

Annual Sustainability Report 2025

Absolute Hotel Services



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GREEN GLOBE
PARTNER



FIRST ANNUAL
REPORT

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LETTER FROM THE CEO

SUSTAINABILITY IS A FUNDAMENTAL PART OF HOW WE OPERATE, GROW, AND CREATE LONG-TERM VALUE.

Dear Valued Guests and Partners,

At Absolute Hotel Services (AHS), sustainability is a fundamental part of how we operate, grow, and create long-term value across our portfolio. As a global hospitality management company, we recognize our responsibility to act thoughtfully, balancing exceptional guest experiences with environmental stewardship and social responsibility.

Across our hotels, we are actively implementing initiatives that focus on energy efficiency, responsible sourcing, water conservation, and waste reduction, all aimed at minimizing our environmental footprint. Equally important is our commitment to the communities in which we operate. We prioritize partnerships with environmentally responsible and local suppliers, while empowering our teams through sustainability awareness and green training programs that embed responsible practices into daily operations.

We are proud of the progress achieved across the AHS portfolio and remain committed to continuous improvement. By embracing innovation, collaboration, and measurable impact, AHS will continue to advance sustainable hospitality practices that support a resilient and responsible future for our business, our partners, and the communities we serve.

Warm regards,

Jonathan Wigley, CEO, Absolute Hotel Services





OUR COMMITMENT

100%

of our hotel brands to be certified
by Green Globe by the end of 2025.

VISION

We began our sustainability journey at the end of 2024 with the decision to partner with Green Globe, one of the most respected and internationally recognized sustainability certification programs in the hospitality industry.

Our goal is to manage hotels that operate responsibly, support the communities they are part of, and reduce their environmental impact without compromising the quality of the guest experience.

Across our portfolio, we are focused on delivering practical and measurable sustainability initiatives, where responsible choices are embedded into everyday operations. Our teams, guests, and partners all play an active role in protecting the environment for future generations.

Absolute Hotel Services, alongside its brands U Hotels & Resorts, Eastin Grand Hotels & Resorts, Eastin Hotels, Resorts & Residences, Eastin Easy, and Eastin Estates, is dedicated to blending sustainability with exceptional hospitality.

Building a Sustainable Future, Together

Absolute Hotel Services, the family behind **U Hotels & Resorts**, **Eastin Grand Hotels & Resorts**, **Eastin Hotels, Resorts & Residences**, **Eastin Easy**, and **Eastin Estates**, is committed to a vision where exceptional hospitality and responsible stewardship go hand in hand. Every stay is an opportunity to leave a meaningful, positive impact on the world around us.

Sustainable Management

Responsible business practices that minimize environmental impact and drive sustainable growth across every operation.

Social & Economic Responsibility

Supporting local communities, upholding fair labor practices, and contributing to the well-being of every region we call home.

Cultural Heritage Preservation

Honoring the traditions and values of the regions we serve, weaving local culture into authentic guest experiences.

Environmental Stewardship

Innovative, energy-efficient operations and eco-friendly amenities that actively support a greener, healthier planet.

"Together, we can build a brighter, more sustainable future for generations to come."

AHS Sustainability Roadmap

2026 - 2027

Moving forward

- Advance Green Globe certification across all properties
- Measure carbon footprint and set reduction targets
- Introduce renewable energy solutions where feasible
- Eliminate remaining single-use plastics and expand circular initiatives
- Strengthen sustainable procurement and supplier compliance
- Expand community engagement and local sourcing partnerships
- Launch guest-facing sustainability experiences
- Embed sustainability KPIs into management performance
- Publish annual sustainability performance and impact reports

2024 - Press Release

Partnership with Green Globe

- Registration
- Review the online platform
- Implement Framework
- Onsite Audit
- Certificate
- Communication

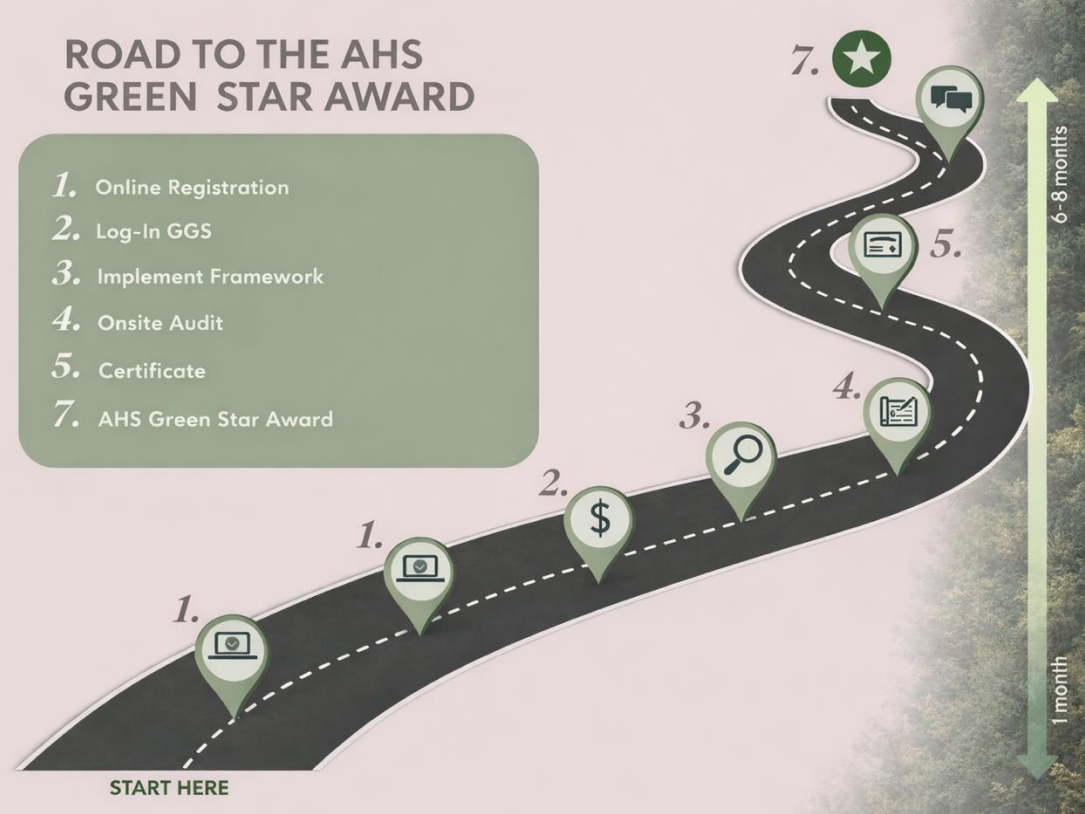
2024 - 2025

Initiatives

- Launched awareness campaigns across all properties.
- Developed onboarding and sustainability training programs.
- Created individual hotel sustainability management plans.
- Established Green Teams with defined roles and responsibilities.
- Reviewed and enhanced sustainability policies and procedures.
- Initiated environmental monitoring and benchmarking.
- Strengthened communication and stakeholder engagement.

ROAD TO THE AHS GREEN STAR AWARD

1. Online Registration
2. Log-In GGS
3. Implement Framework
4. Onsite Audit
5. Certificate
7. AHS Green Star Award



ROAD TO THE ABSOLUTE HOTEL SERVICES GREEN STAR AWARD

Absolute Hotel Services has introduced the Green Star Award as part of its sustainability journey with Green Globe. This internal recognition is granted to the hotel that demonstrates the strongest commitment and progress toward achieving Green Globe certification. The initiative brings together all participating properties in a friendly yet meaningful competition, culminating in the Green Star Award presentation at the Absolute Hotel Services Leadership Conference in November 2025. Each hotel across the portfolio is actively working toward this goal with great enthusiasm.

U Sathorn Bangkok is proud to be the first hotel to receive and retain this recognition, reflecting its strong and ongoing commitment to sustainability. The team at U Sathorn remains dedicated to securing the Absolute Hotel Services Green Star Award again by the end of 2025, continuing to fulfil its sustainability objectives while promoting eco-friendly practices among employees and throughout the property, and consistently minimizing its environmental impact.





"Sustainable Value, Every Day at Eastin."

We launched a dedicated sustainability campaign for Eastin to embed responsible practices into everyday hotel operations and brand standards across all properties. The initiative focuses on delivering long-term value through efficient resource management, enhanced guest experiences, and a positive impact on our teams, owners, and local communities.



"Your Sustainable Journey, Our Commitment."

We launched a dedicated sustainability campaign for U Hotels & Resorts to integrate environmental responsibility into every aspect of its luxury hospitality experience. The initiative focuses on preserving natural resources, enhancing guest well-being, and delivering long-term value for owners, communities, and the brand's premium positioning.



HOTELS & RESORTS



Corporate Training Framework

Strategic Oversight

HR teams at each property manage mandatory sustainability training programs and uphold Code of Conduct aligned with environmental and social responsibility.

Standard Operating Procedures

Corporate initiatives introduce practical operational guidelines. Programs such as the “Library Experience” encourage both employees and guests to learn about local culture, sustainability practices, and responsible tourism.

Ethical Governance

Corporate policies also include training on ethical conduct, anti-bribery practices, and responsible business behavior to ensure a safe and respectful environment for employees, partners, and guests.

Messaging

Clear, action-oriented campaign messaging encourages employees to learn, collaborate, and apply sustainability principles within their roles.





Property-Level Sustainability Training

Sustainability Onboarding

All new employees receive sustainability orientation on their first day, introducing environmental policies, SR initiatives, and the property's sustainability commitments.

Sustainability Awareness Programs

Hotels use internal communication platforms, Green Boards, and QR-based digital learning resources to make sustainability knowledge accessible to all employees.



Managerial Sustainability Training

Managers at selected properties participate in advanced sustainability leadership programs focusing on sustainable tourism, environmental risk management, and responsible operations.

External Learning Opportunities

Employees also attend external workshops such as Save Energy programs, enabling them to share best practices and new knowledge across departments.



Key Sustainability Training Topics

Waste Management

Training on proper waste segregation, recycling, and waste reduction to minimize landfill impact.

Energy and Water Conservation

Employees learn responsible resource management, including energy-efficient technologies, optimized HVAC usage, lighting management, and water conservation.

Cultural Heritage Awareness

Staff are trained to respect and promote local culture and communities while delivering authentic guest experiences.

Environmental Protection

Programs include biodiversity awareness, wildfire prevention, and environmentally responsible pest control methods.

Sustainable Procurement

Procurement teams are guided to prioritize local sourcing and environmentally responsible suppliers.



The U Green Experience

The Green Experience is designed as a simple, guest-centric initiative integrated throughout the guest journey. For direct bookings, guests are offered the option to have a complimentary plant prepared in their room prior to arrival. For other guests, the option is presented at check-in or during their stay. Small, low-maintenance potted plants with explanatory tags are provided at no cost, and guests may choose to take the plant home at the end of their stay. The initiative is supported by on-property plant nurseries where space allows and local sourcing where available, ensuring minimal waste and operational efficiency.

01

Pre-Arrival

For direct bookings, guests are invited to request a complimentary plant set-up prior to arrival.

02

Check-In

For non-direct bookings, guests may request a plant set-up at check-in or order via the in-house application.

03

During Stay

Guests are informed that they may take the plant home.



Eco Reward – Choose **Green**

This initiative encourages guests to adopt eco-friendly practices by offering the option to opt out of daily housekeeping in exchange for an F&B credit redeemable at our restaurants.

By reducing unnecessary resource consumption and in-room items, we promote sustainability throughout our operations.

Since launching the Eco Reward campaign last year...

100%

*of our Green Globe certified hotels
Implemented this reward campaign.*

6,238

*guests have participated,
supporting more sustainable choices.*



Towel Exchange Program

Through the “Every Drop Counts” guest awareness initiative, AHS hotels encourage guests to actively participate in water-saving practices. Guests are informed that bed linens are not changed daily unless requested, and towel reuse is promoted through a clear exchange system. These initiatives help reduce unnecessary laundry, conserve significant amounts of water, and foster environmentally responsible behavior throughout the guest stay.

100%

*of our Green Globe certified hotels
Implemented this Program.*

Reduces
unnecessary daily
linen changes



Lowers water and
detergent
consumption



Decreases energy
from laundry
operations



AHS GREEN VENDORS



In January 2025, Absolute Hotel Services strengthened its commitment to responsible sourcing by implementing a comprehensive Group Purchasing Policy, reinforcing sustainability, ethical practices, and transparency across our supply chain.

The policy prioritizes partnerships with suppliers that demonstrate strong environmental and social responsibility. Key principles include waste reduction, the use of sustainable and certified packaging (e.g. FSC, Energy Star, Green Seal), and compliance with applicable environmental regulations. Suppliers are also required to uphold fair labor standards, respect human rights, and support responsible community engagement.

348

green vendors across our hotel portfolio



Single Use Plastic Policy

Absolute Hotel Services is committed to reducing single-use plastics across its portfolio as part of a broader effort to minimize environmental impact and promote responsible operations. Our approach focuses on eliminating unnecessary plastic items, replacing disposable products with reusable or refillable alternatives, and sourcing more sustainable materials wherever possible.

Across our hotels, initiatives include the removal of plastic straws, the transition to biodegradable or reusable takeaway items, the replacement of single-use plastic water bottles with refillable glass bottles, and the introduction of dispenser-based bathroom amenities. These measures reduce waste at the source while maintaining guest comfort and service standards.

Since switching to dispensers for shampoo and shower gel, we have reduced the use of ...

344,566 *plastic tubes*



SUSTAINABLE AMENITIES: OUR STORY WITH GUAVA

In partnership with our sustainable supplier GUAVA, AHS hotels feature signature scents tailored to each property. While some hotels share a fragrance to support brand consistency, others adopt distinctive scents that reflect their unique identity and location. This approach enhances the guest experience while upholding our commitment to responsibly sourced and environmentally conscious amenities.

Sustainability-Focused

All GUAVA formulations used across our portfolio are paraben-free and developed with environmentally conscious ingredients. Packaging is designed with sustainability in mind, including refillable dispensers and FSC-certified materials where applicable.



Sustainable Amenities Catalogue

The World Leader in Sustainable Guest Amenities
Global Consistency | Local Accessibility | Scalable Sustainability

GUEST ROOM - PUBLIC AREA - CREATIVE PARTNERSHIPS - GIFTING - MARKETING
SUSTAINABILITY STORYTELLING - ARTS - SOCIAL IMPACT - RECYCLING

GUAVA



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GUAVA

FSC Certified Paper Packaging



The FSC label is the world's most trusted mark for sustainable forestry. FSC is a non-profit organization, providing trusted solutions to help protect the world's forests and tackle today's deforestation, climate, and biodiversity challenges.

Currently, over 150 million hectares of forest worldwide is certified according to FSC standards, designed to address a broad range of environmental, social, and economic factors.

150+ million certified hectares of forest	1,100+ individuals and organizations from 93 countries who make up our governing body	60K+ certifications verifying sustainable sourcing
1,700+ companies licenced to promote FSC-labeled products	46% of consumers globally recognize the FSC label	

- A small label making a big impact**
- When you purchase FSC-labelled products, you're helping forests, and the people that rely on them, thrive by supporting:
- **Zero deforestation**
Trees are harvested responsibly so there is no net loss of forest over time. Forests with irreplaceable values, such as old-growth forests, are identified and maintained. Reversing deforestation and maintaining irreplaceable forests are crucial to fighting climate change.
 - **Fair wage and work environment**
All workers are provided with proper training, adequate safety protocols, and fair wages.
 - **Support the change from preservation to conservation**
Plant and animal species are protected.
 - **Community rights**
Local communities living in and around forest areas are consulted, and their legal and cultural rights to land and forest resources are respected.

Carbon Emission Reduction

Across our Green Globe certified portfolio, Absolute Hotel Services (AHS) has implemented lower-carbon liquid and dry guest amenities as part of our broader sustainability strategy. By transitioning to responsibly sourced and optimized product formulations and packaging, we are actively reducing the carbon footprint associated with our operational consumables.

This achievement contributes to the United Nations Sustainable Development Goals (SDGs), specifically:

SDG 11: *Sustainable Cities and Communities,*

SDG 12: *Responsible Consumption and Production,*

SDG 13: *Climate Action, and SDG 17: Partnerships for the Goals.*

This milestone marks the beginning of our green journey, reflecting a substantial reduction in carbon emissions and reinforcing our commitment to building a more sustainable future.



3,705 kg CO₂e

Reduction in
liquid amenities

1,650 kg CO₂e

Reduction in
Dry amenities

Green Meetings

Absolute Hotel Services (AHS) is committed to integrating sustainability into meetings and events across its portfolio through the implementation of Green Meeting initiatives and Earth-Friendly Event Packages. These programs are designed to reduce environmental impact while maintaining high service standards for corporate and social events.

Framework

Minimizing paper usage

Reducing single-use plastics

Prioritizing locally sourced catering options

Utilizing refillable water stations & glass containers



Eastin Grand Phayathai Earth-Friendly Events Package

The Eastin Grand Phayathai Earth-Friendly Events Package not only seamlessly aligns with your own Environmental, Social and Governance (ESG) initiatives, but also enhances your MICE event experience by making a positive environmental impact. With our sustainable catering, eco-friendly meeting materials, plus green venues and facilities, we ensure your event contributes to a more eco-conscious world while leaving a lasting impression on every one of your attendees. Join us in making every meeting a step towards a greener future for all.

Pricing:

Full-day: THB 2,000 net / person
Half-day: THB 1,800 net / person
Coffee break: THB 1,000 net / person
Prices are net and inclusive of 10% service charge & applicable government tax.

Inclusions:

- Free-flow coffee and tea selection throughout the event
- Morning and/or afternoon break with a choice of coffee break items including assorted fresh fruit and herbal drinks
- Standard audio-visual equipment
- Wi-Fi internet access in meeting rooms
- International Buffet at The Market@S restaurant (Monday-Saturday)

Sustainable Meeting Arrangement

- Tables and chairs are set up without linen
- Environmentally friendly stationery and notepads are arranged in the room
- Glass bottles or water stations provided instead of plastic bottles
- Biodegradable straws are available
- Digital signage in front of the meeting room
- LED projector backdrop
- Whiteboard provided instead of a paper flip chart
- Locally sourced organic and seasonal food is prioritised
- Diverse dietary options, including vegetarian and vegan choices, are offered
- Natural light in selected meeting rooms
- Decorations supplied utilising reusable or recycled materials

For more information, please contact 02-481-2899 or cmgr@eastingrandphayathai.com

1,350

Green Meetings reported across participating AHS hotels

107,166

Guests participated in AHS green meetings

Review Pro Rating

Since last year, we've been using Review Pro, our online guest satisfaction platform, to gather feedback on our sustainability efforts by asking guests to evaluate our sustainability initiatives, share suggestions for improvement across areas such as local products, energy, water, waste management, and communication, and reflect on whether they believe the hotel supports the planet, people, and the community. Guest comments are reviewed on a monthly basis and used to guide continuous improvement



Since we launched Review Pro GSS, our hotels have a....

93.9%

Average guest Satisfaction score.



Charity & Community Impact Across Our Hotels

Across our hotel portfolio, community engagement creates meaningful social and environmental impact through education, environmental action, humanitarian support, and resource sharing, with active involvement from employees and guests.

Our Key Impact Areas:

- **Education & Youth Development**

Internships, student traineeships, school partnerships, and scholarships.

- **Environmental Action & Conservation**

Clean-ups, recycling initiatives, reforestation, and conservation projects.

- **Community Support & Humanitarian Aid**

Donations, resource sharing, and support for vulnerable and disaster-affected communities.

- **Employee & Guest Engagement**

Volunteer activities and guest participation programs such as “U Make a Difference”, where room-night stays generate donations for local charity initiatives.

39

Charity events across
our Green Globe-certified hotels



F&B Local Sourcing & Healthier Menus

95% *Of our suppliers are Locally sourced*

By sourcing our suppliers locally, Absolute Hotel Services actively supports local economies and communities where we operate.

Healthy Food Menu

In response to health-conscious guests, our in-room dining now features Power Bowls, Energizing Superfoods, and Low-Carb Wraps, with a focus on plant-based and local ingredients.



Power Bowls

Nutrient-dense combinations featuring local grains, proteins, and fresh vegetables



Energizing Superfoods

Carefully selected ingredients known for their nutritional benefits and energy-boosting properties



Low-Carb Wraps

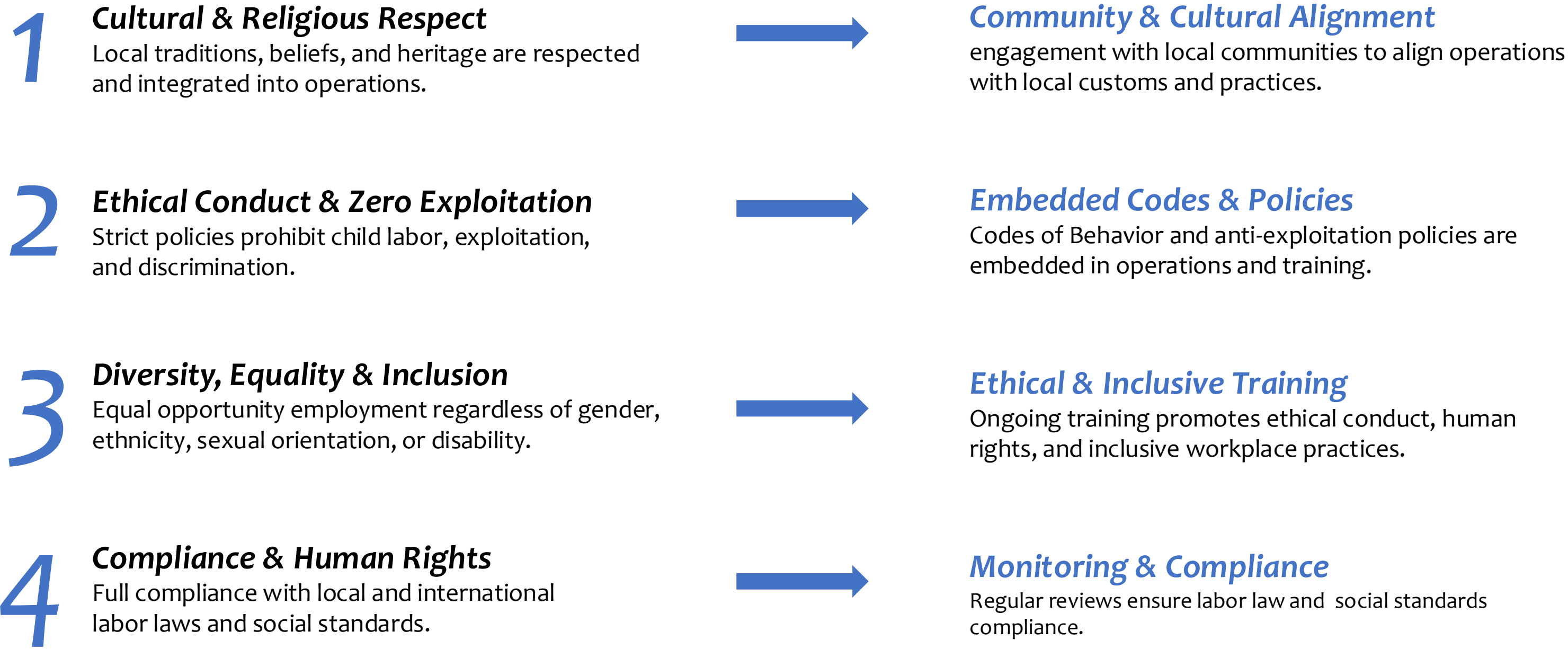
Delicious alternatives using plant-based wraps filled with fresh, locally sourced ingredients



Equity, Culture, & Human Rights

Our commitment extends beyond compliance to respect people, cultures, and communities wherever we operate.

How We Deliver

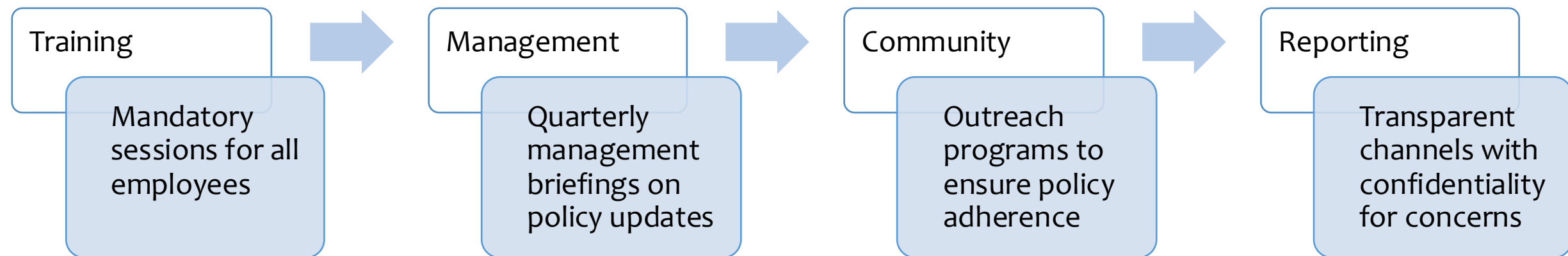




Code of Conduct & Responsible Business

Anti-Bribery & Ethical Behavior Policy

All AHS hotels maintain a robust Code of Conduct focused on ethical, respectful, and safe environments for employees, guests, and partners. This policy emphasizes preventing exploitation, human trafficking, child abuse, and harassment.



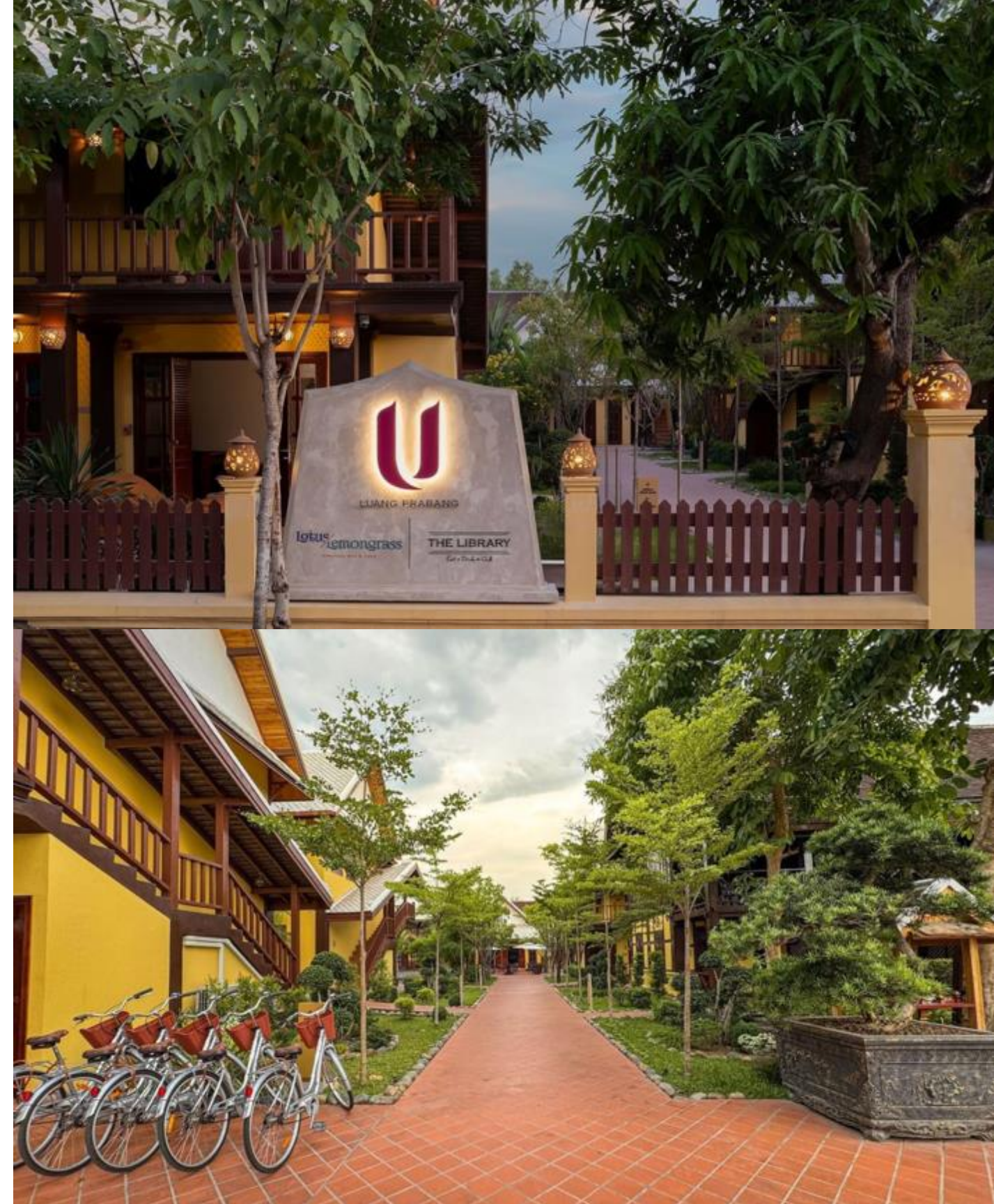
Responsibilities are clearly defined: HR manages training, management enforces policies, and front desk employees assist with guest reporting. We regularly review and update our procedures to uphold high ethical standards, fostering a safe and responsible environment.

Heritage & Culture as a Living Responsibility

Preserving heritage is not just about protection - it's about participation. Across our portfolio, we operate in destinations shaped by deep cultural histories, traditions, and identities. Our responsibility is to honor these places by integrating local heritage into how our hotels are designed, operated, and experienced.

For example, **U Luang Prabang** is located within a UNESCO-recognized heritage town. Operations are thoughtfully aligned with local customs, architectural guidelines, and community rhythms - ensuring tourism supports preservation rather than disruption.

By respecting cultural context, partnering with local communities, and celebrating regional identity, our hotels contribute to the long-term sustainability of the destinations we call home.





Biodiversity and Wildlife Conservation Policy



Absolute Hotel Services is committed to protecting biodiversity and supporting responsible coexistence with local ecosystems across its hotel portfolio. Our approach integrates sustainable landscaping and environmentally responsible pest management to minimize ecological impact and promote healthy natural environments.

Across all AHS properties, landscaping practices prioritize native and adaptive plant species, reduced water consumption, and limited chemical use to support biodiversity and prevent the introduction of invasive species. Drought-tolerant landscaping, rainwater management, and minimal light pollution further reduce disruption to local wildlife habitats.



Chemical fumigation has been fully eliminated across 100% of AHS hotels, replaced with eco-friendly alternatives such as mosquito traps and non-toxic pest control solutions. This portfolio-wide policy reflects our commitment to wildlife protection, guest safety, and reduced chemical exposure.

Protecting Local Ecosystems in Practice: U Khao Yai

Plastic Waste Repurposing:

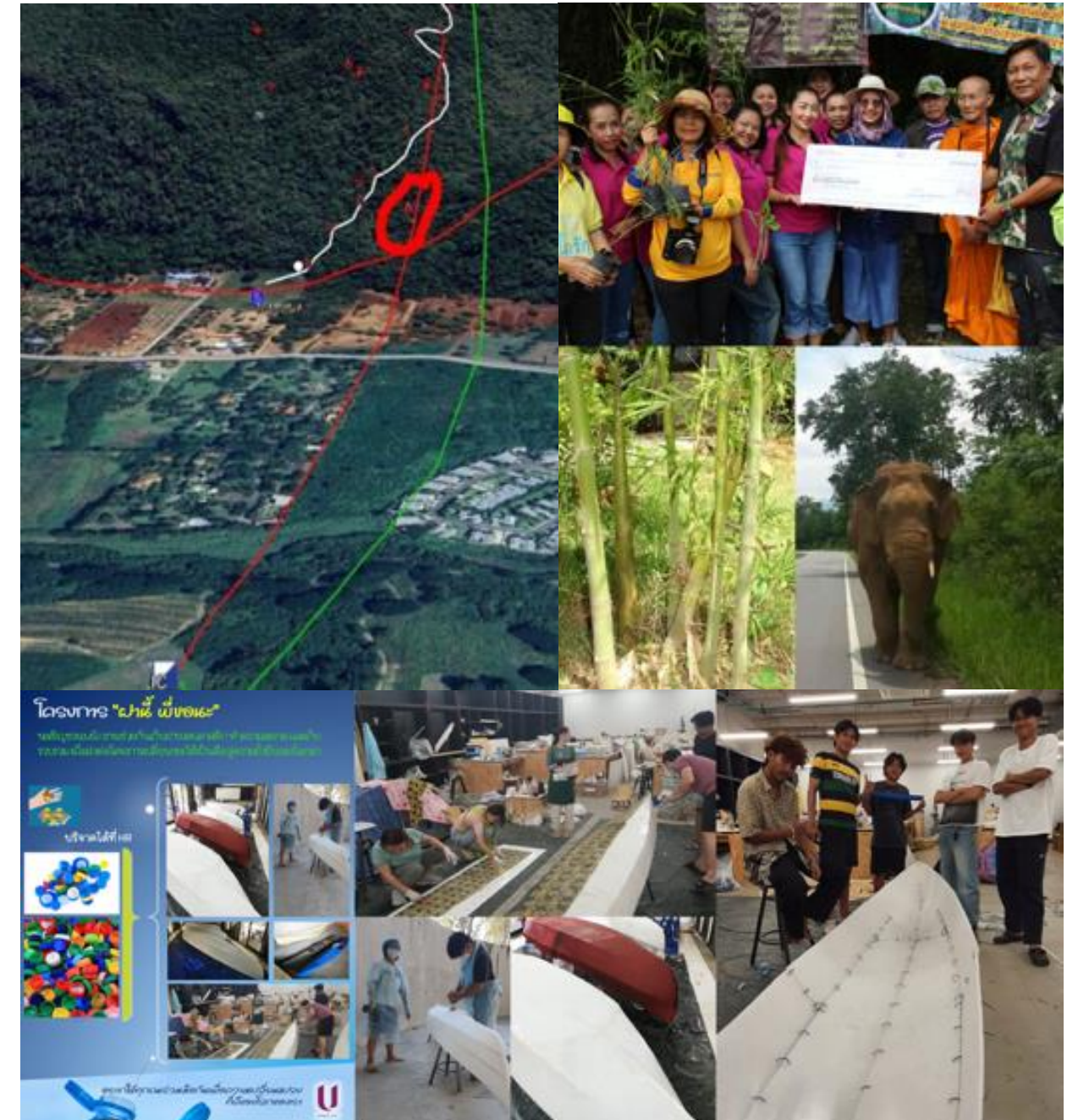
U Khao Yai participates in the “This Cap, Please” initiative by collecting clean plastic bottle caps for recycling into eco-friendly paddle boats used in community and environmental activities.

Human-Wildlife Coexistence:

To reduce human–wildlife conflict and protect natural habitats, U Khao Yai supports the Thorny Bamboo Barrier Planting Activity, creating natural boundaries that help prevent wildlife from straying beyond protected areas.

Sustainable Wildfire Management:

In collaboration with local partners, U Khao Yai supports wildfire prevention and environmental education initiatives. These programs focus on awareness, skills development, and sustainable land management practices to help mitigate wildfire risks and protect surrounding ecosystems.





CREATED WITH INTENTION. REFLECTING OUR COMMITMENT TO RESPONSIBLE AND SUSTAINABLE HOSPITALITY.