



QUALITY POLICY

At R2 Hotels we are committed and work daily to adapt and comply with the quality system required in the increasingly competitive hotel sector. To this end, and to meet the expectations of our clients, we have a Tourism Quality System (SICTED), which enables continuous improvement based primarily on customer satisfaction and loyalty. This would not be possible without the collaboration and involvement of all our staff, fostering teamwork and a positive working environment.

Likewise, the General Management, as the main driver of the quality management system, provides all the necessary means to develop a favourable framework of labour relations based on equal opportunities, non-discrimination and respect for diversity, promoting a safe and healthy environment and facilitating communication with the team, with a commitment to compliance with all legislation applicable to the hotel, as well as any other non-legal requirements, committed to good environmental management and striving for continuous improvement in all areas.

We use a series of tools to properly monitor client satisfaction and meet the satisfaction targets set by General Management:

- We anticipate our clients' wishes and needs, seeking high standards of customer satisfaction and loyalty. Through direct communication with them, via our reservation and wishes channel and through our hotel receptions.
- We promote transparency through the implementation of internal and external communication systems and channels, having created a quality folder accessible to each department head, for monitoring and compliance with best practices.
- We work to achieve good daily monitoring of our clients' stay, seeking to avoid complaints, either through calls to clients by reception once they arrive, through Reviewpro which sends them a survey during their stay and another after their stay, or directly from those received at reception, where they are noted in quality. Both when the client is at the hotel and when they are not, all reviews are responded to by our Management; if they are negative, follow-up is done until resolution.
- We also have a suggestions box for clients in the lobby area; we work on negative comments if any.
- We focus on good monitoring of positive and negative comments appearing on various portals, transmitting comments to all departments involved for their awareness and improvement. We work with recommendation targets.
- We train our team so they can correctly use the tools provided.
- All our hotel employees are committed to meeting the set objectives, through knowledge of these and their state of fulfilment throughout the year.

Regarding our employees:

- We have a complaints and suggestions box in the staff area, where they can deposit them anonymously. They are collected by HR and depending on their scope, transmitted to Management and worked on jointly with department heads to resolve them.
- In the monthly meetings between Management and department heads, complaints, suggestions or problems detected by employees are discussed, addressed and solutions are sought.

In both cases, solutions and changes made are communicated directly to the team in department heads' meetings.

Quality Manager, 1 March 2026