 75% of its hotel employees to be local residents of its destinations by 2025. The Group also empowers the local primary sector by supporting more than 100 local producers and suppliers with over 20M€ annually.

Local Primary Sector

Mitsis is dedicated to its sustainable procurement policy, which places a strong emphasis on sourcing local and seasonal produce while minimising the presence of off-season items on menus. By prioritising these practices, the Group actively supports local businesses and contributes over 20 million euros annually to a network of over 100 esteemed local producers and suppliers.

As part of its ongoing commitment to fostering transparent and meaningful relationships with its suppliers, Mitsis Group has introduced a new communication initiative this year. Through its monthly supplier newsletter, the Group ensures the timely and comprehensive dissemination of information relevant to this valued stakeholder group. The newsletter serves as a platform to share Mitsis Group's latest updates, events, and other pertinent news, strengthening the collaboration and understanding between the Group and its suppliers.

Local Events

Mitsis Group remains dedicated to enhancing the quality of life within local communities and actively supports various events and initiatives in its destinations. The Group extends its support by providing financial contributions or in-kind sponsorships to local organisations and events, while also promoting these occasions through its concierge services, digital signage, website, and social media platforms. By doing so, Mitsis encourages both its guests and employees to participate and engage in the local happenings of its destinations.

Choose Greece

Mitsis Group proudly sponsored the 'Choose Greece 2022: The Greek Regional Hospitality Plan' conference, organised by Olympia Forum, which took place at the Stavros Niarchos Foundation Cultural Centre. The conference, focused on regional policy for the sustainable tourism development of the country, garnered support from the Group, with the active participation of its Managing Director, Stavros Mitsis.

Rhodes International Marathon

Continuing its tradition, Mitsis Group proudly served as the official hospitality sponsor of the 7th 'Roads to Rhodes' International Marathon. This highly anticipated sports event brings together runners from around the world, making it a cornerstone of athletic excellence and celebration on the island of Rhodes.

XXSPORTS 3 on 3 Summer Basketball Tournament

Mitsis Group demonstrated its commitment to supporting local sporting events by offering hospitality sponsorship to the XXSPORTS 3 on 3 Summer Basketball Tournament, held in Rhodes during August 2022.





Local Community Engagement

Mitsis Group remains steadfast in its commitment to providing sustained support to local communities, economies, and preserving local culture and traditions. As part of its comprehensive annual employee training programme, the Group includes specialised training modules on community engagement. This training equips employees with the knowledge and skills to effectively collaborate with local communities in addressing issues that impact their welfare.

The primary objective of this training is to cultivate an understanding among employees of the significance and advantages of robust community engagement. It also serves to showcase exemplary practices, real-world examples, and practical guidance for its successful implementation. By placing a strong emphasis on engagement, the Group underscores the importance of active stakeholder participation in the decision-making process, fostering a bottom-up approach rather than a hierarchical management style.

Information to Guests

Mitsis Group aims to educate its guests about the importance of supporting local communities before, during, and after their stay. The Group equips guests with valuable information regarding local events and businesses, encompassing a wide array of options such as dining, shopping, entertainment, tours, and car rentals.

Furthermore, guests receive comprehensive guidance on local transportation, ensuring their seamless navigation within the destination. Emphasising cultural sensitivity, Mitsis Group also provides guests with essential insights into respecting local customs and traditions, fostering a deeper appreciation for the local community and its unique heritage.

For its support of local communities, Mitsis Group's CSR programme pillar 'Committed to our surroundings' was distinguished in the Bravo Sustainability Dialogue & Awards 2022.

1.2 Tackle Hunger

Mitsis Group aspires all its CSR activities and initiatives to align with and contribute to the attainment of the United Nations Sustainable Development Goals (SDGs). Specifically, the Group recognises the significance of SDG 2, known as 'Zero Hunger,' which seeks to eradicate hunger, enhance food security, improve nutrition, and promote sustainable agriculture.

Holy Metropolises & Municipalities

In line with this goal, Mitsis Group actively extends support to vulnerable communities through both financial contributions and in-kind assistance provided to the Holy Metropolises and Municipalities in all its destinations. The Group actively engages in initiatives such as the provision of free social welfare meals in collaboration with Churches, as well as the donation of food supplies to social groceries and food pantries. By undertaking these actions, Mitsis Group contributes to alleviating hunger and addressing the immediate needs of fellow citizens facing hardships in their daily lives.



1.3 Change Everyday Life

Mitsis Group demonstrates a steadfast commitment to enhancing the quality of life within the local communities of its five destinations. In line with this dedication, the Group actively supports public institutions, undertakes construction or renovation projects in public areas, and extends assistance to local residents during times of crisis. This support includes providing financial aid or in-kind contributions to individuals affected by earthquakes, fires, and other catastrophic events in our destinations.

Adoption of Public Spaces

Mitsis Group has embraced a commitment to public spaces by adopting two noteworthy gardens located in Rhodes Town: Mandraki Harbour and the 100 Palm Trees Square. In order to nurture the vitality of these cherished parks, the Group actively organises various volunteer initiatives; these efforts encompass tasks such as area cleaning, maintenance of fountain pumps, installation of automatic watering systems, and the introduction of new flowers, shrubs, and herbs, all contributing to the continuous enhancement of the surroundings.

Additionally, in 2019, Mitsis made a donation to construct a playground in Kardamena, Kos, as a tribute to our esteemed founder, Konstantinos Mitsis. Since its establishment, the Group has assumed the responsibility of maintaining this playground, ensuring its safe and enjoyable operation for the local community.

Furthermore, as part of our ongoing partnership with the Real Madrid Foundation Clinic for 2022, Mitsis Group took the initiative to renovate the public soccer field in Kos where training took place. This refurbishment not only served as a venue for the training sessions during the programme but also stood as a lasting contribution to the local community. In a gesture of inclusivity, children from the local community in Kos were given the opportunity to participate in the Clinic free of charge, engaging in world-class training provided by esteemed youth development coaches from Real Madrid. This initiative provided a unique and inspiring experience for the aspiring athletes of tomorrow.

Kryoneri Grants

Mitsis pays homage to its visionary founder, Konstantinos Mitsis, who hails from the picturesque and secluded village of Kryoneri, nestled amidst the mountains near Ioannina. In a testament to his remarkable journey, Mitsis Group proudly bestows monthly grants upon the steadfast inhabitants of Kryoneri. These generous contributions serve a twofold purpose: to bolster their livelihoods and to keep the rural village populated. By fostering an enduring connection to its roots, Mitsis Group remains dedicated to preserving the essence of Kryoneri and supporting the residents who call it home.

Public Organisations

Mitsis Group annually contributes financial resources or in-kind support to public organisations within its destinations. Among others, these organisations encompass educational institutions, healthcare facilities, and law enforcement agencies, all of which play vital roles in promoting the well-being and development of the communities we serve. By prioritising these initiatives, the Group actively contributes to the overall betterment and resilience of the local communities.

We support the public organisations of our destinations:

Churches & Metropoles

Coast Guards

Academic & Educational Institutions

Hospitals & Healthcare Organisations

Law Enforcement & Police Departments

Fire Departments

Hellenic Armed Forces

1.4 Give Life

The collaboration and support of charitable organisations, non-governmental organisations (NGOs), and non-profit organisations (NPOs) committed to tackling paramount social challenges is a fundamental aspect of Mitsis Group's CSR programme. The Group cultivates enduring partnerships with institutions that align with its principles and aspirations for a more inclusive and just global community. Together, we strive towards a shared vision of a brighter future, pooling resources and expertise to make a meaningful and sustainable impact.

Ark of the World

Mitsis Group extends its unwavering support to The Ark of the World, an organisation dedicated to nurturing and safeguarding vulnerable mothers and children facing daunting circumstances such as neglect, abandonment, limited access to healthcare, and an uncertain future. Demonstrating its commitment to making a positive difference, Mitsis Group provides ongoing monthly financial aid and essential resources, and extends warm hospitality accommodations to the organisation's valued members, dedicated partners, compassionate volunteers, and the caring parents of the children in their care.

Goodbye to Cancer

Mitsis Group actively collaborates with the esteemed local non-profit organisation Goodbye to Cancer, based on the island of Kos. The organisation works tirelessly to raise awareness and vital funds to provide support for local residents impacted by the challenging effects of cancer. In 2022, Mitsis Group proudly extended both financial assistance and valuable in-kind contributions to Goodbye to Cancer, demonstrating its unwavering commitment to making a positive difference in the community. As a notable highlight, Mitsis Group lent its support to the organisation's annual 'Walk for Life' event, joining hands with the community in a symbolic gesture of solidarity, compassion, and hope.

Together for Children

Established in Greece in 1996 in Greece, Together for Children is non-profit and non-governmental association, comprising nine esteemed member organisations devoted to the welfare and well-being of children. In 2022, Mitsis Group proudly supported the work of the association by donating hotel stays to the organisation's annual raffle event, affirming our unwavering dedication to uplifting and nurturing the lives of children in need.

HOPEgenesis

In 2022, Mitsis Group embarked on a transformative a 3-year sponsorship programme to the Greek non-profit organisation HOPEgenesis. This noble organisation is dedicated to extending essential support to pregnant women, providing them with invaluable services, complimentary fertility treatments, and fertility awareness campaigns. The primary objective is to address the pressing issue of population decline and the low fertility rate that prevails in our country.

The three-year collaboration between Mitsis Group and HOPEgenesis sets its sights on fostering a substantial increase in the number of pregnancies on the island of Nisyros. Situated in the enchanting Dodecanese archipelago, Nisyros is home to approximately 1,000 permanent residents, suggesting that it should note at least 10 births per year; however, the island only records approximately 5 births annually, while the number of recorded deaths is 3 times higher.

In the spirit of this impactful partnership, Mitsis Group assumes responsibility for covering the various expenses related to pregnancy, childbirth, as well as transportation and accommodation for expectant mothers residing in Nisyros. Additionally, Mitsis Group donated a state-of-the-art Bluetooth ultrasound device to the organisation, a device that will be instrumental in providing crucial care to pregnant women who encounter challenges accessing appropriate maternity facilities. By ensuring the safety and well-being of both mothers and their babies throughout the duration of their pregnancy journey, Mitsis Group and HOPEgenesis strive to make a lasting difference in their lives, cultivating hope and new beginnings for residents.

I Care & I Do

Mitsis Group extends its unwavering support to the local association I Care & I Do in Rhodes. The organisation diligently works towards providing vital financial aid to various marginalised groups within the community. These encompass single-parent families, large families, the elderly, unemployed couples, as well as individuals bravely facing disabilities or health conditions.

By standing alongside I Care & I Do, Mitsis Group upholds its steadfast commitment to making a meaningful difference in the lives of those facing adversity. This alliance exemplifies the Group's deep-rooted dedication to social responsibility and community welfare, underscoring its role as a compassionate steward within the local community of Rhodes.

Make-A-Wish Greece

Mitsis Group takes immense pride in its enduring partnership with Make-A-Wish, an organisation dedicated to fulfilling the heartfelt desires of children facing critical illnesses. Extensive research has substantiated the profound impact of wish fulfillment, enabling these courageous children to rediscover their inner strength and resilience while battling challenging medical conditions. We stand as staunch supporters of Make-A-Wish Greece, extending both financial contributions and hospitality sponsorship to aid their invaluable mission.

In 2022, we brought to life the wish of young Apostolos, who wanted to travel to Crete and explore the island. Embracing this opportunity, we welcomed Apostolos and his family at our 5* ultra-all-inclusive Mitsis Group Laguna, offering them an unparalleled experience and ensuring that every moment of their stay became an everlasting memory.

Moreover, we provide our guests with the opportunity to contribute to Make-A-Wish Greece's noble cause. When making reservations through our website, guests have the option to make a donation, allowing them to actively participate in the profound impact that Make-A-Wish brings to the lives of children facing adversity.

The Piraeus Association of Parents, Guardians and Friends of People with Disabilities

The Piraeus Association of Parents, Guardians and Friends of People with Disabilities is a charitable, non-profit organisation, certified for providing primary and secondary social care services to adults with developmental disabilities. In 2022, Mitsis Group proudly supported the work of the association by donating hotel stays to the organisation's annual raffle event, to empower and enrich the lives of individuals with disabilities.

Blood Donor Volunteer Association 'Mitsis Group of Companies'

In 2017, we proudly established the Blood Donor Volunteer Association 'Mitsis Group of Companies' as a heartfelt tribute to our esteemed founder, Konstantinos Mitsis. This enduring initiative has united the dedicated employees and cherished guests of Mitsis Group across Greece, embodying our collective commitment to serving the greater good. The Association's mission revolves around making a significant impact on the blood banks of our destinations while extending a helping hand to our communities in times of need.

Since its inception, our hotels have been the backdrop for annual voluntary blood donation drives, where the spirit of generosity and compassion truly shines. We are immensely grateful for the contribution and support that our initiative has garnered over the past years. As we look to the future, we wholeheartedly encourage all employees and guests to actively participate in forthcoming blood donation events, fostering a culture of systematic blood donation that perpetually uplifts and sustains our cherished communities.

Since its establishment, the Blood Donor Volunteer Association 'Mitsis Group of Companies' has donated over 400 blood bags to the blood banks of its destinations, out of which 111 have been used to save human lives.



02

Enchanted with our Greek history

With 19 hotels in 5 of the most prime locations of Greece, our Greek essence is central to our identity. We aim to bring tradition alive, support local arts and showcase local gastronomy, embodying the traditions and values of being a proud Greek.

2.1 Bring Tradition Alive

Destination Education & Local Concierge Partners

With 19 hotels & resorts across five of Greece's most historically significant locations, Mitsis places great emphasis on educating its guests on the rich culture, traditions and history of each destination. We believe that immersing oneself in the exploration of the locale is an integral part of the guest experience we strive to provide.

To facilitate this immersive journey, our Group has fostered valuable partnerships with a diverse array of local collaborators, enabling us to offer our guests a myriad of captivating excursions, sightseeing opportunities, and engaging tours that unlock the hidden treasures of each destination. From venturing into the enchanting realm of a traditional shepherd's dwelling, where warm hospitality awaits from local families, to partaking in interactive dance and music experiences that embody the spirit of the region and taking part in traditional pottery workshops, these partnerships serve as catalysts for preserving cultural heritage and supporting the vibrant local community by showcasing age-old crafts and an authentic way of life.

To further enhance our guests' understanding and appreciation of our destinations, Mitsis Group ensures the availability of comprehensive information through various channels. From our dedicated guest services and informative digital signage to our multilingual website, newsletters, and social media platforms, we strive to provide an immersive and enlightening experience that goes beyond the confines of our hotels, fostering a deep connection with the local culture and promoting sustainable tourism practices.



Mitsis Group makes the most of its impeccable Greek essence and embodies the values of being a proud Greek: Mediterranean life, culture, and history. To this end, community-led experiences are central to educating guests on the destinations' traditions and customs, while financially supporting over 50 small local concierge partners.

Local Cultural Festivals

Mitsis Group is dedicated to promoting and preserving local traditions by extending support to the vibrant cultural festivals of our destinations. We take great pride in providing financial or in-kind sponsorships to events that celebrate the rich tapestry of Greek history, culture, and tradition. These initiatives not only serve to enrich the experiences of our guests and employees but also contribute to the overall cultural landscape of our communities.

Rhodes International Festival

The esteemed Rhodes International Festival, established in 2007 on the enchanting island of the Knights, stands as one of Greece's most prestigious music festivals. Celebrating its 15th edition in 2022, the festival returned to the awe-inspiring Medieval Palace of the Grand Master within the fortified walls of the Medieval City of Rhodes. Renowned for its exceptional artistic caliber, the festival curates captivating performances spanning classical music, opera, jazz, and tributes to traditional Greek music, featuring world-famous musicians that draw attendees from across the globe.

As part of our comprehensive CSR programme, Mitsis Group takes great pride in being a hospitality sponsor of the Rhodes International Festival. We extend our warmest welcome to the talented artists, musicians, and technical crew members, providing them with exceptional accommodations at the exquisite Mitsis Grand Hotel.

All of Greece, One Culture

In 2022, the Hellenic Ministry of Culture and Sports presented a remarkable commemoration of the Asia Minor catastrophe, showcasing a diverse array of 70 theatre, music, and dance productions, alongside captivating art installations at 66 archaeological sites and museums throughout Greece.

In line with our commitment to supporting the visual arts and performance, Mitsis Group proudly lent its support to the SYN-PAROUSIA project presented by the NGO Silent Ising. This initiative took place in September 2022 at the historic Bastion of St. George in Rhodes, creating a compelling fusion of visual and performing arts that paid homage to this significant historical event.

Through our dedicated sponsorships, Mitsis Group demonstrates its unwavering commitment to preserving and promoting the cultural heritage of Greece, enriching the lives of our guests, our communities, and fostering a deeper appreciation for the arts.

LOVE by Mitsis

In order to immerse our guests in the rich tapestry of Greek cultural heritage, Mitsis Group proudly launched the 'LOVE' brand in 2019. This exclusive collection offers a range of meticulously crafted, high-quality items that draw inspiration from Greek history, culture, and architecture. Each piece is designed and produced with utmost care, reflecting our deep appreciation for our five unique destinations and their remarkable cultural legacies.

Through the 'LOVE' brand, Mitsis Group showcases its unwavering dedication to preserving and promoting the authentic character of our destinations. Our collaboration with local suppliers in the production of 'LOVE' brand items not only ensures exceptional craftsmanship but also provides valuable support to local businesses within our destinations. This commitment to supporting local economies and fostering sustainable partnerships is at the core of our ethos.

The 'LOVE' collection encompasses three distinct lines: personal, business, and home, each featuring a curated selection of items that encapsulate the essence of our destinations. From intricately designed accessories to elegant business essentials and tasteful home decor, our guests have the opportunity to take home a piece of our destinations' most characteristic representations.

The 'LOVE' brand items are conveniently accessible through our Group's e-shop. By embracing the 'LOVE' brand, our guests can engage with Greek culture on a deeper level, cherishing meaningful mementos that embody the cultural heritage and timeless allure of our destinations.

2.2 Support Local Arts

Traditional Greek Entertainment

As part of our extensive recreation programme, Mitsis Group provides guests with a diverse array of activities that showcase the vibrant tapestry of Greek culture and entertainment. We proudly collaborate with esteemed local cultural organisations to curate a rich programme of traditional Greek music events and immersive traditional Greek dance experiences; activities that not only entertain our guests but also serve as a catalyst for empowering the local communities in each of our destinations.

The captivating melodies of traditional Greek music reverberate through our hotels as we invite talented local musicians to grace our stages. Guests can immerse themselves in the enchanting sounds of instruments like bouzouki and lyra, experiencing first-hand the allure of Greece's musical heritage. These performances, delivered with passion and authenticity, provide a memorable and immersive cultural experience for our visitors.

In addition, we offer engaging lessons and demonstrations of traditional Greek dances, led by local residents, which allow our guests to fully embrace the joy and energy of Greek dance forms such as syrtos, hasapiko, and zeibekiko. Participants are guided through the intricate steps and movements, enabling them to unlock the expressive power of these age-old traditions.

By collaborating with local cultural organisations and involving the talents of the local community, Mitsis Group not only enriches the experiences of our guests but also supports and empowers the cultural fabric of our destinations. Through these engaging activities, we strive to foster a deeper appreciation and understanding of Greek culture, while contributing to the preservation and celebration of local traditions.

Local Greek Artists

Mitsis Group deeply appreciates the invaluable contributions of local Greek artists in safeguarding and showcasing the country's vibrant cultural legacy, enriching the experiences of our guests by immersing them in the authentic local culture. In line with this commitment, in 2022, Mitsis Group extended its financial and in-kind support to esteemed cultural institutions including the Epirus Theatre 'Thespiis', the Federation of Dodecanese Societies of Rhodes, and the talented music band Emellon.

Furthermore, in 2022, Mitsis Group proudly sponsored the esteemed Rhodes-native composer, Savvas Karantzias, to present his work 'Theophanes the Greek' as part of the illustrious 'The Sound of Saints' concert series hosted at the Peter Norton Symphony Space in New York City. This momentous concert was held under the patronage of the Consulate of Greece in New York, and in attendance was His Eminence Archbishop Elpidophoros of America, along with distinguished guests and music enthusiasts.

By providing support to local Greek artists, including musicians, dancers, and theatre companies, Mitsis Group actively contributes to the preservation and promotion of Greece's distinctive cultural identity. Moreover, our collaboration fosters sustainable growth within the country's artistic community, propelling economic development and ensuring the continued flourishing of Greece's artistic heritage.



2.3 Showcase Local Gastronomy

Traditional Greek Culinary Offering

Greek cuisine stands as a pillar of Greek culture and, at Mitsis, we embrace the essence of traditional Greek gastronomy, making it a central element of our culinary offerings. Across our hotel properties, our distinguished F&B outlets 'Ellinadiko', 'Taverna', 'Cretan', 'Med', and 'Ouzeri', showcase a delectable array of national and local traditional dishes, offering an authentic immersion into the rich tastes and flavours of Greece.

Dining at Mitsis Group is an immersive sensory experience and a genuine celebration of Greek gastronomy. Our restaurants meticulously craft unique culinary creations rooted in the Mediterranean way of life, seamlessly blending traditional Greek delicacies with the distinct local flavours of each destination.

To foster a genuine sense of togetherness and a traditional Greek familial atmosphere, we offer guests the opportunity to partake in a food-sharing culture dinner. Drawing inspiration from the concept of family gatherings, this experience encourages guests to share delectable cuisine and engage in convivial conversations around the communal table. Additionally, as an expression of our commitment to showcasing the distinctiveness of our destinations, Mitsis warmly welcomes guests with local treats upon their arrival.

Moreover, we are proud recipients of the prestigious 'Greek Breakfast' certification from the Hellenic Chamber of Hotels; a recognition that promotes the traditional gastronomy of each unique destination by enriching our breakfast menus with locally sourced agricultural products and traditional specialties.

As part of its rich recreation programme, Mitsis Group offers an extensive range of activities that allow guests to delve deeper into the Mediterranean, Greek, and local cuisines. From engaging cooking classes featuring traditional dishes from each destination to captivating gastronomy tasting events with the active participation of local producers, we ensure that our guests have ample opportunities to expand their culinary knowledge and indulge in authentic tastes.

Furthermore, our concierge services and excursion offerings present guests with interactive and captivating experiences that showcase the vibrant local gastronomy. These include immersive wine tasting sessions and hands-on cooking classes delivered by knowledgeable local residents, enabling our guests to truly immerse themselves in the culinary tapestry of our destinations.

Local Gastronomy Festivals

Mitsis Group participates in local and international food festivals to showcase and promote the exquisite local traditional cuisine of our destinations. In 2022, Mitsis Group participated in the Gennadi Tourism Festival in Rhodes and several local festivals in Crete, further enhancing the visibility of our culinary expertise.

Moreover, we had the privilege of participating in the 'National Geographic Traveller Food Festival' in London, joining forces with the Greek National Tourism Organisation (GNTO). Serving as proud ambassadors of the Region of South Aegean, we presented Rhodes' local recipes, traditional products, and expertly crafted cocktails infused with the finest Greek ingredients.

Furthermore, we proudly sponsored the inaugural 'Rhodes Food Festival' in collaboration with the Region of South Aegean, aiming to position the island of Rhodes as an enticing culinary destination for the U.S. market. To this end, in March 2022, a delegation from Mitsis Group, accompanied by representatives from the South Aegean Region, travelled to New York, to promote the upcoming event to the North American market.



In 2022, Mitsis participated in the National Geographic Traveller Food Festival in collaboration with the Greek National Tourism Organisation (GNTO) and sponsored Rhodes Food Festival in collaboration with the Region of South Aegean, to promote local gastronomy and authentic culinary experiences worldwide.

Managing Director Stavros Mitsis is a BoD member of the Greek Tourism Confederation (SETE) and its partner organisation Marketing Greece, for the repositioning and promotion of Greece as an enticing and sustainable tourism destination.

2.4 Sponsor Marketing Greece

Mitsis is a proud supporter of the esteemed Greek Tourism Confederation (SETE) and its partner organisation, Marketing Greece. Established as a non-profit initiative in 2013 by the Greek Tourism Confederation (SETE) and the Hellenic Chamber of Hotels, Marketing Greece aims to strengthen Greek tourism and enhance the image and reputation of Greece internationally through the strategic repositioning and comprehensive promotion of all aspects of its tourism offering.

As proud ambassadors of Greek hospitality, Mitsis Group supports the efforts of SETE and Marketing Greece in uplifting the qualitative dimensions of tourism in Greece. This includes fostering increased visitor expenditure, facilitating a wider geographic distribution of tourists across the country, extending the tourism season, and driving the digitalisation of services, all with the aim of achieving sustainable and holistic tourism development.

In 2022, Mitsis Group proudly sponsored the communication campaign of SETE and Marketing Greece, 'Human Capital in Tourism'. By actively endorsing the campaign, we contributed to the vital cause of bolstering the recruitment of talented professionals within the hospitality sector, thereby fortifying the industry's workforce and ensuring a prosperous future for Greek tourism.





03

Enriched by everyone

Being home to 4,800 employees and 400,000 guests annually, Mitsis aspires to foster an environment where visitors and team members alike feel welcomed and celebrated. The Group's strong brand culture, values and personality DNA are the foundations in enhancing diversity, providing employee care and adapting to special needs.

3.1 Enhance Diversity

Mitsis is dedicated to proactively advancing its initiatives in diversity, equity, and inclusion (DEI). With a steadfast commitment to fostering a strong brand culture, the Group cultivates an environment where every employee and partner feels a profound sense of belonging, worth, and recognition for their unique talents.

The core values and distinctive personality DNA of Mitsis serve as the guiding principles that shape the organisation's workforce. To further support its DEI endeavours, the Group collects comprehensive data on its personnel, enabling the establishment of specific, measurable targets. In 2022, Mitsis Group achieved significant strides towards these targets, with particular emphasis placed on female empowerment and promoting the increased representation of women in managerial positions throughout the Group.

Our Brand Culture

At Mitsis, our unwavering commitment to people lies at the heart of our operations. We have established a comprehensive framework of trainings, procedures, and tools to foster the growth and development of our dedicated workforce of 4,800 employees. Through these initiatives, we provide our team members with the necessary resources and support to excel both personally and professionally.

Our brand culture serves as a guiding force that shapes the employee experience, encompassing every stage of their journey within the organisation. From the meticulous selection and recruitment process to ongoing training and evaluation, Mitsis ensures that our brand culture is deeply ingrained in our team members. This shared culture is embraced by all employees and seamlessly passed on to our newest team members, fostering a sense of unity and shared values. It is through this collective commitment to our brand culture that we uphold our mission of delivering exceptional experiences to our guests and fostering strong bonds among our team members.

Our 4,800 people are our most valuable asset. We establish extensive trainings, procedures and tools to enhance the development of Mitsis employees and provide team members with the resources they need to excel at what they do.



Create
your own
story

Brand Definition Model

Vision

Transforming each visitor into a special guest.

Mission

To stand out as the preferred portfolio of hotels & resorts in Greece offering excellent service, great locations, impeccable facilities, sophisticated dining and a broad spectrum of options for our guests to choose what fits them best.

Insight

I treasure the opportunity to transform myself according to what matters most to me.

Purpose

To offer a world of delightful experiences where visitors can embrace their own perspective on enjoyment and fulfillment.

Positioning

Mitsis is a Group of hotels and resorts that aims to reimagine what luxury means bringing to life enriching experiences for its guests, making the most of its unparalleled family touch and its impeccable Greek essence. Always aspiring to be flexible and adaptable to individual customer needs and the mindset of new generations, Mitsis allows visitors to feel what they want to feel, creating exceptional memories that will endure.

Promise

Where everything begins.

Our Values

Our core values define who we are as individuals and as ambassadors of Greek hospitality. We are a customer-centric organisation, dedicated to delivering exceptional value to our esteemed guests. By putting our core values of empathy, adaptability and surprise into action, we each do our part in making our company a great place to work. Our core values permeate every step of the employee journey, and they are evident in the meticulous care we extend to all the services we offer to our guests.

Empathy

At Mitsis, everything is well thought out and made with care. A warm Greek family spirit makes the guest experience sincere, genuine, caring and welcoming. As a premium hospitality brand, we strive for excellence in all aspects of our operation, while simultaneously prioritising customer care through attention and understanding of individual needs.

Adaptability

We show a natural ability and willingness to accommodate our offering to satisfy and fulfil individual customer needs. We adjust to offer unforgettable moments, understanding that every experience should be special because every person is unique.

Surprise

We aspire to go beyond what is expected, capturing the hearts and minds of our guests, delighting them with the joys of premium service and attention to the smallest details. We are committed to offering our guests wow moments that will become memories for a lifetime.



Our Personality DNA

The Group's personality is deeply rooted in its values and purpose, drawing inspiration from the nurturing nature of family care and the genuine Greek identity of Mitsis Group. Our employees are warm at heart, and we strive to recruit individuals who exemplify qualities such as kindness, attentiveness, helpfulness, commitment, and thoughtfulness, all rooted in the value of empathy.

At Mitsis, our team members are multifaceted, versatile, and dynamic, and we actively seek out talented, knowledgeable, skilled, and resourceful individuals who embody the value of adaptability. We encourage our employees to embrace their insightful, innovative, open-minded and courageous nature, fostering an environment of surprise. To excel in their respective roles, our employees are expected to possess the following 12 key personality traits:

01

Communication, Perception & Insight

The ability to understand and interpret verbal and non-verbal information, anticipating the needs of others, and creating a caring and thoughtful environment for our guests.

02

Attention to Detail & Quality

A commitment to performing work with meticulous attention to detail, delivering high-quality services that exceed guest expectations and capture their hearts and minds, with a keen focus on even the smallest details.

03

Speed & Organisation

The ability to effectively plan and organise work, prioritising tasks based on guest needs and ensuring efficient delivery.

04

Adaptability

The capacity to embrace and navigate unexpected changes and challenges, remaining calm under pressure and prioritising guest satisfaction.

05

Empathy

The aptitude to deeply understand guest needs and forge meaningful connections, responding resourcefully and insightfully by placing oneself in the guest's perspectives, thereby providing a personalised and memorable experience.

06

Teamwork

The ability to collaborate effectively with others, fostering an atmosphere of mutual support and reinforcing respect, akin to the bonds of a Greek family that characterises Mitsis Group.

07

Professionalism, Reliability & Responsibility

A commitment to consistently upholding high standards of confidentiality, integrity, and conduct in interactions with guests and colleagues, reflecting the company's unwavering principles.

08

Willingness to Grow & Develop

An ambitious mindset, constantly seeking personal and professional growth, acquiring new skills, and exploring opportunities for advancement within the company, crafting their unique career journey.

09

Management Skills & Team Management

The ability to coordinate, motivate, and efficiently manage team members' performance, ensuring ongoing talent development through training and guidance, delegating tasks, and embodying the Mitsis philosophy as a role model and ambassador.

10

Result & Goal-Oriented Project Management

A strong motivation to achieve objectives by setting clear, measurable, and results-focused goals aligned with Key Performance Indicators (KPIs). A commitment to continuous improvement, maximising performance through resourceful thinking and action, and enhancing processes, systems, and practices.

11

Problem Resolution & Management

The ability to detect, analyse, resolve, and prevent problems consistently and systematically, adhering to Mitsis Group's standards. Providing guidance and support to team members when needed, and creating unique guest experiences that enhance customer satisfaction.

12

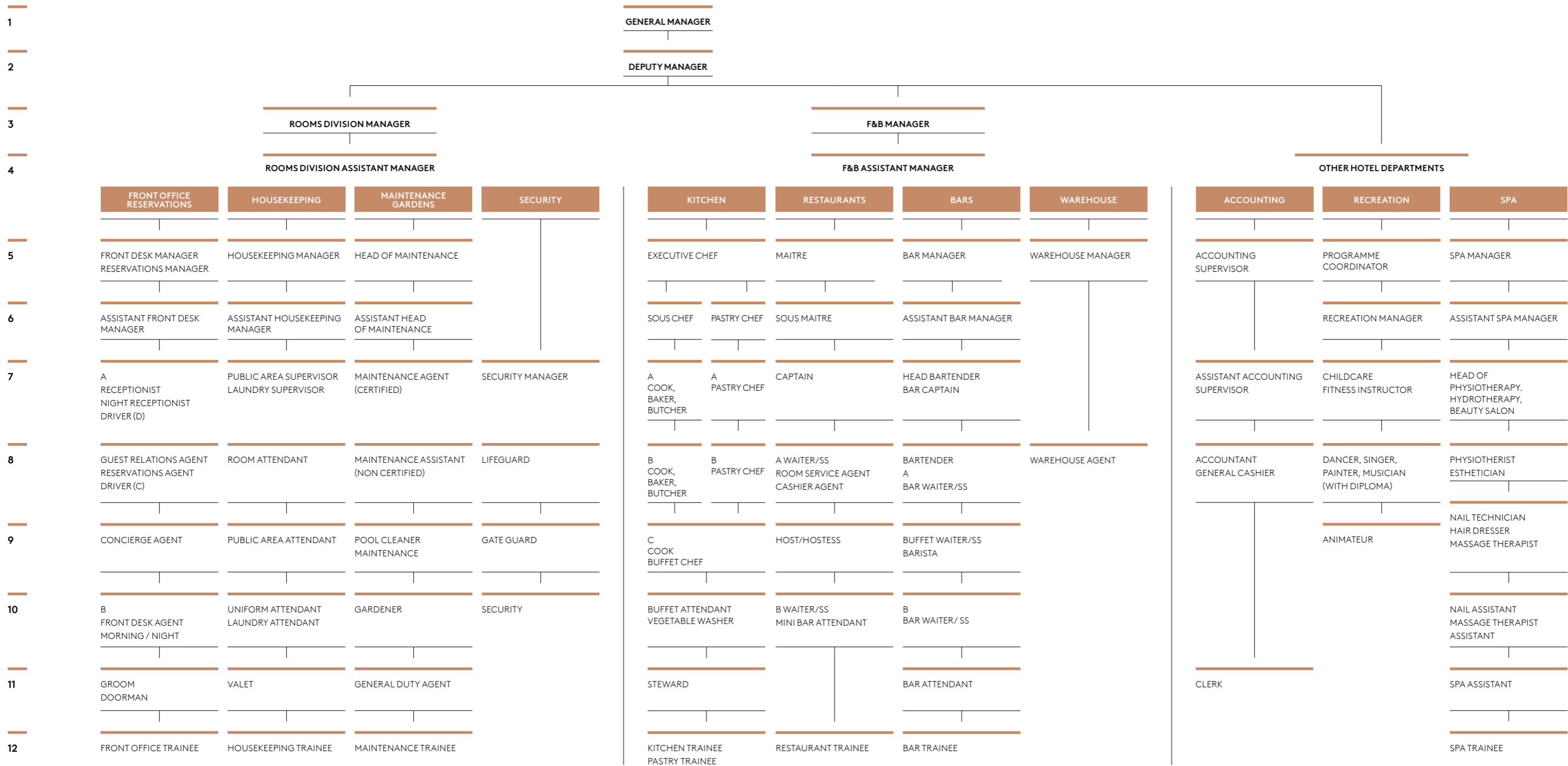
Undertaking Initiatives & Innovation

A proactive approach to offering improved product services, anticipating challenges, and identifying opportunities for continuous enhancement in alignment with the Mitsis philosophy and vision.

Organisational Structure

The organisational structure of each hotel property consists of 12 hierarchy levels for every operational department, which are then divided into 3 main categories. Top-level management is responsible for setting the organisational goals and is part of hierarchy levels 1-4 (General Manager, Deputy Manager, Rooms Division Manager, F&B Manager and their Assistants, respectively).

Hierarchy levels 5-6 concern Middle-level management, involving all Department Heads and their Assistants, while lower-level positions 7-12 consist of all the operational roles within each hotel property.



People in Numbers

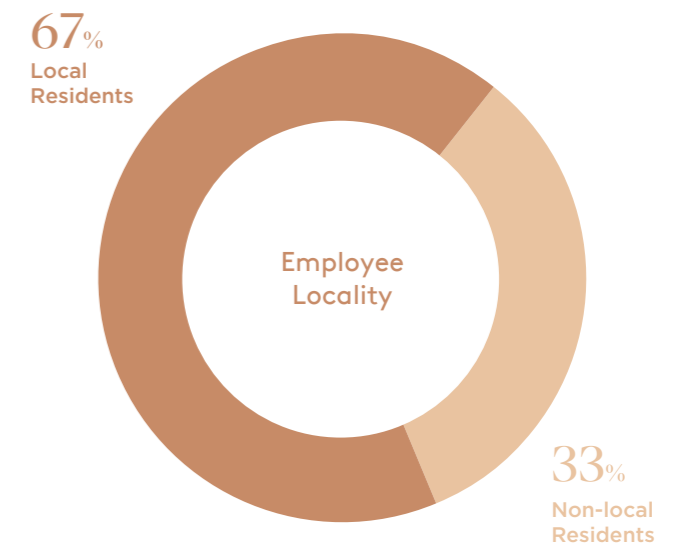
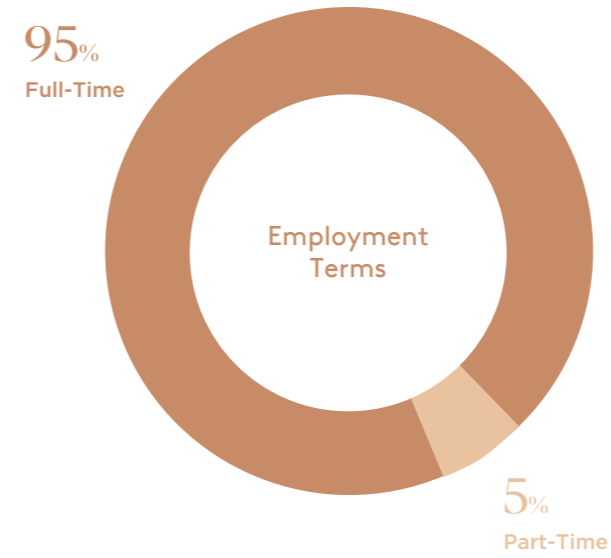
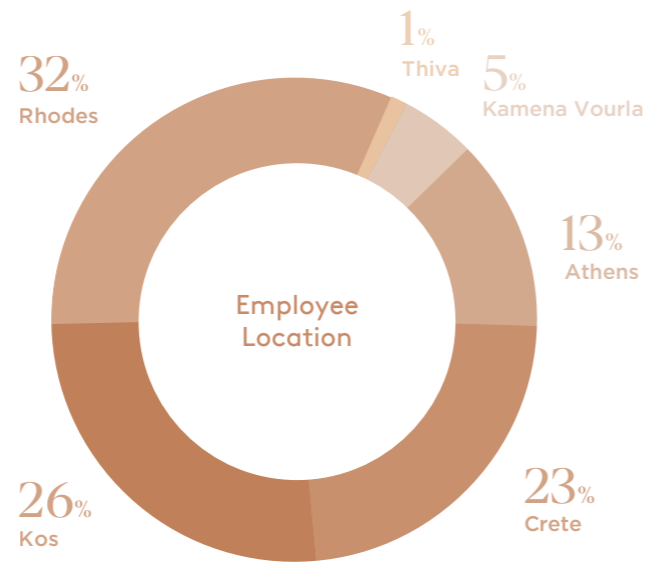
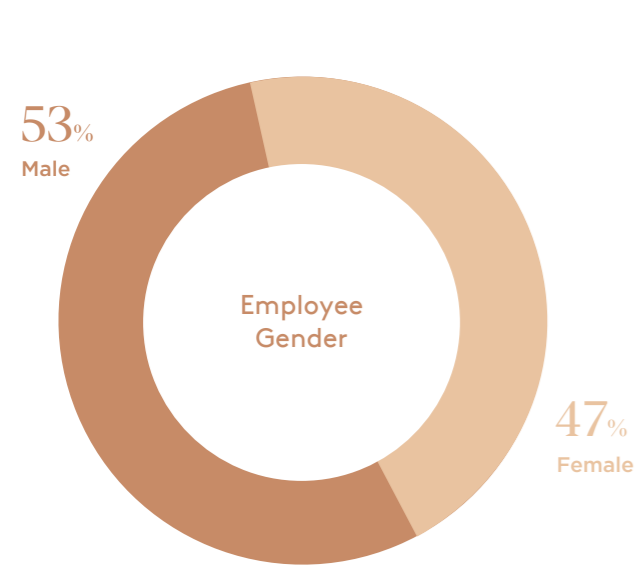
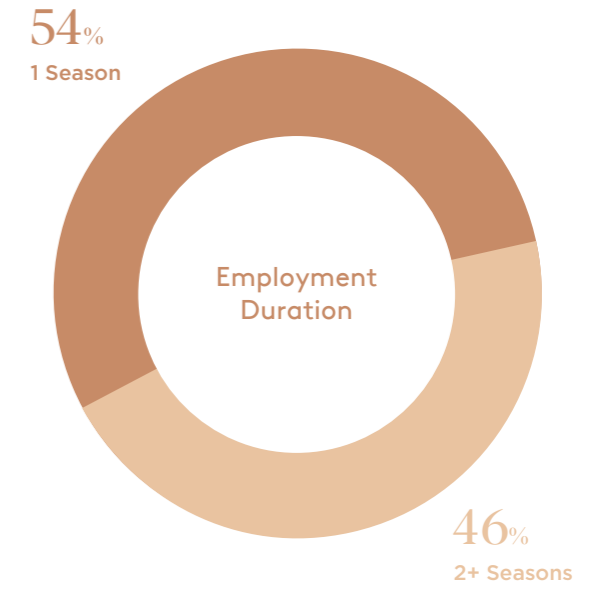
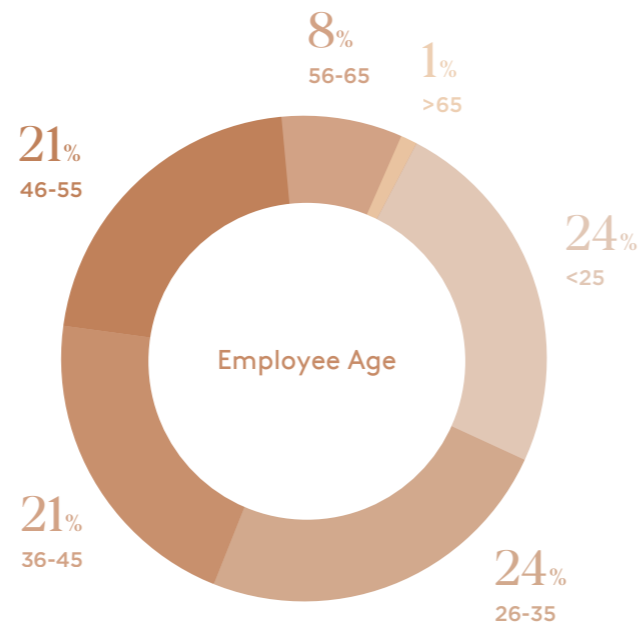
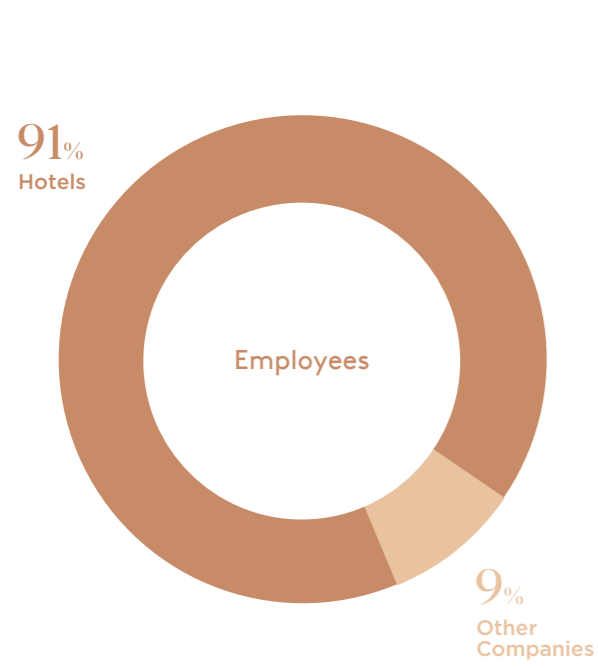
Mitsis employs a workforce of over 4,800 dedicated individuals across Greece, many of whom have built long-standing relationships with the Group. Each year, concerted efforts are made to cultivate a team that embraces diversity, encompassing a range of backgrounds, talents, and personalities. This commitment to fostering a diverse and multifaceted workforce plays a pivotal role in driving Mitsis Group's exceptional performance and ongoing advancement.

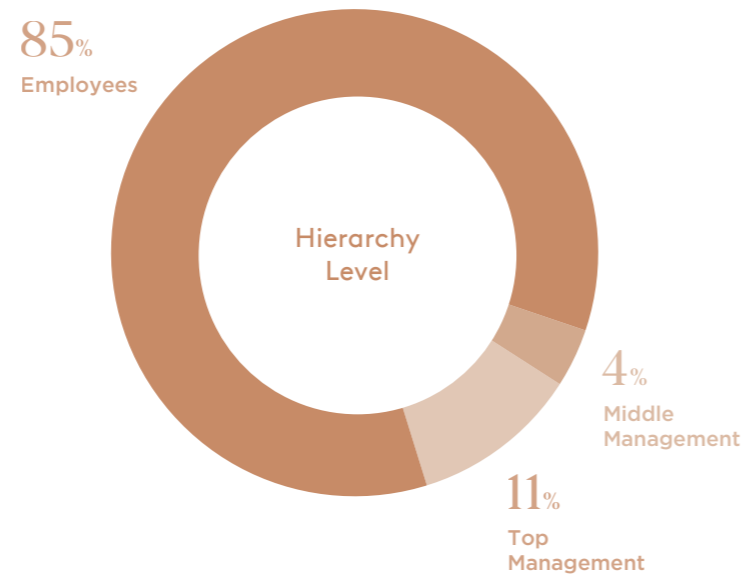
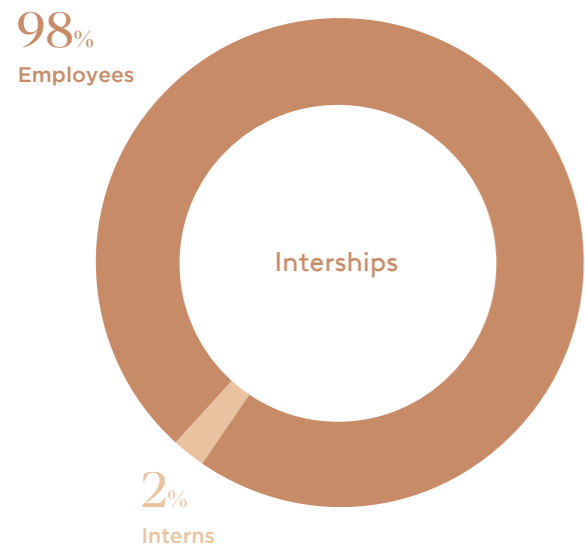
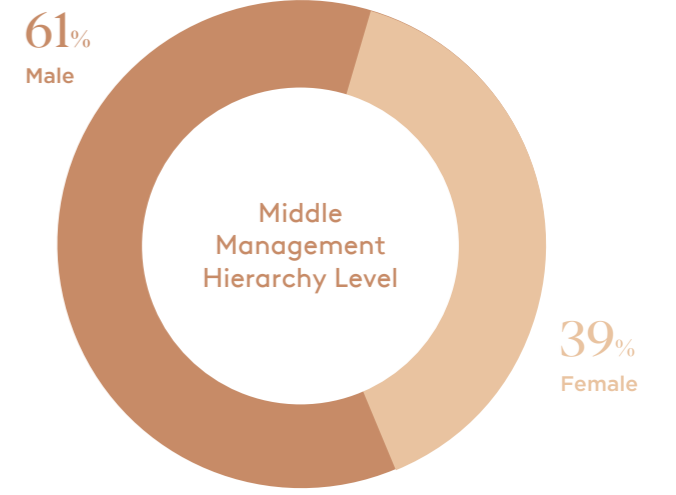
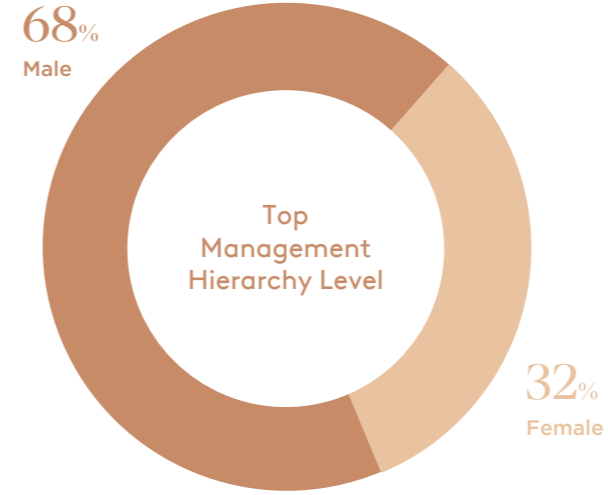
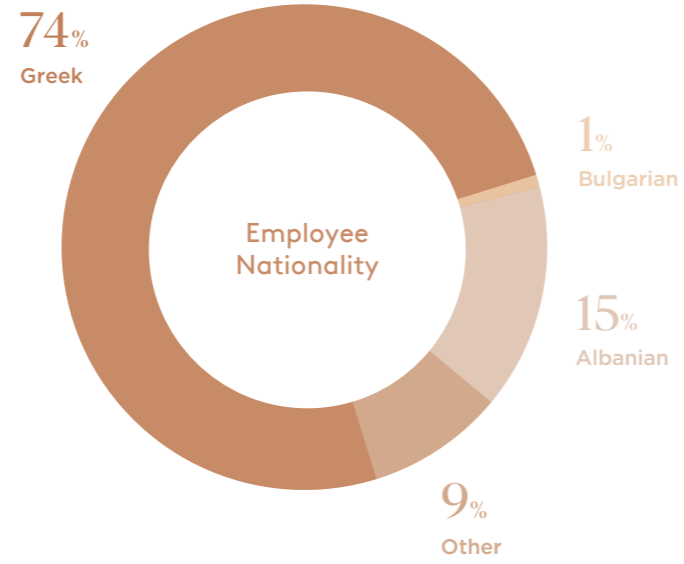
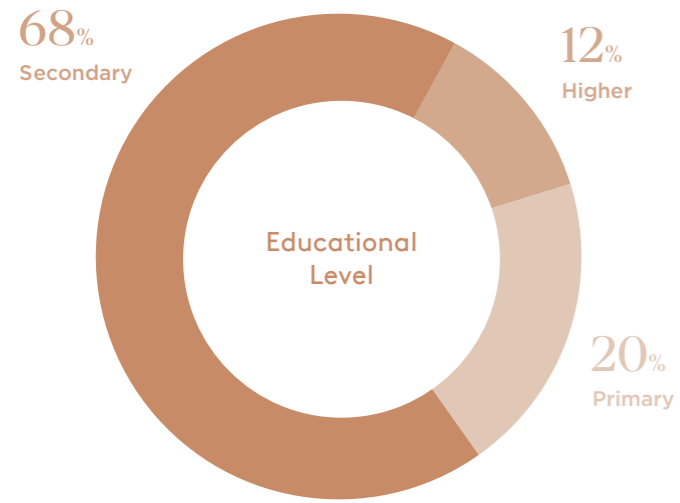
In pursuit of this objective, in 2022 the Group forged a meaningful partnership with UNHCR, the UN Refugee Agency, offering employment opportunities to over 100 refugees from across the world. Mitsis extended support by providing room and board, assisting with administrative processes and legal documentation, and delivering comprehensive training and guidance tailored to excel in the dynamic hospitality industry.

Moreover, aiming to enhance its female empowerment effort, the Group is recording the gender stratification of employment per hierarchy level and targets for 40% of its top and middle management employees to be females by 2025.

An aerial photograph of several kayakers on a vast, deep blue body of water. The kayakers are scattered across the frame, with one prominent yellow kayak in the lower center. The water's surface is textured with small whitecaps and reflections of light. The overall scene conveys a sense of outdoor activity and teamwork.

In 2022, Mitsis partnered with the United Nations High Commissioner for Refugees (UNHCR) to hire and retain over 100 refugees from countries including Ukraine, Sierra Leone and Ghana.





3.2 Provide Employee Care

At Mitsis, the well-being and welfare of our employees are at the heart of our success. We place the utmost importance on prioritising the health, safety, and overall satisfaction of our team members. We strive to foster a sense of connection and purpose among our employees, ensuring they are engaged with our Group's mission, their work responsibilities, and their colleagues. We deeply value their dedication and commitment, and accordingly, we acknowledge and reward their efforts.

Our Policies for our People

Our comprehensive range of policies is meticulously designed to align with our corporate culture and philosophy, reflecting our commitment to our workforce.

Human Resources Policy

We maintain a zero-tolerance stance against discrimination and strongly condemn any form of harassment. Our recruitment procedures strictly adhere to the principles of equal opportunities, providing a fair and unbiased environment for all candidates. We continuously invest in the professional and personal growth of our employees, recognising that their development is essential for the success of our organisation. Additionally, our HR policy encompasses the Grievance Policy Procedure and the Progressive Discipline Policy, which outline the guidelines for addressing and resolving any concerns or issues within the Group.

Human Rights Policy

We recognise and uphold the inherent rights of all individuals, irrespective of their race, gender, nationality, ethnicity, language, religion, or any other status. The principles enshrined in the Universal Declaration of Human Rights form the foundation of our operations, and we are committed to integrating and promoting these principles across all facets of our business.

Prevention and Elimination of Violence and Harassment in the World of Work Policy

In line with the Violence and Harassment Convention, Mitsis has implemented a comprehensive policy aimed at preventing and eradicating violence and harassment within the workplace. This policy applies to all employees, regardless of their type of employment agreement. It unequivocally prohibits any form of violence and harassment, and establishes a robust strategy to prevent and combat such incidents. The policy encompasses mechanisms for enforcement and monitoring, ensuring access to remedies and support for victims, implementing appropriate sanctions, developing tools, providing guidance, education, and training, raising awareness, and establishing effective inspection and investigation procedures through competent bodies.

The policy guarantees accessible and effective remedies, as well as safe, fair, and efficient reporting and dispute-resolution mechanisms for cases of violence and harassment in the workplace. It safeguards the confidentiality and privacy of those involved, and sanctions are imposed when necessary. Moreover, it affirms the rights of workers to remove themselves from situations where they reasonably believe there is an imminent and severe threat to life, health, or safety due to violence and harassment, without fear of retaliation or adverse consequences. It also emphasises the duty of all employees to promptly inform management of such situations.

Mitsis adopts socially responsible policies and commits to reporting their implementation.



Employee Rewards & Benefits

Mitsis is dedicated to creating a work environment that fosters motivation, inspiration, and support for its employees, encouraging their professional growth within the Group. In line with our commitment to addressing the evolving needs of our workforce, in 2022 Mitsis continued to provide a comprehensive rewards and benefits package, along with bonus schemes, as a means of recognising and appreciating the exceptional work and unwavering dedication of our team members.

To ensure competitive compensation, the Group has established a well-defined organisational structure. In line with our business strategy and industry benchmarks, we updated our reward brackets and implemented salary adjustments based on hierarchy levels. The Finance Department collaborates closely with the HR Department to develop, monitor, and execute the annual headcount budget and monthly payroll, ensuring full compliance with all regulatory standards and requirements.

In 2022, Mitsis extended its support to employees by offering free housing to 1,263 hotel staff members and their families on the islands, utilising owned or rented accommodation. In recognition of their work ethic and dedication, the Group provided shopping vouchers to 4,000 employees, assisting them with their grocery shopping needs. Furthermore, through our 'Enjoy our hotels as a guest' programme, employees have the opportunity to enjoy discounted or complimentary rates at all Mitsis properties across Greece.

Employee Recognition Programme

In 2022, Mitsis launched the 'Employees of the Month' programme across all our hotel properties. This initiative was designed to acknowledge and celebrate outstanding team members who exemplify excellence in four key areas: first, their unwavering commitment to our brand culture and the embodiment of our 12 essential personality traits; second, their innovative ideas that contribute to the enhancement of hotel operations; third, the recognition they receive from our hotel guests; and fourth, the recognition they receive from their fellow team members.

All nominees are recognised in an honorary ceremony, while the winner receives an 'Employee of the Month' certificate and is presented with a list of reward options to select from, showcasing our deep gratitude for their efforts and dedication to delivering exceptional guest experiences.

In season 2022, Mitsis received 725 employee nominations, out of which 232 were named 'Employee of the Month' for each hotel property. Mitsis also recognised all employees who have shown their loyalty to the Group with over 40 years of service.

3.3 Adapt to Special Needs

Mitsis aims to be adaptable and flexible to individual needs, taking care of all employees and guests to ensure the provision of a healthy, safe and inclusive environment to work and stay.

In 2022, our unwavering dedication to the health and safety of our visitors, team members, and partners remained paramount. We continued to execute our comprehensive COVID-19 health and safety plan, diligently implementing stringent protocols to safeguard the well-being of all within our premises.

Furthermore, we have amplified our efforts to enhance accessibility plans, ensuring that individuals with disabilities have equal access to our facilities and services. We strive to eliminate barriers and provide a welcoming environment for everyone, fostering inclusivity in all aspects of our operations.

Recognising the importance of holistic well-being, we were pleased to offer an enriching wellness programme to our guests, thoughtfully designed to promote rejuvenation, balance, and overall wellness during their stay, encompassing various activities and services to cater to their diverse needs.

At Mitsis, our dedication to adaptability, flexibility, and the well-being of our employees and guests is ingrained in our ethos. Through our ongoing commitment to excellence, we aim to surpass expectations, ensuring a harmonious and enriching experience for all who grace our properties.

Health & Safety Policies

Health & Safety Policy

Mitsis Group is committed to providing and maintaining a healthy and safe work environment for all employees, guests and anyone who may be affected by our operations. To achieve this, we diligently adhere to all pertinent Health & Safety legislation, maintaining exemplary standards of food safety and hygiene in strict accordance with HACCP guidelines.

We proactively identify potential hazards, assess risks, and implement robust control procedures. Furthermore, we provide comprehensive Health & Safety training programs and conduct regular audits to ensure ongoing compliance.

Safeguarding Policy for Kids

Mitsis Group is resolute in its stance against child abuse and assumes full responsibility for safeguarding the health and well-being of all children and young individuals. Our safeguarding policy for children extends to all Mitsis employees, including seasonal workers, volunteers, agency staff, and student interns.

The purpose of this policy is to establish a set of overarching principles that serve as a guide for our approach to safeguarding, ensuring the protection of children and young individuals who utilise the services and facilities of Mitsis. This policy also encompasses the children of adults who avail themselves of our services and facilities.

To ensure the utmost safety of children and young individuals, we employ a range of rigorous safety practices, including but not limited to effective supervision, comprehensive support, and thorough training for all team members. We conduct meticulous screenings and evaluations as part of our recruitment process and promptly report any concerns regarding the safety of children to the appropriate authorities and agencies.

COVID-19 Pandemic

With an acute sense of responsibility to provide a safe workplace to employees and carefree holidays to guests, Mitsis has established an extensive Health & Safety Policy and is fully dedicated to its rigorous implementation.

In strict adherence to all relevant national and European legislation, our procedures encompass all aspects of hotel services, including food production, water supplies, pool operations, building safety, maintenance, housekeeping, recreational activities, kids clubs, concierge services, local activities, and more.

To guarantee meticulous adherence to our Health & Safety Policies, the Department of Health & Safety conducts regular internal audits. These audits encompass detailed documentation processes, swift corrective actions, and diligent maintenance efforts, all aimed at ensuring the safe and optimal operation of our systems.

In response to the unprecedented challenges posed by the COVID-19 pandemic, Mitsis Group has established dedicated response teams across all properties. These teams are responsible for proactively addressing COVID-19 risk management and ensuring strict compliance with all health and safety protocols.

We have implemented a range of measures, meticulously following guidelines issued by Health

Authorities and the CDC. These measures include:

- Conducting thorough COVID-19 risk assessments and developing comprehensive action plans
- Allocating ample resources to effectively manage the situation
- Providing extensive training to our employees
- Implementing reduced operational capacity to facilitate social distancing
- Enforcing strict social distancing measures throughout our premises
- Implementing policies for respiratory etiquette and promoting rigorous hand hygiene
- Enforcing rigorous cleaning and disinfection protocols for both guest rooms and public areas
- Equipping our staff with appropriate Personal Protective Equipment (PPE)
- Establishing a robust isolation protocol for suspected or confirmed COVID-19 cases
- Conducting regular employee health checks through PCR testing
- Launching awareness campaigns across all our hotels

In 2022, Mitsis invested a total of 287,438€ in COVID-19 equipment, building upon our earlier investment of over 890,000€ during the years 2020-2021, ensuring the highest standards of health and safety for our employees, guests, and the wider community.

For our continuous protection efforts against the COVID-19 pandemic, Mitsis has been awarded the ‘Health & Safety Certification’ by HotelCheck, the ‘Health First Certification’ by the Hellenic Chamber of Hotels, and the ‘Safe Restart Certification’ by TÜV Hellas (TÜV Nord).

Hotel Accessibility

With equity and inclusion at the forefront of its operations, Mitsis takes decisive actions to ensure that all processes and programs are impartial, fair, and equal, fostering a strong sense of belonging for both employees and guests. In line with this commitment, the Group has developed comprehensive plans to guarantee accessibility for individuals with disabilities across all its renovated properties.

Mitsis Group places particular emphasis on creating inclusive environments by incorporating features that remove barriers and offer equal access to all individuals. This includes the implementation of low-inclined ramps, spacious rooms, and specialised equipment for improved accessibility to pool and beach areas.

In adherence to ADA (Americans with Disabilities Act) room design requirements, meticulous attention is given to accessibility pathways encompassing doorways, hallways, bed height, desk height, electricity and furniture placement. Additionally, bathroom layouts are thoughtfully designed to comply with ADA standards, ensuring accessible shower and sink features.

To ensure a seamless experience during emergencies, Mitsis diligently trains its employees to prioritise full accessibility in emergency planning. This includes the identification of accessible exits, clear marking of escape routes, and maintaining unobstructed pathways. Furthermore, specific accommodations are in place throughout our properties to cater to the needs of individuals with low vision and visual impairment.

By prioritising accessibility and incorporating these thoughtful features, Mitsis aims to create inclusive spaces where all individuals can fully enjoy their stay and feel welcome in our establishments.

Wellness

Wellness stands as a fundamental pillar within Mitsis Group, and we continually enhance the recreational programme offered at our hotels and resorts. Through its partnerships with Real Madrid Foundation Clinic and Tipsarevic Luxury Tennis, along with Group's 12 thalassotherapy centres and numerous sports activities, Mitsis offers guests unique opportunities for fitness and wellness.

In addition, Mitsis is dedicated to catering to diverse dietary requirements, encompassing allergies, health conditions, and religious restrictions. We prioritise ensuring that all guests have a wide selection of food options available to them within our properties. To facilitate this, guests can conveniently communicate their food preferences and dietary restrictions through our MFC loyalty platform. As a result, the Group is able to provide tailored accommodations for guests following specialty programs and dietary choices, including vegetarian and vegan diets.





04

Amazed with new opportunities

As an industry pioneer since 1976, when Konstantinos Mitsis envisioned the revolution of Greek hospitality with the all-inclusive concept, we have aspired to be a leading force of change, embracing innovation and transformation in all aspects of our operations.

4.1 Lead Technological Innovation

Mitsis aspires to act as a leading force of change, embracing digital transformation in the hospitality industry and investing in technological innovations that digitalise the guests' experience and the Group's back-end processes.

Digital Transformation

As we steadfastly pursue our digital transformation journey, we are dedicated to adhering to our meticulously crafted technology investment roadmap. This plan outlines our strategic initiatives for implementing cutting-edge business applications and propels us into the next phase of our Digital Reinvention. This transformative process involves a fundamental redesign of our engagement strategies with a wide range of stakeholders, ensuring that we remain at the forefront of innovation and excellence.

Service Desk

In 2022, Mitsis established Service Desk, a digital platform for employees to request IT support or explore new IT services. Leveraging the capabilities of Jira Service Management, we have developed a user-friendly portal for end-users and an Admin Dashboard for our agents.

Through this streamlined digital process, end-users can conveniently log in to the portal using their corporate Office365 account and effortlessly submit requests for new services or raise tickets for assistance. Each ticket is addressed by identifying the appropriate agent for the specific request type, ensuring swift and effective resolution. This system exemplifies our commitment to providing seamless IT support and services to enhance the overall experience of our valued employees.

Systems Optimisation – Data Center Upgrade

Our Group has undertaken a significant initiative to optimise its systems by upgrading its data center infrastructure, operating all our corporate applications within our own secure and advanced private cloud environment.

In terms of software, our Group remains at the forefront of technology by consistently implementing the latest updates for operating systems and applications. These updates are efficiently managed through a central console, empowered by an upgraded antivirus solution.

On the hardware front, we have made substantial investments to meet the evolving needs of Mitsis and our private cloud now benefits from the integration of cutting-edge Enterprise HPE Alletra storage. This state-of-the-art storage solution has been carefully selected to deliver optimal performance, aligning with the requirements and growth projections of our organisation.

Network Optimisation & IPTV

Mitsis has successfully devised and executed an enterprise-grade wireless network infrastructure. Leveraging the powerful HPE Aruba networking Wi-Fi 6 hardware, this advanced infrastructure ensures seamless connectivity and exceptional performance throughout our properties. In addition to this network enhancement, we have collaborated with LG Procentric Direct to elevate guest TV services, an integration that allows us to offer an enhanced television experience. Guests can now receive personalised messages from the hotel, access popular streaming platforms including Netflix and YouTube, and effortlessly cast content from their mobile devices directly onto the TV screen.

Managed Network Services

Following extensive research and analysis to determine the most suitable solutions for effectively monitoring our hardware and software systems, Mitsis has implemented Zabbix, an open-source monitoring tool renowned for its ability to oversee servers, networks, IT components, cloud services, and virtual machines. Through Zabbix, we gain valuable insights and metrics, enabling us to closely monitor network utilisation, disk space consumption, and CPU load.

This robust monitoring tool extends its support to a wide range of operating systems, including Mac OS, Linux, and more, ensuring compatibility and comprehensive coverage across our infrastructure. By leveraging Zabbix's capabilities, we are empowered to proactively address potential issues and expedite their resolution, ensuring uninterrupted operations.

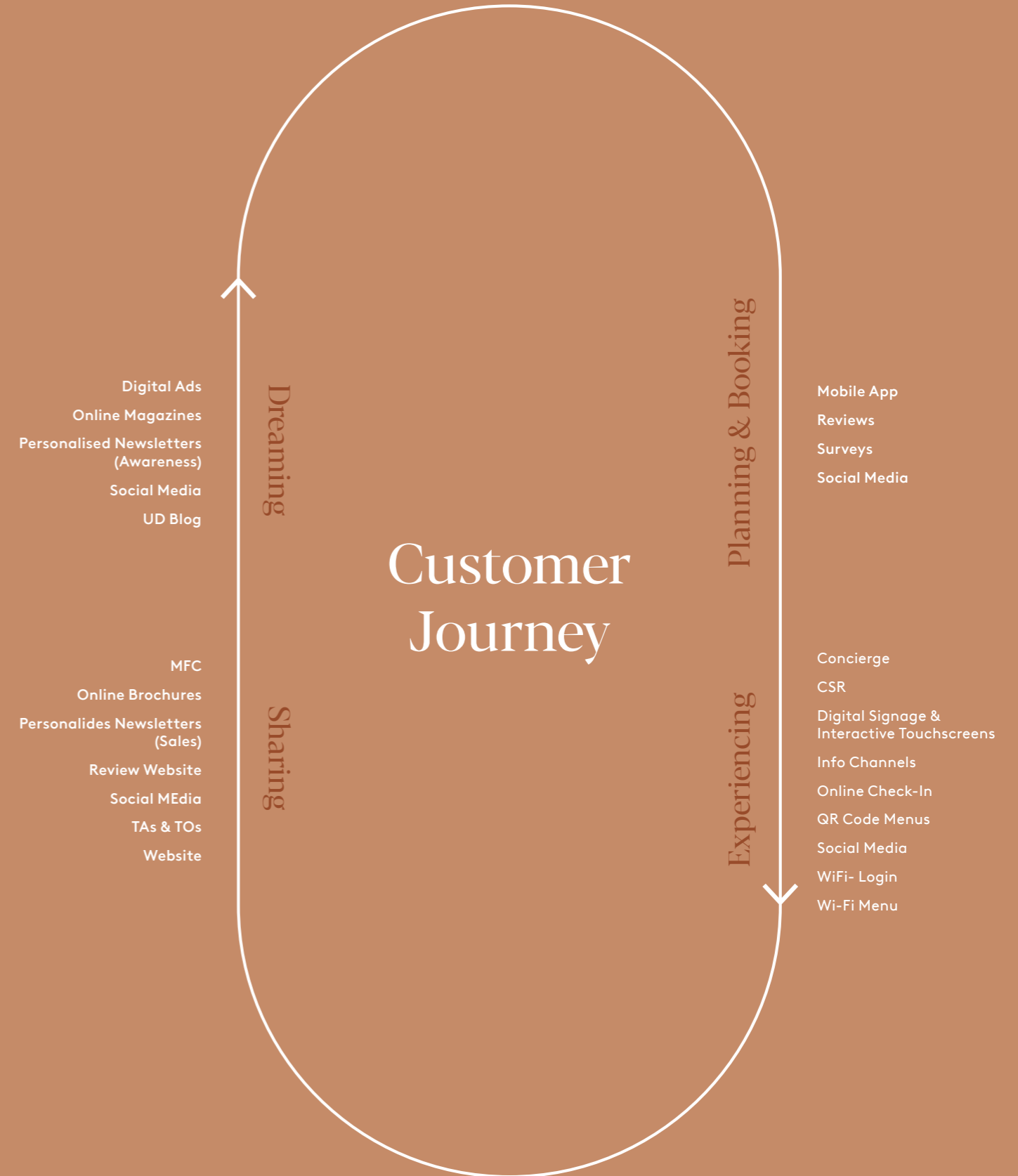
GDPR Compliance

Mitsis places paramount importance on safeguarding the privacy and personal data of our esteemed guests. In accordance with the European General Data Protection Regulation (GDPR) and Greek law, the Group has established a robust Policy for the Protection of Personal Data. Data privacy is a fundamental right, and we are committed to ensuring transparency and accountability in our data processing practices. By clearly defining our data privacy policies and making them easily accessible, we provide our guests with the confidence and assurance that their personal information is handled with the utmost care and in compliance with applicable regulations.

Valuable Marketing Assets

Driven by our customer-centric philosophy, Mitsis has leveraged advanced customer relationship management software programs and other essential technological solutions to enhance the guest experience.

Through these initiatives, we are able to deliver personalised communications and offerings that cater to the unique preferences and requirements of our valued guests. This level of personalisation extends beyond the duration of their stay, encompassing the entire customer journey. To this end, we have meticulously developed over 30 strategic touchpoints throughout the guest's customer journey.



Customer Relationship Management (CRM) Solution

Mitsis recognises the importance of effectively managing interactions with our valued guests. Committed to providing exceptional experiences, we have made a significant digital investment in Customer Relationship Management (CRM) to develop a unique and valuable database asset that enables us to better understand our visitors' needs and behaviours.

Our CRM platform seamlessly integrates with various systems, including ePOS, PMS, and multiple digital assets, providing us with a holistic and comprehensive view of our customers' profiles. This integration allows us to gain detailed insights and enhance our ability to personalise their experiences.

One key advantage of our CRM solution is its capability to manage our loyalty programme efficiently. We strive to cultivate strong and lasting relationships with our loyal customers, and our CRM system plays a vital role in achieving this objective. Additionally, we leverage our CRM platform to engage with our clientele through social media interactions, ensuring effective communication and fostering a sense of connection. In 2022, Mitsis' database reached 400K active users, noting a 156.60% increase since 2017.

Mitsis Friends Club (MFC) | Elevating the Guest Experience

Since its inception in 2012, our loyalty programme Mitsis Friends Club (MFC) is designed to enhance our guests' holiday experiences and ensure their stay is truly exceptional. Our commitment to delivering unparalleled service has led us to continually refine and enhance the MFC programme, further rewarding our most loyal guests and esteemed Mitsis brand ambassadors.

MFC members are rewarded with points and exclusive on-site benefits when booking their stay directly through Mitsis' website or using the Group's concierge services. Based on their membership tier, guests can enjoy special benefits including complimentary hotel stays, complimentary early check-in, priority check-in, complimentary late checkout, and special departure gifts.

128,692

Total MFC Members

52,088

New MFC Members in 2022

593,980,028

Points Collected in 2022

20,254,307

Points Redeemed in 2022

In 2022, Mitsis Group's loyalty programme surpassed 120,000 members.

360° Digital Assets

The advent of the COVID-19 pandemic has propelled numerous development trends, among which digital transformation stands as a crucial one. Embracing our vision to lead the hospitality industry, Mitsis has developed technology services and innovative applications for our customers; a strategic approach that streamlines various aspects of the guest journey, ensuring a smooth and hassle-free experience.

In 2022, Mitsis reached 160% of its record season 2019 revenue, noting +18% room nights and +13.18% pax arrivals. These results were mainly due to the Group's well-orchestrated 360 digital strategy before, during and after guests' stay.

Our innovative approach to digital transformation enables guests to effortlessly engage with our offerings, empowering them to make reservations, access personalised information, and avail themselves of our services at their convenience. With user-friendly interfaces and intuitive functionality, our technology-driven solutions have become an integral part of our commitment to providing exceptional guest experiences.

Mitsis remains dedicated to pushing the boundaries of innovation within the hospitality industry. Our unwavering focus on digital transformation enables us to anticipate and exceed the evolving expectations of our valued guests, solidifying our position as a frontrunner in the industry.

Website

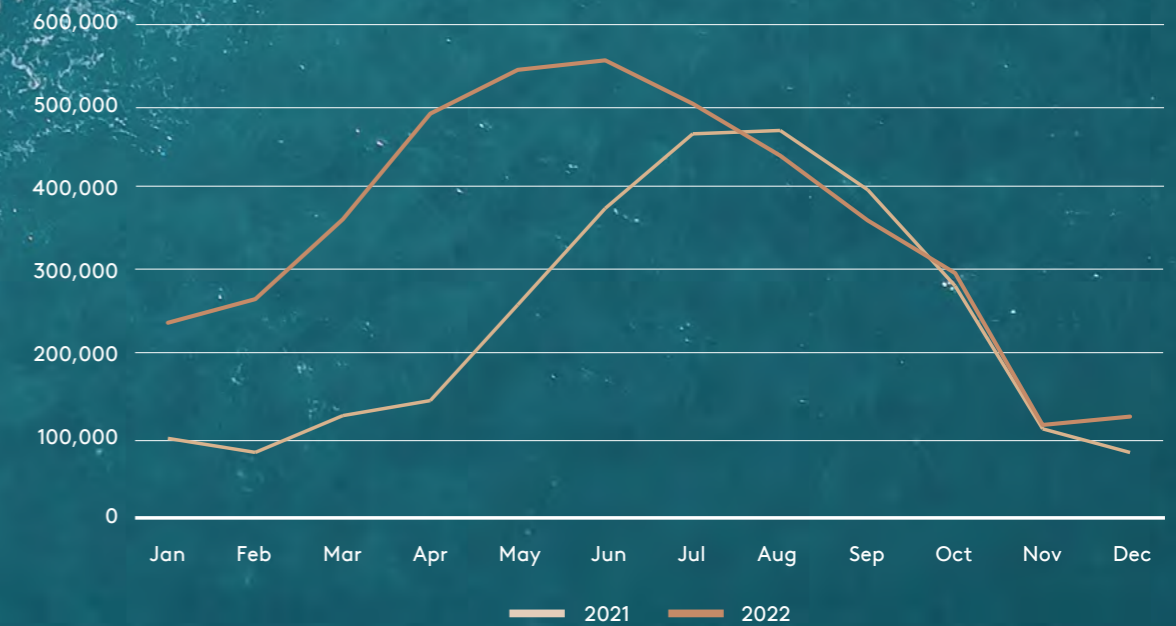
Mitsis Group's website serves as a gateway to a world of unparalleled experiences. Developed with a user-friendly interface and seamless navigation, our website allows visitors to effortlessly explore a diverse range of accommodation options, an extensive array of events, wellness activities, cultural pursuits, leisure offerings, and exceptional culinary experiences. Moreover, through our Mitsis Concierge online platform, guests can access tailor-made experiences that cater to their unique preferences and desires.

To ensure the utmost satisfaction of our online visitors, we employ extensive A/B testing methodologies. By carefully analysing user behaviour and navigation patterns, we continually refine our website to deliver personalised services, a captivating user experience, and enhanced communication with our guests. This iterative process enables us to understand the evolving needs and preferences of our visitors and adapt our offerings accordingly.

Through our thoughtfully designed website, we aim to create an immersive digital environment that effortlessly guides visitors toward their desired experiences. By prioritising user-centric design and leveraging data-driven insights, we continue to set new standards in providing sophisticated, immersive, and personalised experiences on our website. Our commitment to providing exceptional service extends beyond our physical properties, as we strive to engage and inspire our guests at every touchpoint.



Website Traffic



In 2022, Mitsis reached 4.3M online visitors, marking an increase in website traffic by 48.96% compared to 2021. Total blog traffic increased by 15.48% compared to 2021.

Unique Destination Blog

Mitsis Group’s monthly updated Unique Destination blog serves as a communication channel for sharing the latest news, events, hotel openings, practices, and policies with our guests. The blog serves as a platform for a diverse range of articles, covering topics encompassing hospitality, tourism, and lifestyle. It aims to provide valuable insights and inspiration to our readers.

The Unique Destination blog is available in two languages, English and Russian, ensuring a wider reach and catering to our international audience. In 2022, Mitsis' Unique Destination blog featured 12 issues and over 700 articles, attracting a readership of 155,000 visitors. Additionally, we enhanced our communication efforts by launching 40 newsletters and social media campaigns, further amplifying our message and reaching a wider audience.

Social Media Channels

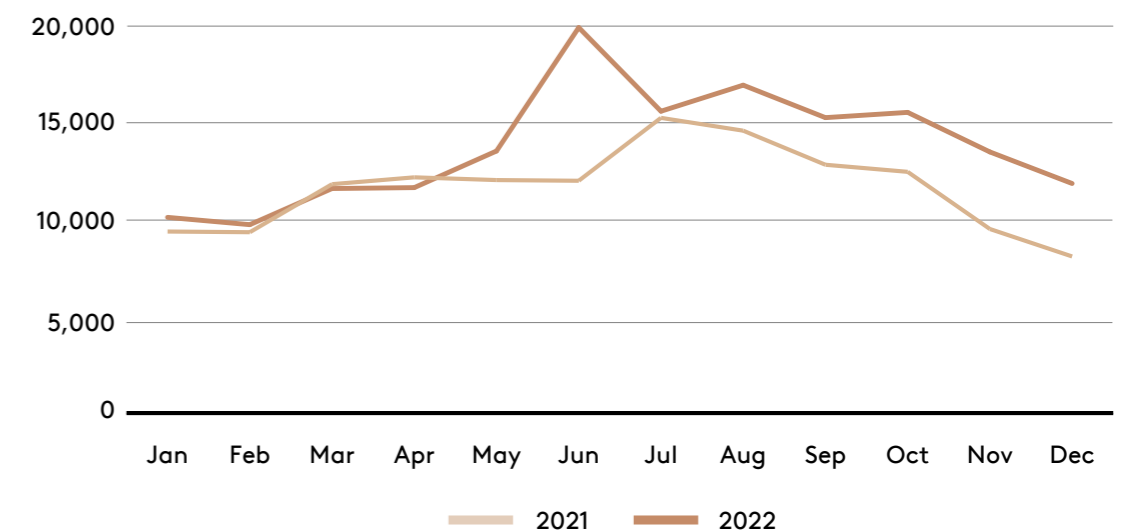
Mitsis has developed an integrated social media strategy to optimise our corporate presence across core digital platforms. With a strong focus on effective communication, we leverage popular social media channels such as Facebook, Instagram, TikTok, Twitter, YouTube, and LinkedIn to connect with our guests and other stakeholders. Currently, we actively maintain 7 central accounts and 38 individual hotel property accounts, ensuring a wide-reaching and personalised approach.

Our commitment to delivering an engaging user experience and fostering meaningful connections with our guests drives us to constantly update our brand and expand our digital assets. By embracing emerging technologies and trends, we enhance our online presence and ensure that our social media channels remain vibrant and dynamic.

Through our well-crafted social media strategy, we aim to create compelling content that resonates with our audience, showcases our offerings, and encourages active engagement. Our platforms serve as a platform for sharing informative updates and captivating stories, cultivate a sense of community, enable direct communication, and embody the essence of the Mitsis experience.

We welcome feedback, respond to inquiries, and engage in meaningful conversations to continuously improve and provide the exceptional service that our Group is known for.

Blog Traffic



Mitsis Social Media 2022

- 7 Central Mitsis accounts
 - 38 Mitsis hotels accounts
 - 4M+ Video views on all platforms
 - 120M+ Impressions
 - 5M+ Engagements
 - 28% Audience growth compared to 2021
 - 66K+ Social Media requests, messages, comments
- 
- An underwater photograph of two divers. A woman in a white one-piece swimsuit is in the upper right, holding a white diving fin. A man in a patterned swimsuit and a black cap is in the lower center, swimming horizontally. The water is clear blue with many small bubbles. The sandy bottom is visible at the bottom of the frame.

Digital Smart Apps

Mitsis remains at the forefront of technological advancements and the digitalisation of services, continuously investing in innovative solutions to enhance our guests' journey. By strategically developing an integrated digital marketing strategy, we have created a comprehensive ecosystem of onsite and offsite applications that effectively engage and connect with today's discerning travellers.

All digital apps, including the Group's mobile app, concierge platform, digital signage, branded info channels, interactive touchscreens, new Wi-Fi log-in, and QR Code Readers, are constantly updated with the latest exclusive context for guests to enjoy genuine hospitality through all digital touchpoints.

Mobile App

In our pursuit of providing an exceptional guest experience and fostering improved communication, in 2022 Mitsis proudly unveiled the new Mobile App, empowering visitors to effortlessly explore the world of Mitsis right at their fingertips. With a sleek and user-friendly interface, the Mobile App has been meticulously designed to adapt seamlessly to all mobile devices, ensuring optimal functionality and accessibility.

The Mitsis Mobile App is a gateway to information and services, enabling guests to navigate our offerings with ease and convenience. Our Mobile App is available for download on both the App Store and Google Play, catering to users of various mobile platforms.

By embracing the power of mobile technology, Mitsis continues to redefine the guest experience, making it more immersive, convenient, and personalised. Our Mobile App serves as a digital companion, offering guests a seamless connection to our world of hospitality and enriching their journey with us.

QR Code Readers

At Mitsis, our commitment to guest safety and comfort remains paramount, especially during the challenging times brought about by the COVID-19 pandemic. Throughout the 2022 season, we continued to prioritise the implementation of innovative technology solutions to ensure a safe and seamless experience for our valued guests.

By scanning our contactless QR Code Readers with their mobile devices, visitors gained instant access to branding apps, including maps, directories, and brochures. By eliminating the need for physical touchpoints and paper materials, we contributed to reducing the risk of transmission and provided a seamless and sustainable guest experience.

Concierge Platform

In our continuous pursuit of enhancing our guests' holiday experience, Mitsis Group's enriched Concierge Platform offers unparalleled, tailor-made services, designed to provide the utmost convenience and personalisation, Mitsis Concierge serves as a seamless and responsive platform that assists guests in planning and booking their bespoke experiences even before their arrival, ensuring contactless and reliable transactions.

Our comprehensive range of services, accessible through the user-friendly Mitsis Concierge Platform, is crafted to exceed expectations and provide a memorable stay. From thoughtfully curated anniversary and birthday packages to convenient options such as online check-in and PCR testing, guests can effortlessly access a multitude of services that enhance their stay with us.

Indulge in private tours, experience enchanting candlelit dinners, and enjoy the luxury of room service and upgrades—all meticulously designed to showcase the finest of Greek hospitality, accessible with just one click. Additionally, the platform features a carefully curated selection of local excursions and sustainability-centred experiences, made possible through collaborations with over 50 trusted local partners.

In 2022, we proudly introduced a brand-new feature to our Concierge Platform—the 'Online Beach Reservation' option. This exciting addition allows Mitsis guests to secure their preferred spot at our renowned Blue Flag-awarded beaches, ensuring a seamless and relaxing beach experience.

In total, over 65K bookings were made by guests through the Mitsis Concierge online concierge platform during season 2022.

Table Reservation Platform

Table Reservation is an innovative digital platform offering guests the ability to book their table online for brunch, lunch or dinner, choosing among the plethora of the Group's food and beverage outlets.

Through the efficient coordination of staff and inventory, Table Reservation optimises our dining operations, ensuring smooth and seamless experiences for our valued guests. By reducing waiting times and improving accuracy, we aim to exceed expectations and create unforgettable dining moments that showcase the exceptional hospitality synonymous with Mitsis.

For season 2022, over 280K bookings were made through the table reservation platform.

Wi-Fi Menus

Committed to providing seamless connectivity and enhancing dining experiences, in 2022 Mitsis introduced Wi-Fi Menus, an innovative feature that allows guests to effortlessly peruse the menus of our F&B outlets by simply connecting to the hotel's complimentary Wi-Fi network.

With the introduction of Wi-Fi Menus, guests can now explore our culinary offerings with utmost ease and convenience and by leveraging the power of technology, we have eliminated the need for physical menus, streamlining the process and ensuring a contactless dining experience.

Digital signage, info channels & IPTV

In our ongoing efforts to inform and engage guests, we have strategically installed digital signage screens in our properties' lobbies. These state-of-the-art screens serve as a hub of audiovisual information, seamlessly presenting relevant details about the hotel and its surroundings.

Through this immersive and interactive platform, guests can access a wealth of features, including property information, destination maps, our loyalty programme, bookable concierge services, recreational activities, upcoming events, a digital calendar, merchandising options, and local attractions. Furthermore, since 2020, these screens have been instrumental in communicating vital health and safety protocols, providing guests with clear instructions and recommendations regarding COVID-19.

Recognising the power of television as a communication medium, Mitsis has also established two dedicated info channels across all properties. These channels serve as a comprehensive resource, offering detailed insights into our diverse range of products and services, as well as showcasing destination highlights unique to each location.

Guests can immerse themselves in captivating content, including awareness videos highlighting Mitsis Group's environmental policies and a detailed plan video outlining our comprehensive approach to COVID-19 safety measures.

Additionally, to further enhance guest experiences, we have implemented IPTV technology at Mitsis Ramira and Mitsis Rinela, providing guests with seamless access to a wide array of entertainment options and informative content. Through digital signage, info channels, and IPTV technology, we strive to create immersive and informative experiences that elevate the overall stay of our valued guests.

Live Chat

Mitsis has implemented Live Chat, an advanced online customer-support chat tool on our official website, which provides personalised assistance to our guests and ensures their needs are met with utmost care and efficiency. With Live Chat, guests can conveniently engage with Mitsis Group's knowledgeable representatives, receiving prompt, accurate, and informative guidance throughout their journey, from reservation inquiries to personalised recommendations,

During the 2022 season, over 5,000 online visitors interacted and communicated with Mitsis via the online tool Live Chat, reflecting the growing demand for real-time support.

Online Check-in

At Mitsis, we understand the value of every moment our guests spend with us. In this context, we have introduced the convenience of online check-in, allowing our guests to complete the check-in process seamlessly and digitally sign for their hotel stay reservation.

The option of online check-in not only offers our guests the opportunity to bypass the reception queue but also plays a crucial role in promoting and maintaining the highest standards of safety during the pandemic. By minimising physical interactions and enabling contactless procedures, we prioritise the well-being of our guests and uphold the necessary social distancing measures required to combat COVID-19.

With just a single click, over 5,500 guests embraced the convenience of Mitsis' online check-in service during the 2022 season.

Online Room Upgrade

To further enhance our guests' stay, our online room upgrade option, available on our website, allows our guests to curate their ideal accommodation by selecting a superior room category that aligns with their needs. With just a few clicks, guests can explore a range of exquisite room options and upgrade their stay to a higher level of luxury and comfort. During season 2022, over 42K online room upgrade suggestions were made to Mitsis guests.

4.2 Encourage Employee Development

At Mitsis, prioritising the development and well-being of our workforce has always played a pivotal role in shaping the Group's success story. Mitsis places a strong emphasis on fostering the growth and progress of our team members through comprehensive training seminars and workshops, while our commitment to employee recognition and performance management are integral facets of our organisational culture.

Drawing inspiration from our Group's founder, Konstantinos Mitsis, who used to note that 'Leaders always stand by their employees, working closely with them to achieve maximum results', the dedicated team members of Mitsis uphold these words as their guiding principle. Our employees persistently embody this ethos, remaining dedicated to perpetuating and honouring his enduring legacy in the hospitality industry.

Success starts and ends with our people. We are delighted to attract talented hospitality professionals, offering employment to Greece's fastest growing sector.

Career Opportunities

Mitsis employs a workforce of over 4,800 team members in the context of long-term and stable partnerships. Recruitment tools to reach a wide audience through different channels include the use of the Group's internal platform and database, as well as collaborations with local communities, educational institutions, the Institute Association of Greek Tourism Enterprises (INSETE), and the United Nations High Commissioner for Refugees (UNHCR).

In 2022, Mitsis Group's talent acquisition strategy also involved on-site and off-site recruitment activities, including the organisation of over 50 job fairs in 22 locations across Greece that resulted in the hiring of over 950 candidates. Mitsis Group's career days were organised for the recruitment of hospitality professionals across all hotel departments, as well as student interns for the F&B and Rooms Division departments.

Employee Development

Learning & People Development
Seminars & Trainings
Performance Management
Employee Recognition

Career Opportunities

Career Events
Partner Collaborations
Recruitment Platforms
Mitsis Career Site
Mitsis Database

Mitsis Career Days 2022

Event title	Location	Participants	Date
End of Season Job Fair	Rhodes	All hotels Rhodes	11.2021
End of Season Job Fair	Crete	All hotels Crete	11.2021
Sofitel Career Day	Athens	HR Dept - Hotel Managers	29.11.2021
Virtual Career Day	Online	HR Dept - Hotel Managers	30.11.2021
OAED Job Fair	Athens	HR Dept	22.01.2022
Workathlon Career Day	Online	HR Dept	23.01.2022
Mitsis On The Road - Job Day	Kozani	HR Dept - Hotel Managers	24.01.2022
Mitsis On The Road - Job Day	Thessaloniki	HR Dept - Hotel Managers	25.01.2022
Mitsis On The Road - Job Day	Argirio	HR Dept - Hotel Managers	26.01.2022
Mitsis On The Road - Job Day	Arta	HR Dept - Hotel Managers	26.01.2022
Mitsis On The Road - Job Day	Patra	HR Dept - Hotel Managers	27.01.2022
Mitsis On The Road - Job Day	Alexandroupoli	HR Dept - Hotel Managers	27.01.2022
Mitsis On The Road - Job Day	Kavala	HR Dept - Hotel Managers	28.01.2022
Mitsis On The Road - Job Day	Xanthi	HR Dept - Hotel Managers	29.01.2022
Mitsis On The Road - Job Day	Giannena	HR Dept - Hotel Managers	30.01.2022
Mitsis On The Road - Job Day	Athens	HR Dept	02.02.2022
In Jobs Day	Athens	HR Dept	05.02.2022
Pre-opening Job Fair	Crete	HR Dept - Crete Regional Managers	06.02.2022
Pre-opening Job Fair	Kos	HR Dept - Kos Regional Managers	08.02.2022
Pre-opening Job Fair	Rhodes	HR Dept - Rhodes Regional Managers	12.02.2022
Livelihoods ACCMR	Athens	HR Dept	14.02.2022
Welcome Refugees Week	Athens	HR Dept	16.01.2022
Career 4 All -IOM	Athens	HR Dept	17.02.2022
Migrant Camps Career Fair	Kos	HR Dept	10.03.2022
Migrant Camps Career Fair	Lesvos	HR Dept	15.03.2022
Migrant Camps Career Fair	Crete	HR Dept	20.03.2022
Migrant Camps Career Fair	Athens	HR Dept	04.04.2022
Ukrainian Career Day	Crete	HR Dept	07.04.2022
EWL -East West Link	Online	HR Dept	15.04.2022

Employee Journey

Mitsis Group's core values and distinctive personality DNA have laid the groundwork for cultivating a harmonious and cohesive internal brand experience for its workforce of 4,800 team members. The employee journey includes the encompassment of fundamental principles of our corporate culture, aiming to ignite motivation, inspiration, and active engagement among team members at every stage.

Dynamic
Trainings

Buddy Scheme
& Mentoring

Performance
Reviews

Development
Plans

Recognition
Programme

Learning & Development

Mitsis Group's 2022 Learning & Development roadmap aspired to create a more personalised approach, tailor-made to the needs of the Group's 19 hotels & resorts.

01

Brainstorming with hotels' management teams

During the closing of season 2021, extensive consultations were held with the management teams of all our hotels, aiming to identify the specific technical and soft skills training requirements, necessary for the upcoming 2022 season.

02

Defining technical & soft skills for each position

A meticulous analysis was undertaken to determine the precise technical and soft skills required for each department and position. This comprehensive assessment facilitated the creation of a tailored plan to address the specific needs of each department.

03

Identifying training needs through employee evaluations

Comprehensive evaluations of our team members were conducted during the mid and end-of-season of 2021. These evaluations played a pivotal role in identifying the three focal areas for our training efforts in the 2022 season, with a primary focus on enhancing team members' soft skills. The selected topics included leadership skills & team management, attention to detail & quality, and empathy.

04

Implementing three distinct training periods

To ensure a well-rounded and effective training programme, we established three distinct training periods: pre-opening training, in-season training, and off-season training. Each period was designed to address specific training needs and was accompanied by meticulously crafted training content.

05

Crafting a comprehensive off-season training plan

From November 2021 to March 2022, our off-season training programme was implemented in preparation for the upcoming 2022 season. During this period, all Mitsis management team members underwent comprehensive training to develop specific technical and soft skills tailored to their roles.

06

Selecting & training the trainers | Onboarding of brand ambassadors

To ensure the highest level of training efficacy, a team of 12 subject-matter experts was carefully selected and trained as Mitsis Brand Ambassadors to provide support and train the hotels' departments according to their field of expertise. Brand ambassadors were selected based on specific brand culture attributes, including a minimum of 2 years tenure with Mitsis, in-depth knowledge of the department's standards, exceptional attention to detail, flexibility, leadership and communication skills, and passion for their work.

07

Delivering pre-opening training

With the invaluable support of the Mitsis Brand Ambassadors, the Group conducted a comprehensive three-day pre-opening training session before the commencement of each hotel's opening date. The training programme conducted for season 2022 was as follows.

Quality Assurance & SOPs

Mitsis places great importance on its Standard Operating Procedures (SOPs) as they play a crucial role in optimising all management processes. These SOPs encompass a range of procedures, including the opening and closing of each season, as well as the day-to-day operations of every department. They are carefully developed, taking into account legal obligations, health and safety protocols, and the Group's brand standards.

To ensure consistency across the brand and streamline orientation and training, SOPs have been established for various departments, including Bars, Restaurants, Kitchen, Housekeeping, Front Office, and Reservations across all properties. This harmonised approach enables the Group to maintain high standards and deliver a consistent experience for our guests.

Following the development and implementation of SOPs for each department, extensive training plans have been put in place. Additionally, a comprehensive quality assurance system has been implemented to ensure ongoing adherence to all processes. As part of our commitment to excellence, we have created an online Training Academy for the 2022 season, featuring a collection of videos that provide clear and explanatory demonstrations of Mitsis operational standards.

The establishment of a robust quality assurance process enables us to monitor the performance of each hotel property and oversee procedures in a unified and cohesive manner. This project has resulted in the delivery of exceptional customer value across all properties, as we actively put Mitsis core values into practice in every aspect of our operations.



4.3 Showcase Local Talent

Sports Teams Sponsorships

Acknowledging the significant role that sports and physical activity play in fostering healthy lifestyles, community development, social transformation, and promoting peace, Mitsis takes great pride in its commitment to supporting more than 15 local athletes and sports teams throughout its destinations.

P.A.E. Rodos, Golf Afandou Team, Athletic Association of Rhodes Afandou A.E.R.A., A.E. Kallithea Rodou, G.S. Diagoras Rodou, K.A.E. Kolossos, Iraklis 2000 Basketball, P.A.S. Giannina F.C., A.S. Arkalochoriou Anagennisi, E.A. Kalymnou, A.E. Dikaiou Basketball, A.S. DOXA Kardamenas, Spyros Marios Fourthiotis ^[Motorbiker], A.S. Koon Hippocrates, Kristian Gkolomeev ^[Olympic swimmer], George Mitsis ^[Chess Champion], Spyros Chrysikopoulos ^[Ultra swimmer], G.S. Dodecanese ^[Men's wheelchair basketball team].

Scholarships

Mitsis expresses its commitment and endorsement of the Hellenic American Educational Foundation – Athens College Scholarship Programme by offering a 6-year scholarship in honour of its founder, Konstantinos Mitsis. This scholarship is specifically awarded to a deserving student who hails from Epirus, the birthplace of the Group's visionary founder.

In addition, Mitsis extends its recognition and support to exceptional students across its various destinations. In 2022, we had the privilege of celebrating the outstanding achievements of Konstantina Giantsidi, a student from Afandou High School in Rhodes. Konstantina's remarkable performance in the Panhellenic exams, where she earned an impressive score of 19,600 points, earned her the top rank in the 3rd scientific field. In light of her exceptional accomplishments, Mitsis has pledged to provide ongoing support throughout her academic journey at the Medical School of Thessaloniki.

Internship Opportunities

Mitsis Group proudly extends internship opportunities to the talented young individuals in our destinations, allowing them to gain valuable experience in the operational departments of our hotels, including Rooms Division (Front Office, Reservations, Housekeeping) and F&B (Restaurants, Bars, Kitchen).

Our internship programme follows a dynamic interdepartmental rotational structure, enabling students to receive comprehensive cross-training in different departments before they determine their preferred area of specialisation. Furthermore, we offer internships at Mitsis Group's corporate headquarters in Athens, providing students with exposure to departments such as Finance, HR, IT, Marketing, and Technical.

In 2022, Mitsis warmly welcomed 113 student interns, offering them exceptional professional development opportunities. At the conclusion of the internship programme, students undergo thorough evaluations and are presented with a personalised career progression plan for the subsequent years. To this end, Mitsis targets achieving at least a 50% conversion rate of interns to full-time hires, offering student interns the opportunity to continue their careers in the Group.

This year, Mitsis took a further step to enhance the internship programme by launching an anonymous internship satisfaction survey. Interns were encouraged to provide valuable feedback on their experience, with a specific focus on three key factors: a) work environment, b) accommodation and resources, and c) employee restaurant and food. In line with our dedication to continuous improvement, in 2022 the Group finalised all technical plans to renovate and revitalise all back-of-house areas, ensuring optimal facilities and amenities for our interns and employees.

Event title	Location	Participants	Type of Education	Date
American College of Greece (Deree)	Athens	HR Dept - Hotel Managers	Tourism Management	02.02.2022
Mitropolitiko	Athens	HR Dept - Hotel Managers	Tourism Management	02.02.2022
Mediterranean College	Athens	HR Dept - Hotel Managers	Tourism Management	08.02.2022
Mediterranean College	Thessaloniki	HR Dept - Hotel Managers	Tourism Management	10.02.2022
Le Monde	Athens	HR Dept - Hotel Managers	Culinary Arts	11.02.2022
Anko Rhodes	Rhodes	HR Dept - Hotel Managers	Hospitality Management	16.02.2022
IEK AKMI	Rhodes	HR Dept - Hotel Managers	Spa Management	17.02.2022
Anko Kos	Kos	HR Dept - Hotel Managers	Hospitality Management	22.02.2022
IEK Omiros	Athens	HR Dept - Hotel Managers	Hospitality Management	23.02.2022
Le Gourmet	Volos	HR Dept - Hotel Managers	Culinary Arts	25.02.2022
La Chef Levi	Thessaloniki	HR Dept - Hotel Managers	Culinary Arts	27.02.2022
IEK Alfa	Athens	HR Dept - Hotel Managers	Tourism Management	28.02.2022
IEK Delta 360	Thessaloniki	HR Dept - Hotel Managers	Tourism Management	01.03.2022
IEK Delta 360	Xanthi	HR Dept - Hotel Managers	Tourism Management	02.03.2022
IEK Delta 360	Giannena	HR Dept - Hotel Managers	Tourism Management	04.03.2022
IEK Delta 360	Patra	HR Dept - Hotel Managers	Tourism Management	05.03.2022
Euroteam	Patra	HR Dept - Hotel Managers	Tourism Management	07.03.2022
Chef Doeuvre	Athens	HR Dept - Hotel Managers	Culinary Arts	08.03.2022
Etoile by Le Chefs	Athens	HR Dept - Hotel Managers	Culinary Arts	10.03.2022



05

Concerned about the planet

Mitsis is committed to the sustainability of its operations, enforcing policies, practices and initiatives to minimise the environmental footprint of its 19 hotels & resorts, and maximise biodiversity conservation efforts in its 5 destinations. The Group aspires to balance exceptional guest experiences with sustainable hospitality, acting as a role model for sustainable tourism development in Greece.

5.1 Minimise Environmental Footprint

Mitsis is committed to embedding environmental sustainability in the hospitality and tourism sector. This steadfast commitment is demonstrated through the Group's ambitious sustainability targets and ongoing strategic investments aimed at their successful realisation. The decision-making process at Mitsis takes into account the needs and expectations of all stakeholders, while also incorporating essential sustainability principles throughout its operations.

In pursuit of these goals, Mitsis has established a comprehensive framework of policies, practices, and initiatives designed to minimise the environmental impact of its 19 hotels and resorts located throughout Greece. These initiatives encompass a wide range of areas, including resource conservation, waste management, energy efficiency, water preservation, and the promotion of sustainable practices throughout the Group's operations.

By embracing a holistic approach to environmental sustainability, Mitsis strives to create a positive and lasting impact on the environment, as well as the local communities in which it operates. Through the implementation of these measures, the Group remains firmly committed to being a responsible steward of the natural resources and ecosystems that surround its properties.

Environmental Actions

Mitsis is dedicated to providing an impeccable hospitality experience to its guests while upholding sustainable practices. With this objective in mind, the Group embraces responsible policies and practices aimed at minimising our ecological footprint and maximising our efforts in environmental conservation. Our environmental protection endeavours revolve around ten key performance areas, ensuring a comprehensive approach to sustainability.

01

Sustainable Development

We prioritise meeting the needs of the present generation without compromising the ability of future generations to meet their own needs.

02

Greenhouse Gas Emissions

We are committed to reducing our greenhouse gas emissions, one of the industry's biggest challenges, by reducing our reliance on fossil fuels, decreasing energy consumption per guest, and investing in habitat conservation.

03

Energy Conservation & Management

We implement a range of initiatives to optimise energy efficiency. Our hotel properties undergo renovations that incorporate energy-saving technologies in line with international best practices.

04

Freshwater Management

Through proper planning, efficient distribution, and optimal use of water resources, we undertake targeted activities to ensure effective freshwater management.

05

Wastewater Management

We employ collection, treatment, and reuse processes for wastewater, ensuring the removal of contaminants and converting it into a quality effluent that can be safely reintroduced into the water cycle.

06

Waste Management

We have implemented a comprehensive recycling programme in collaboration with certified suppliers, covering various waste streams such as paper, glass, plastic, aluminum, electric appliances, bio-waste, used oils, soaps, inks, and toners. Recycling bins are conveniently placed throughout our properties, encouraging guests to participate in our recycling efforts.

07

Chemicals & Environmentally Harmful Substances Management

To prevent pollution, we minimise the use of chemicals and other harmful substances. Our chemical storage areas and hazardous waste disposal adhere to national and international requirements.

08

Air Quality Protection

We enforce air quality standards to reduce pollution concentrations in our destinations, prioritising the health and welfare of the public.

09

Land-use Management

We comply with legal requirements, regulations, and guidelines to optimise land allocation for specific purposes.

10

Ecosystem Protection & Conservation

To preserve unspoiled natural environments and cultural heritage for future generations, we engage in various environmental initiatives, such as tree planting and beach cleaning activities, in our destinations.

Environmental Policies

Environmental Policy
Mitsis is firmly committed to environmental preservation and sustainability, as reflected in our comprehensive Environmental Policy. This policy outlines the proactive steps we take to provide a hospitality experience that is both exceptional for our guests and environmentally responsible. The Environmental Policy includes specific guidelines on reducing the Group’s carbon footprint and preserving the natural resources of its destinations.

Sustainable Procurement Policy

Aligned with our Environmental Policy, Mitsis has established a robust Sustainable Procurement Policy. This policy ensures that environmental and social responsibility are integral considerations in all our purchasing decisions. The following principles guide our procurement activities:
· Sourcing sustainable and fair-trade products: We prioritise the procurement of products that are produced in a sustainable and fair-trade manner. Our focus is on products that come with reduced packaging, are made from recycled materials, or are recyclable.

- Eliminating hazardous substances: We avoid purchasing products, materials, or machinery that contain substances detrimental to the environment or public health. Our aim is to safeguard both the well-being of our guests and the ecosystems of our destinations.
- Supporting local suppliers: We prioritise products made locally and engage local companies to provide services whenever feasible. By doing so, we contribute to the growth and prosperity of the communities in which we operate.
- Supplier engagement and compliance: We proactively inform our suppliers about our CSR programme and environmental policy, urging them to embrace sustainable practices. We expect our suppliers to comply with internationally certified management systems, such as ISO 14001, that uphold safety, hygiene, and environmental standards.

Through our Sustainable Procurement Policy, Mitsis seeks to drive positive change by promoting sustainable practices throughout our supply chain. By prioritising environmentally responsible procurement, we contribute to the preservation of our natural surroundings and the well-being of our communities.

Energy

Addressing the imperative challenge of climate change, characterised by long-term shifts in temperatures and weather patterns, remains a paramount concern in our era. The root cause of this phenomenon predominantly stems from the combustion of fossil fuels, which releases greenhouse gases, thereby trapping heat in the atmosphere. To mitigate the impacts of climate change, concerted efforts must be made to curtail global warming. Key strategies involve addressing energy consumption and diminishing our reliance on fossil fuels. Embracing this responsibility, Mitsis is actively engaged in purposeful initiatives aimed at consistently reducing energy consumption and, consequently, the carbon dioxide emissions associated with our operations.

Energy Actions

Mitsis Group has undertaken a range of impactful initiatives to effectively mitigate the carbon footprint arising from our hotel operations. These activities were meticulously implemented with the aim of promoting sustainability and environmental responsibility.

In the framework of eliminating single-use plastic from its operations, in 2022 Mitsis spent 423,151.06€ for the purchase of paper, wooden, and biodegradable materials.

	ESG Targets	Undertaken Actions
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<i>Energy</i>	<p>Minimise electricity consumption by 1.5% annually (base year 2019)</p> <p>Minimise LPG consumption to 0.50 litres/night</p>	<ul style="list-style-type: none"> • Replacement of conventional lamps with LED lamps. • Renovations of hotel properties to include modern efficient equipment. • Installation of external thermal insulation in buildings. • Installation of green roofs. • Replacement of split-type air conditioners with multi-split type (VRV) of high energy efficiency and use refrigerants with a lower greenhouse gas footprint. • Replacement of fossil fuel (oil/gas) boilers with heat pumps for the production of hot water. • Installation of biodegradable smart magnetic cards and card switches for the adoption of touchscreen lighting and air conditioning in guest rooms. • Complete use of natural lighting and adoption of artificial lighting management systems based on DALI/KNX technology and solar tracking. • Installation of 78 solar panels on the roof of Mitsis Norida. • Renovation of air conditioning systems in Mitsis Summer Palace for the air conditioning of the rooms under renovation with interventions in the building shell (thermal facade, planted roof). • Installation of 180 solar panels on the roof of Mitsis Rinela.
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<i>Clean Water & Sanitation</i>	<p>Reduce water consumption by 2.5% by 2025</p> <p>Minimise water consumption to 0.45 m³/guest night</p>	<ul style="list-style-type: none"> • Renovation of water networks. • Renovation of swimming pools • Measurement and monitoring of flow and temperature in the main engine rooms at the cold and hot water outlets. • Measurement of the level of the central drinking water tanks to detect leaks and possible malfunctions of the mechanical equipment. • Installation of metal flow reduction rings on the plumbing receptacles in the customer WCs.
	Irrigation networks	<ul style="list-style-type: none"> • Selection of dryland plants rather than grass. • Installation of underground drip irrigation.
	Production and distribution networks	<ul style="list-style-type: none"> • Production of drinking water from desalination plants. • Renovation of wastewater treatment plants.

Total Energy Consumption per Destination

The subsequent tables provide an overview of the energy consumption of Mitsis from 2018 to 2022, showcasing our commitment to transparency and sustainability. Please note that data for the year 2020 is not included

as it does not present an accurate comparison due to the operational limitations caused by the COVID-19 pandemic, which led to a reduced number of properties open to guests. Furthermore, data for 2022 excludes information regarding our recently acquired properties, namely Mitsis Cretan Village and Mitsis Royal Mare.

Total Electricity Consumption (kWh)

Destination	2018	2019	2021	2022
Crete	6,192,432.00	5,810,412.00	5,093,150.80	6,980,046.00
Kamena Vourla	1,522,984.00	1,490,330.00	982,763.50	1,316,791.00
Kos	13,711,313.00	14,689,169.00	11,889,260.49	15,777,724.00
Rhodes	17,657,649.00	17,890,822.00	14,074,087.10	18,278,895.00
Total	39,084,378.00	39,880,733.00	32,039,261.89	42,353,456.00

Electricity Consumption per Guest Night (kWh/guest night)

Destination	2018	2019	2021	2022
Crete	14.23	15.10	19.49	18.01
Kamena Vourla	23.57	40.87	26.25	21.66
Kos	15.87	17.21	20.52	19.16
Rhodes	16.47	16.94	19.94	17.29

Total LPG Consumption (LT)

Destination	2018	2019	2021	2022
Crete	321,118.33	257,205.40	147,826.00	277,930.00
Kamena Vourla	275,140.00	163,871.00	68,100.00	98,561.00
Kos	702,230.00	531,078.99	307,550.00	420,450.00
Rhodes	534,998.10	573,281.80	455,700.00	668,557.00
Total	1,833,486.43	1,525,437.19	979,176.00	1,465,498.00

LPG Consumption per Guest Night (LT/guest night)

Destination	2018	2019	2021	2022
Crete	0.74	0.67	0.57	0.72
Kamena Vourla	4.26	4.49	1.82	1.62
Kos	0.81	0.62	0.53	0.51
Rhodes	0.50	0.54	0.65	0.63

Clean Water & Sanitation**Total Water Consumption (m³)**

Destination	2018	2019	2021	2022
Crete	240,923.62	236,596.00	146,375.00	159,734.00
Kamena Vourla	45,501.70	39,161.64	28,514.00	43,713.96
Kos	415,078.00	425,056.20	308,954.00	518,179.00
Rhodes	510,508.28	458,880.00	236,781.00	402,584.00
Total	1,212,011.60	1,159,693.84	720,624.00	1,124,210.96

Water Consumption per Guest Night (m³/guest night)

Destination	2018	2019	2021	2022
Crete	0.55	0.61	0.56	0.41
Kamena Vourla	0.70	1.07	0.76	0.72
Kos	0.48	0.50	0.53	0.63
Rhodes	0.48	0.43	0.34	0.38

Mitsis' energy conservation targets include reducing energy consumption by 1.5% annually (2019 base year) and minimising LPG consumption to 0.5 litres/night stay by 2025. Mitsis' water conservation targets include reducing total water consumption by 2.5% until 2025 (2019 base year) and minimising water consumption to 0.45 m³/guest night.

Waste Management & Recycling

Mitsis recognises the significance of sustainable waste management in the hospitality and tourism industry and is dedicated to minimising the environmental impact of waste production. Our comprehensive waste management system adheres to national and European legislation, ISO 14001 standards, as well as the requirements of Green Key and Travelife Gold certifications.

Mitsis allocates substantial resources towards waste management, providing training to employees and engaging with stakeholders to continually improve the Group's environmental programme. To effectively track the Group's progress, Mitsis meticulously records the weight of various waste types before disposal, which is then registered annually in the electronic register of the Hellenic Ministry of Environment and Energy.

We have established contracts with certified contractors and waste management agencies for the proper disposal of recyclable materials. Waste is temporarily stored in designated areas on our hotel properties until it is collected by external contractors. In cases where it is not feasible to contract a recycling operator, waste is appropriately disposed of in the designated blue bins provided by each Municipality, after careful measurement and weighing.

To further reduce its environmental impact, in 2022 Mitsis Group introduced bathroom utilities made from 100% recycled plastic, environmentally friendly gifts for guests, and carbon-neutral dishes in F&B outlets, made with seasonal ingredients from local producers and zero waste in their preparation.

By implementing these rigorous practices and policies, we strive to extend the lifespan of materials and minimise the amount of solid waste that ends up in landfills or is incinerated.

Paper & Cardboard

Mitsis is committed to reducing waste from paper and cardboard materials by 3% annually, (2019 base year). This reduction is accomplished by adopting sustainable procurement practices, including the purchase of raw materials with larger packaging. Additionally, we strive to prefer glass containers whenever feasible, further minimising the use of paper and cardboard in our operations.

Plastic

In line with our waste reduction goals, Mitsis aims to decrease plastic waste by 3% annually (2019 base year). We achieve this reduction by procuring larger packaging options and actively seeking out alternative, environmentally friendly packaging solutions. Additionally, where applicable, we prioritise the use of glass containers to further mitigate the use of plastic materials.

Glass

Mitsis is committed to reducing waste from glass materials by 3% annually (2019 base year). To achieve this reduction, we focus on procuring larger glass containers wherever possible, thereby minimising the overall quantity of glass waste generated by our operations.

Metal

To contribute to waste reduction efforts, Mitsis targets a 3% annual decrease in metal waste (2019 base year). We actively promote the reuse and reprocessing of metal materials whenever feasible, aiming to extend their lifespan and minimise waste generation.

Batteries

Mitsis aims to reduce battery waste by 2% annually (2019 base year). To achieve this reduction, we encourage the use of rechargeable batteries whenever possible, minimising the need for disposable batteries and contributing to the overall reduction in battery waste.

Light Bulbs

As part of our commitment to sustainability, Mitsis is replacing all incandescent light bulbs with energy-efficient LED lights. Additionally, we ensure that all burned-out lamps are properly recycled, contributing to the responsible management of light bulb waste.

Toner

Mitsis targets a 2% annual reduction in toner waste (2019 base year). To achieve this reduction, we prioritise toner refilling practices, minimising the consumption of new cartridges. In 2022, we implemented a systematic measurement process to monitor toner usage and optimise its efficiency further.

Electrical & Electronic Appliances

In line with our waste reduction objectives, Mitsis aims to replace 2% of outdated electrical and electronic equipment annually (2019 base year). We prioritise repair and maintenance practices to extend the lifespan of existing appliances. When replacement is necessary, we ensure that the old equipment is responsibly recycled through nationwide recycling programmes.

Cooking Fats & Oils

Mitsis is dedicated to reducing waste from cooking fats and oils by 3% annually (2019 base year). To achieve this reduction, we promote the rational use of fats and oils in our menus. Additionally, we have implemented a drain and reuse process that safely extends the lifespan of the cooking oil by one day. We actively participate in nationwide recycling programs for cooking fats and oils, ensuring their proper disposal and repurposing.

Food Waste

Mitsis places significant emphasis on reducing food waste, primarily by implementing strategies to minimise waste during food preparation and decrease leftover quantities. Our target is to achieve a 15% reduction in food waste by 2024, followed by an additional 3% reduction each year until 2030.

To accomplish this, we have implemented a range of initiatives. Firstly, we closely monitor the food preparation process, ensuring that only the inedible portions of raw materials, particularly vegetables, are discarded. Secondly, we prioritise the conservation of prepared but uneaten food, either by donating it to charitable organisations or offering it to our employees.

Furthermore, we have established a fruitful partnership with WWF Greece for the 'Hotel Kitchen' programme, enabling us to implement industry-leading best practices and guidelines across all our hotels. These efforts include measuring discarded quantities and raising awareness among our guests and employees.

Finally, we actively collect food waste and collaborate with compost production companies to transform it into compost, while any suitable portions are repurposed as animal food.

In 2021, we initiated a pilot programme to measure food waste, which was successfully formalised and integrated into our operations in 2022. Throughout this process, we have meticulously adhered to all relevant legislation and stringent quality standards, including ISO 14001, Green Key, and Travelife Gold Certification, ensuring the highest level of environmental responsibility and sustainability in our food waste management practices.

Soap

At Mitsis, we actively strive to reduce waste associated with soap usage. To achieve this, we prioritise the utilisation of liquid soap dispensers whenever feasible, minimising the need for single-use soap containers. Additionally, we adopt an on-demand replacement approach for guest room amenities, ensuring that items are replenished only when necessary.

Cardboard Recycling (kg)

Destination	2018	2019	2021	2022
Crete	N/A	22,242	8,767	17,425
Kamena Vourla	N/A	1,890	6,219	N/A
Kos	N/A	73,954	60,460	83,535
Rhodes	42,470	59,089	47,464	59,857
Total	42,470	157,175	122,910	160,817

Glass Recycling (kg)

Destination	2018	2019	2021	2022
Crete	30,020	N/A	60,770	74,120
Kamena Vourla	N/A	N/A	3,750	4,000
Kos	N/A	N/A	92,115	133,900
Rhodes	N/A	40,455	153,650	405,644
Total	30,020	40,455	310,285	617,664

Fat Oils Recycling (kg)

Destination	2018	2019	2021	2022
Crete	2,410	2,740	2,580	4,255
Kamena Vourla	250	630	360	1,586
Kos	1,795	4,760	1,895	2,215
Rhodes	10,532	4,177	3,872	7,915
Total	14,987	12,307	8,707	15,971

In 2022, Mitsis recycled 2,507 kg of Nespresso capsules.

What happened to our capsules?

Coffee Grounds
2,269 kg

Aluminium
238 kg

The Goal of Zero Waste

Mitsis adheres to the principles of zero waste, a comprehensive approach aimed at waste prevention and the redesign of resource life cycles to promote maximum reuse. Our commitment lies in continuously reducing waste production while strictly complying with the regulations and recommendations set by national and international authorities for waste management and the circular economy.

A particular focus is placed on reducing organic waste, as its disposal in landfills can contribute significantly to climate change through the production of greenhouse gases. To achieve our waste reduction goals, we follow a multi-faceted approach. Through our comprehensive waste management strategies, Mitsis is committed to achieving our vision of a sustainable and circular economy, where waste is minimised, resources are maximised, and environmental impacts are mitigated.

Reduce

We actively strive to generate less waste by implementing efficient practices throughout our operations. By adopting measures that prioritise waste reduction at its source, we aim to minimise the overall volume of waste generated.

Reuse

We recognise the value of reusing products and components. Hence, we emphasise the repair and reconditioning of devices and parts, promoting their reuse whenever possible. By extending the lifespan of these items, we contribute to a more sustainable and resource-efficient approach.

Recycle

We actively participate in recycling programmes, ensuring that materials are effectively transformed into new substances or products.

Recovery

In situations where recycling is not feasible, we explore opportunities for energy recovery. By harnessing energy from waste through responsible practices, we minimise the environmental consequences associated with waste management.

Residuals Management

As a last resort, when no alternative options are available, we responsibly dispose of residual waste in designated landfills. We prioritise compliance with all relevant regulations and guidelines to ensure safe and appropriate disposal methods.

Sustainable Renovations & Refurbishment Projects

Between 2017 and 2021, Mitsis successfully executed an ambitious 100M€ renovation and refurbishment programme. Building upon this achievement, we are now embarking on an extensive 250M€ plan to comprehensively upgrade our portfolio of high-end hotels and resorts across five captivating destinations in Greece. This transformative endeavour is scheduled to reach completion by 2026.

Our renovation initiatives encompass both public and private areas, meticulously enhancing every facet of our properties. By introducing new room types, state-of-the-art facilities, exceptional amenities, and enticing food and beverage outlets, we are committed to providing an impeccable and enriching hospitality experience for our esteemed guests.

Throughout the renovation process, our unwavering commitment to environmental stewardship is at the forefront. Guided by our eco-friendly philosophy, we strive to minimise our ecological footprint and actively contribute to sustainable practices. The core focus of our renovations is centred around improving energy efficiency, resilience, sustainability, and biodiversity.

To achieve these objectives, we integrate Nature-based Solutions (NBS) into our design concepts. By incorporating heat-resistant fauna and flora, preserving local environmental conditions, and creating harmonious spaces, we aim to transform our venues into havens that coexist seamlessly with their natural surroundings.

Through our ongoing renovation and refurbishment efforts, Mitsis is dedicated to redefining luxury hospitality while remaining steadfast in our commitment to environmental responsibility. With each renovation, we aim to create sustainable and captivating spaces that reflect the natural beauty of our destinations and provide unforgettable experiences for our guests.



5.2 Protect and Conserve Biodiversity

Environmental Awareness Initiatives

As part of its CSR programme and environmental commitment, Mitsis provides detailed information to guests on how to travel responsibly and respect the destination during their stay. The Group encourages guests to learn more about the destination and provides specific recommendations on how to respect local communities and the natural environment.

To this end, Mitsis provides guests with a CSR leaflet and environmental awareness video, displayed on all digital screens and guest room TVs in hotels, providing guests with useful information on how to be environmentally and socially responsible during their stay.

We encourage guests to minimise their environmental footprint by participating in our recycling efforts, turning off lights during the day and closing all windows and doors when the A/C is on. We also urge guests to report any leaks to the front office, use limited resources wisely and prefer public transport, biking and walking during their stay. Our dedicated staff is always available to answer our guests' questions or concerns.

Green Teams

Mitsis is steadfast in its commitment to fostering a comprehensive culture of sustainability, one that actively involves and empowers its esteemed employees throughout the organisation's transformative journey. In line with this vision, dedicated green teams are established in all Group hotels and resorts. These green teams assume a pivotal role in orchestrating and executing a wide array of impactful CSR initiatives on property. Their concerted efforts effectively instill and nurture a deep-seated understanding and appreciation for the significance of corporate responsibility among all team members, ensuring that sustainability remains an unwavering priority within the Group's ethos.

Sustainability Trainings

Mitsis is dedicated to empowering its workforce of 4,800 individuals to become true advocates of sustainability. Recognising the crucial role that employees play in driving meaningful change, the Group has implemented comprehensive annual sustainability trainings and workshops. These immersive learning experiences equip employees with a profound understanding of the environmental challenges inherent to the hospitality and tourism industry. Moreover, they provide concrete and actionable knowledge, enabling employees to minimise their ecological footprint and maximise their contributions to ecological conservation efforts.

By making sustainability a visible and integral part of its operations, Mitsis fosters a sense of ownership among its employees. The Group actively encourages its workforce to take responsibility for the environmental impact of their actions, promoting a culture of accountability and proactive engagement. Through these sustainability trainings, Mitsis ensures that its employees are well-prepared to address any sustainability-related inquiries or concerns raised by guests, further exemplifying the Group's commitment to environmental stewardship and guest satisfaction.

Environmental Initiatives

Mitsis is committed to voluntary environmental initiatives that contribute to the preservation and conservation of biodiversity in its destinations. These initiatives are thoughtfully designed to protect the natural environment and ensure a sustainable future for generations to come. The Group's environmental initiatives encompass a range of impactful projects, including tree planting initiatives, regular beach clean-ups, and the celebration of international environmental awareness days.

Beach clean-ups

In recognition of the critical need to combat pollution and safeguard the oceans, Mitsis places great emphasis on regular beach clean-ups. These conscientious efforts, undertaken by all properties located in close proximity to the coastline, play a vital role in reducing solid litter, chemical residues, and organic debris.

With the active participation of dedicated employees, valued guests, and passionate members of the local community, the Group's beach clean-ups serve as a powerful means of preserving the marine environment, protecting delicate habitats, and nurturing a heightened understanding of the far-reaching impact of coastal pollution.

Tree Plantings

As ardent supporters of the local communities that nurture us, Mitsis is firmly committed to protecting and enhancing the biodiversity of our destinations. In 2022, the Group continued its steadfast commitment to the conservation and upkeep of its successful 2019 reforestation project in Apollakia, Rhodes, and the impactful tree planting initiative launched in 2021 in Kardamena, Kos. Furthermore, Mitsis Ramira hosted a special tree planting activity for its Kids Club in 2022, allowing young guests to actively participate in nurturing the natural environment.

International Days Celebration

Mitsis consistently enriches its diverse recreation programme, providing guests with a plethora of educational and entertaining activities throughout their stay. Embracing sustainability as a core pillar of this programme, the Group enthusiastically celebrates international environmental awareness days, including Earth Day, Environment Day, and Oceans' Day. These commemorative occasions serve as opportunities to engage guests of all ages in meaningful initiatives that promote environmental stewardship.

From junior gardeners cultivating green spaces to engaging arts and crafts projects that utilise recycled materials, the Kids Clubs at Mitsis play a pivotal role in educating young minds about the importance of responsible environmental practices. Through these initiatives, Mitsis aspires to ensure that every guest, including our youngest visitors, becomes an integral part of our shared green journey.

Sustainability is
a key pillar of
Mitsis Group's
rich recreation
programme.

5.3 Foster Green Partnerships

WWF Greece

Mitsis proudly collaborates with WWF Greece, a member of the WWF global network, dedicated to environmental conservation. WWF Greece shares our vision of halting the degradation of the natural environment and fostering a future where humanity coexists harmoniously with nature. Through their unwavering commitment to safeguarding biodiversity, promoting sustainable use of renewable resources, and reducing pollution and waste, WWF Greece strives to create a world where the delicate balance of our planet is preserved. In 2022, Mitsis joined forces with WWF Greece for two innovative programs: 'Adopt a Beach' and 'Hotel Kitchen'.

WWF Adopt a Beach

The 'Adopt a Beach' programme is a volunteer initiative designed to raise awareness about the reduction of single-use plastics, gather data on coastal plastic pollution, and establish an effective open database. Acquiring knowledge about the volume, composition, origin, and seasonality of marine debris is crucial for enhancing environmental performance.

Mitsis Group, in adherence to all relevant protocols, has formed dedicated task forces responsible for diligent monitoring, documentation, and cleaning of our beaches in Crete, Kamena Vourla, Kos, and Rhodes. By actively participating in the 'Adopt a Beach' programme, we contribute to the ongoing efforts to combat coastal pollution and protect our precious marine ecosystems.

WWF Hotel Kitchen

Expanding our commitment to sustainable practices in 2022, Mitsis has extended its involvement in the pioneering 'Hotel Kitchen' programme. Focused on reducing food waste in hotels, the initiative involves the active participation of six of our properties: Mitsis Selection Alila, Mitsis Selection Blue Domes, Mitsis Galini, Mitsis Selection Laguna, Mitsis Selection Lindos Memories, and Mitsis Rinelá.

Through the formation of dedicated task forces within each property, we develop comprehensive strategies, provide training to our employees to actively contribute to waste prevention and reduction, collaborate with local agencies, implement food donation programmes, and establish sorting and measurement systems to evaluate the effectiveness of our actions. By embracing the principles of the 'Hotel Kitchen' programme, Mitsis demonstrates its commitment to responsible practices within the food and hospitality sectors.

GreenTech Challenge

For the second consecutive year, Mitsis is honoured to be a Gold Sponsor of GreenTech Challenge 2022, the largest national green innovation competition. Organised by the National Technical University of Athens and held under the auspices of UNESCO, GreenTech Challenge serves as a platform for showcasing innovative ideas that address critical environmental challenges, combat climate change, and foster sustainable development. A representative from Mitsis Group participated in the jury panel during the final phase of the competition, responsible for selecting the winning team.

Running out of Time

In 2022, Mitsis participated in the momentous Running Out of Time initiative; a non-stop relay spanning an impressive 7,767km from Glasgow, Scotland (Host of COP26) to Sharm El-Sheikh, Egypt (Host of COP27). This remarkable relay was dedicated to conveying a powerful message on the urgency of addressing climate change. Enduring day and night for an astounding 38 days, the relay journeyed through 18 countries, and passed in front of Mitsis Galini in Kamena Vourla. Mitsis is grateful to its employees and guests who run in the relay, symbolising their unwavering commitment to addressing the climate crisis.

QualityNet Foundation

Established in 1997, QualityNet Foundation is a distinguished non-governmental organisation (NGO) dedicated to fostering sustainable development in Greece. Mitsis actively supports the endeavours of QualityNet Foundation by participating in their annual dialogues and networking initiatives, which aim to cultivate responsible business practices and operations.

Greek Sustainability Code

The Greek Sustainability Code is a comprehensive framework that promotes transparency and encourages businesses to demonstrate their commitment to sustainable development and responsible entrepreneurship. Aligned with the requirements of the EU Directive on non-financial reporting, this code provides a structured system for measuring and disclosing the economic, environmental, and social impact of organisations. Mitsis takes great pride in its participation in the annual reporting of its sustainability progress, adhering to the principles outlined in the Greek Sustainability Code.

In Action SDGs Week

The annual 'In Action SDGs Week' is organised in collaboration with the United Nations Information Centre, institutionalising a national campaign to inform, educate and mobilise citizens toward Sustainable Development Goals, the global framework for taking targeted action to create a better world. As a company committed to making a positive impact, Mitsis is honoured to actively participate in this project by showcasing our initiatives that align with the 17 UN SDGs.



12GODS

In 2022, Mitsis collaborated with Greek startup 12GODS, one of the winning teams of GreenTech Challenge for its property Mitsis Selection Alila. 12GODS, known for its expertise in crafting herbal mosaic of healthy Greek beverages, has revolutionised the industry with their ingenious compostable capsules. With an unwavering commitment to environmental preservation, these innovative capsules leave zero ecological footprint and are completely biodegradable within 23 weeks in the soil.

Sustainability Awards and Certifications

Most Sustainable Companies

For another consecutive year, Mitsis is distinguished for its responsible operation among the 'Most Sustainable Companies in Greece' for 2022 by the QualityNet Foundation. Notably, Mitsis remains the sole hotel company to be included in this prestigious distinction. The evaluation committee of the QualityNet Foundation meticulously assessed the Group's business impact in accordance with Environmental, Social, and Governance (ESG) criteria, considering the implemented initiatives, stakeholder engagement efforts, and transparent disclosure and verification of non-financial performance measures.

Bike Friendly

The Group's properties across Greece proudly hold the esteemed Bike Friendly certification, which serves as a testament to our unwavering support for the bicycle community, bicycle travel, and the enhancement of bicycle tourism experiences. This certification is awarded based on a comprehensive set of internationally recognised criteria, affirming our commitment to promoting sustainable transportation alternatives.

Blue Flag

Mitsis takes pride in its affiliation with the renowned Blue Flag programme, one of the world's most recognised voluntary awards for beaches, marinas, and sustainable boating tourism operators. To attain this prestigious distinction, stringent standards relating to environmental conservation, educational initiatives, safety measures, and accessibility must be met and diligently maintained.

In 2022, the eco-label was awarded to the beaches managed by the following Mitsis properties:

Crete: Mitsis Selection Laguna, Mitsis Cretan Village, Mitsis Rinela, Mitsis Royal Mare

Kamena Vourla: Mitsis Galini

Kos: Mitsis Selection Blue Domes, Mitsis Family Village, Mitsis Norida, Mitsis Ramira, Mitsis Summer Palace

Rhodes: Mitsis Selection Alila, Mitsis Selection Lindos Memories, Mitsis Grand Hotel, Mitsis La Vita, Mitsis Petit Palais, Mitsis Rodos Village, Mitsis Rodos Maris

Greek Breakfast

Mitsis proudly promote Greek gastronomy and cultural heritage, being certified with the 'Greek Breakfast' seal. Introduced in 2010 by the Hellenic Chamber of Hotels, this initiative aims to showcase the gastronomic richness of each tourism destination by enhancing the breakfast menus offered at Greek hotels with locally sourced agricultural products and traditional specialties.

Green Key

The Green Key award is the leading standard for excellence in the field of environmental responsibility and sustainable operation within the tourism industry. This prestigious eco-label represents a commitment by businesses that their premises adhere to the strict criteria set by the Foundation for Environmental Education. The high environmental standards expected of these establishments are maintained through rigorous documentation and frequent audits. All Mitsis properties have received the Green Key eco-label for their environmental programme, adopting and promoting the best ecological practices in hospitality and tourism.

Health First

In line with our unwavering commitment to the health and safety of our valued guests and employees, all Mitsis properties have obtained the prestigious 'Health First' certification seal. Launched in 2020 by the Hellenic Chamber of Hotels, this certification assures compliance with official health and safety protocols, reducing the risk of COVID-19 transmission within our properties.

ISO 14001

All Mitsis properties proudly hold the internationally recognised ISO 14001 certification, bestowed by TÜV Hellas (TÜV Nord), that sets the gold standard for environmental management systems worldwide. ISO 14001 provides comprehensive guidance and requirements for minimising environmental impact and ensuring compliance with applicable environmental laws and regulations. As responsible stewards of the environment, we continuously strive to manage resources efficiently and enhance our environmental performance through this voluntary certification.

ISO 22000

Our properties Mitsis Selection Alila, Mitsis Selection Blue Domes, Mitsis Faliraki, Mitsis Selection Laguna, Mitsis Norida, Mitsis Petit Palais, Mitsis Ramira, Mitsis Rinela, Mitsis Rodos Maris, and Sofitel Athens Airport, have achieved the prestigious ISO 22000 certification. Developed by the International Organisation for Standardisation (ISO), this internationally recognised standard outlines the requirements for a Food Safety Management System (FSMS), encompassing interactive communication, system management, prerequisite programs, and HACCP principles.

Travelife Gold Certification

Mitsis proudly holds the esteemed Travelife Gold Certification, an internationally recognised sustainability programme by the Association of British Travel Agents (ABTA). This certification encompasses a comprehensive range of criteria that assess accommodation performance in areas such as human rights, labour standards, community engagement, and environmental impact.

Safe Operation of Playground

Recognising the critical importance of safety in playgrounds and water slides, TÜV Hellas (TÜV Nord) has provided independent inspection and certification for the safe operation of these facilities at our properties. Mitsis Selection Alila, Mitsis Selection Blue Domes, Mitsis Family Village, Mitsis Selection Laguna, Mitsis Norida, Mitsis Ramira, Mitsis Rodos Maris, and Mitsis Summer Palace have all met and surpassed the stringent safety specifications and European standards required for optimal guest enjoyment and well-being.

Safe Operation of Water Slides

Recognising the hazardous nature of water slides and the necessity for maximum safety precautions based on European Standards, safety specifications and applicable legislation, TÜV HELLAS (TÜV NORD) has provided independent inspection and certification for the safe operation of playgrounds of Mitsis Selection Alila, Mitsis Cretan Village, and Mitsis Ramira.



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