

MELLA HOTELS
INTERNATIONAL





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Responsible Business

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2000

Acquisition of the TRYP Hotel chain

2004

Launch of the Vacation Club Meliá

2006

Launch of ME by Meliá, the most Avant-garde Brand in the portfolio

2007

Acquisition of the German Brand INNSIDE Launch of the SAVE Project to fight climate change

1956

The company's first hotel is founded (Palma de Mallorca, Spain)

1960's

Growth in the Balearic

Islands

1970's

Growth in other resort destinations in Spain

1994

1984

Acquisition of the hotel

chain HOTASA. Becomes

the largest hotel group in Spain

1987

Acquisition of the Meliá hotel

chain. The company changes

its name to Sol Meliá

Launch of the loyalty programme (current MeliáRewards)

1995

The birth of Paradisus Resorts, specialising in the luxury sector

1996

We begin trading on the stock exchange

1997

Launch of the booking website melia.com

2011

The company becomes Meliá Hotels International

2014

The Meliá Digital project is born to promote the company's digital transformation

2019

Meliá is named the Most Sustainable Hotel Company in the world by the investment agency SAM

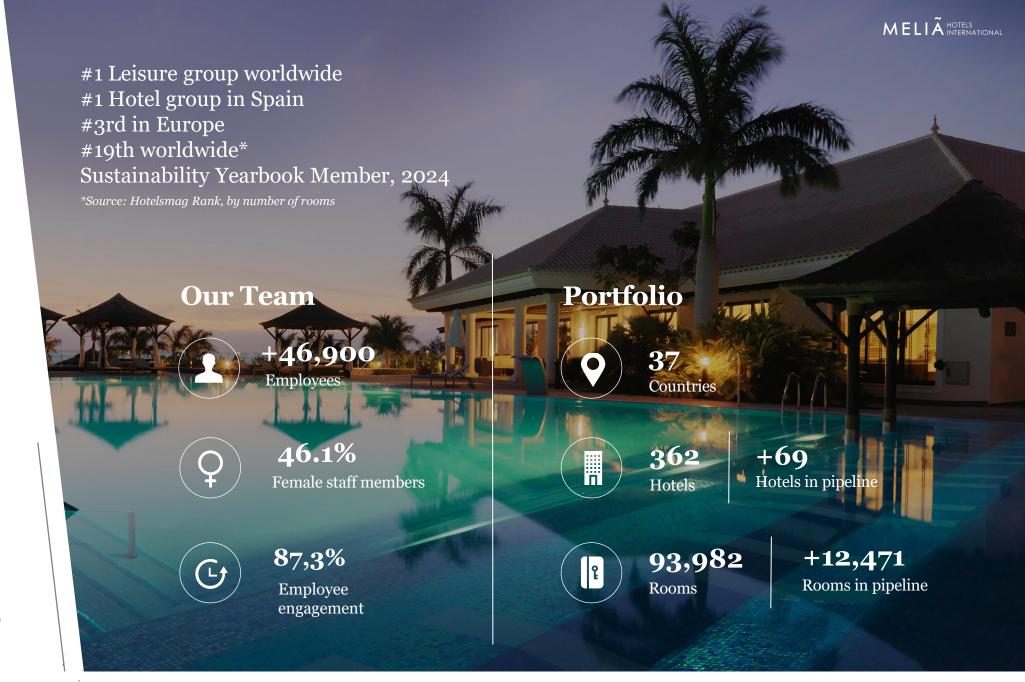
2021

Meliá continues to diversify its brand portfolio and creates The Meliá Collection and the Affiliated by Meliá network

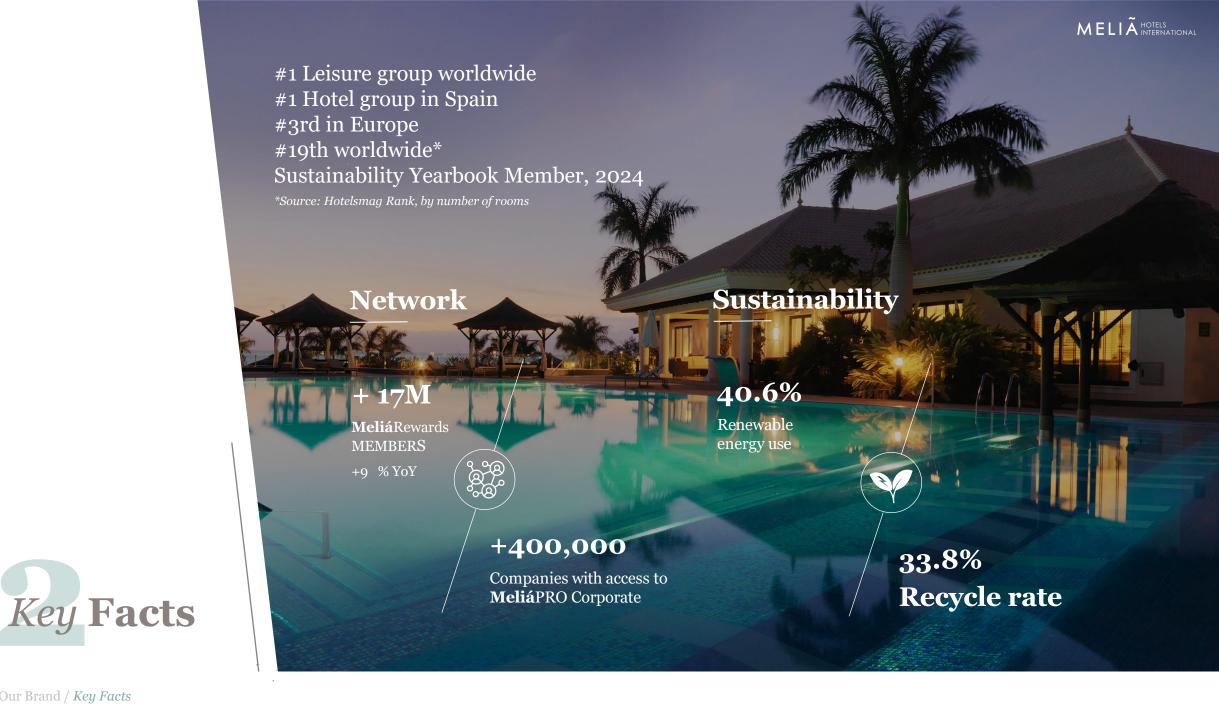
2022

Meliá launches ZEL, a new brand developed jointly with Rafael Nadal





*Systemwide information





World leader in resorts and bleisure

Market leader in the Caribbean and resorts segment

Proven Expertise

Over 65 years of experience starting as a resort specialist company

Leading international Pipeline

Focusing on Tier 1 cities and dynamic destinations

Targeting high-end resorts and bleisure segments

Shareholder Value

Hybrid positioning between a REIT and hospitality company

Public Company since 1996

ESG Impact

Leading the transformation towards a sustainable tourism model

Sustainability Yearbook Member, 2025 by S&P Global

Resilient business model

Increasing year on year EBITDA generation.

Increasing Management portfolio

Towards an Asset-light model

Pipeline focused on Management and Franchising formulas generating a strong ROI

Digitalisation

Creating a more agile company leveraging digitalisation

Leveraging Own channels with over 50% of centralized sales

Industry Fundamentals

Tourism solid demand after the pandemic disruption

Diverse customer nationalities mix

Unique Brand Portfolio

Highly attractive brands and a solid customer loyalty programme



Our Brand / Investment Thesis Investment Thesis

Financial Snapshot

Q4 & 12M 2024 Results

€ 471.3M

Consolidated Revenues Q4 2024

+4.6% vs SPLY

€ 2,012.8M

Revenues Ex Capital Gains 12M 2024

+4.4% vs SPLY

€ 107.6M

EBITDA Ex Cap Gains Q4 2024

+8.0% vs SPLY

€ 533.6M

EBITDA Ex Capital Gains 12M 2024

+9.7% vs SPLY

€ 0.10

EPS Q4 2024

+0.00€ vs SPLY

€ 0.64

EPS 12M 2024

+0.11€ vs SPLY

€140.6M

ATTRIBUTABLE NET PROFIT 12M 2024

+19.4% vs SPLY

+50.0%

MELIA.COM & Own channels

Of our Centralized sales +17 Mn MeliaRewards members € 2,236.6M

-376.5M€ vs Year End 2023

€ 772.7M

-391.0M€ vs Year End 2023

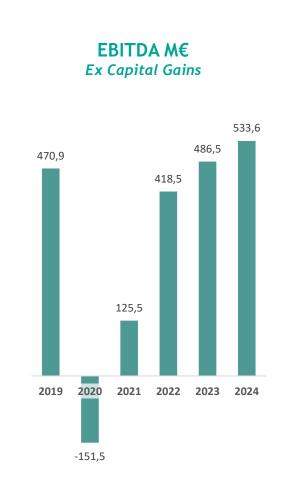
Total NET DEBT

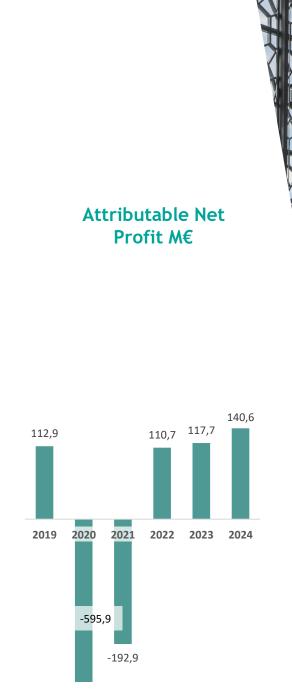
NET DEBT Excluding leases



Financial Snapshot Yearly Results

Consolidated Revenues M€ **Ex Capital Gains** 2.012,8 1.928,8 1.789,5 1.679,8 827,2 528,4 2020 2021 2022 2023 2024



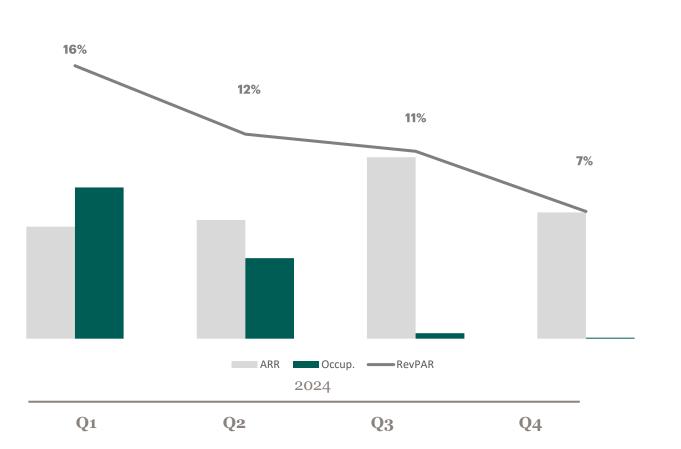


Meiliá Phuket Mai Khao – Mai

Khao, Thailand

Operational Figures

Owned & Leased RevPar vs. 2023



Yearly Evolution

10,7%



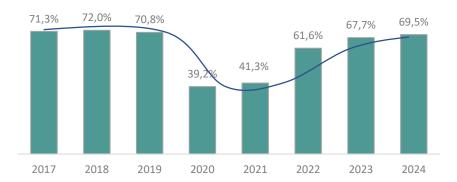
MELIÃ HOTELS

12 M



Owned & Leased KPIs (12M)

-1.3bp vs. 2019



OCCUPANCY

Occupancy showing a great Recovery, with still margin to grow compared to Pre-pandemic

+ **40%** vs. 2019



ARR (Average Room Rate)

All time high ARR thanks to our luxury positioning and value proposition





Operational Figures

Owned & leased KPIs (12M)





Yearly RevPar (Revenue Per Available Room)

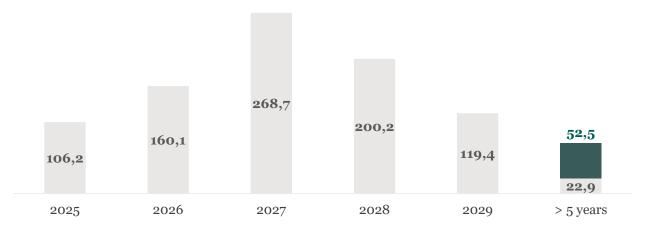
Continued yearly RevPar increase after the pandemic, thanks to our premium locations and repositioning processes carried out by the Company to focus on high end and luxury segments.

- Cabo San Lucas, Mexico

Financial Position

Debt Maturity Profile (€ Millions)

2025-2029+



Debt Split
49% Fixed & 51% Variable

Financing Cost

5.53% - 2024

5.16% - 2023

■ Bank loans & others ■ Capital Markets

Returned to Prepandemic leverage ratios in 2024

Focus on operational Cash Flow generation, selective and cost efficiency through digitalization





Unique Brands

Strength and diversity of our brands

Our hotel brands reflect the company's growth strategy focused on the premium and upscale segments.



Luxury Brands









Premium Brands

Essential Brands MELIÃ HOTELS & RESORTS

zel

INNSIDE BY MELIÃ

SOL BY MELIÃ

AFFILIATED

BY MELIÃ

Portfolio Distribution (Total rooms)

13%

4% Gran Meliá Hotels & Resorts 1% The Meliá Collection 7% Paradisus by Meliá 1% ME by Meliá

52%

43% Meliá Hotels & Resorts **8%** INNSiDE by Meliá **1%** ZEL

35%

19% Sol by Meliá 16% Affiliated by Meliá





Pipeline

Luxury Brands

Distinguished & Recognized worldwide







45 HOTELS **12,059** ROOMS

Pipeline





21 HOTELS **3,494** ROOMS













Premium Brands

Suitable for all distinguished travellers

Portfolio





167 HOTELS **47,741** ROOMS

Pipeline





34 HOTELS **7,903** ROOMS



zel







Unique Brands

Essential Brands

Our expertise & know-how with excellent value

SOL BY MELIÃ

AFFILIATED

BY MELIÃ



Portfolio



32,257 ROOMS

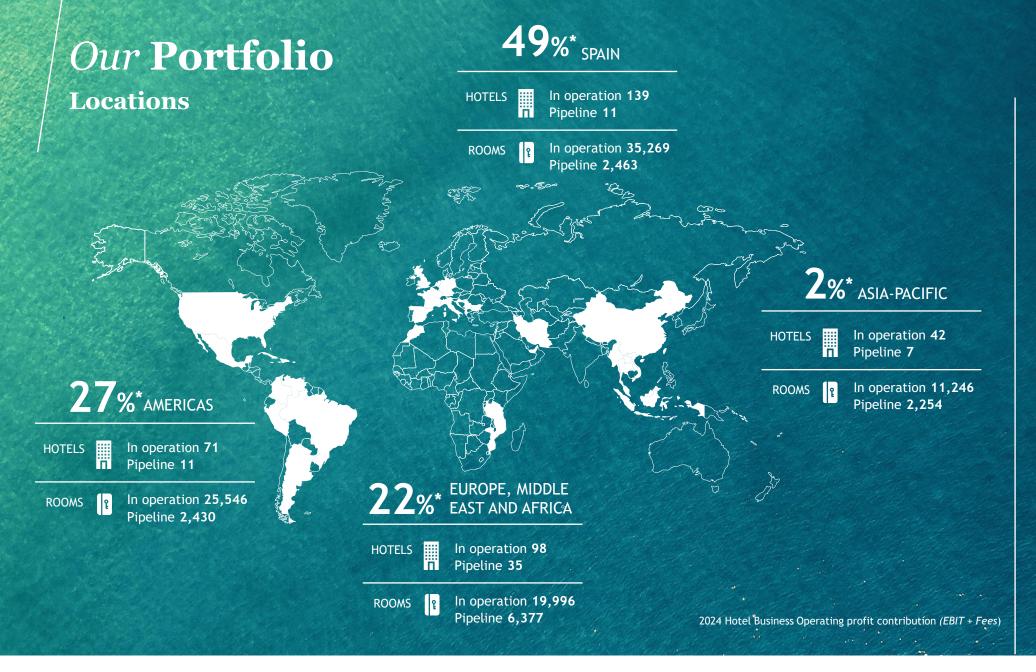
Pipeline



2,127 ROOMS







+400 hotels / +104k rooms



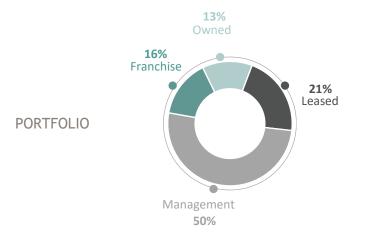
Guests main nationalities

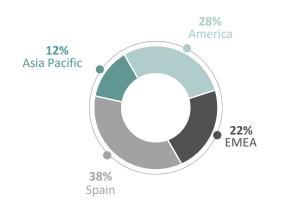


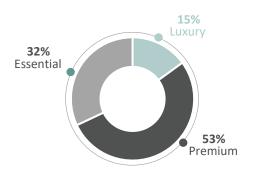


Our Portfolio

Diverse Management systems and strong Brand presence & Growth into key destination and holiday areas in the Mediterranean, Caribbean and Southeast Asia



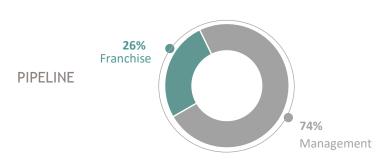


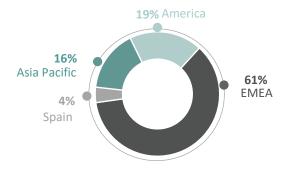


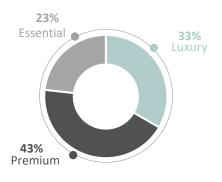
Management

Location

Brand Presence







Valuation Summary



5.285 Mn€

4.641 Mn€

Total Valuation +644 Mn€ (13,88%) 91

87

N°. of Assets +4 (4,60%)

7.26%

7,19%

Yield

+7 bps

265.850 €

237.427€

Average Value per Room +28.423€ (11,97%)

2024

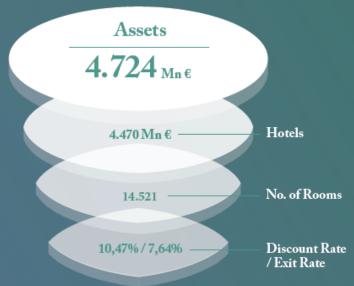
Valuation Summary

Valuation 2022 % MHI

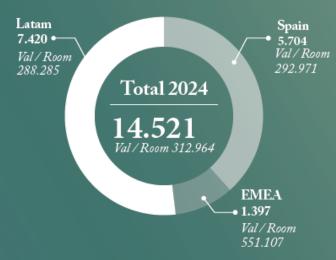




Global Integration



Room Distribution - Room Value



Asset Distribution - Value



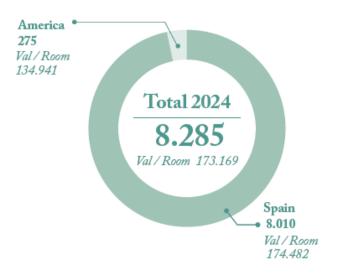
Valuation results

Region	Asset Type	No. of Assets	Valuation (*)
Spain	Urban Hotel	8	733
	Vacation Investment	9	828
	Real Estate Investment	5	146
	Other Assets	11	34
Total Spain		33	1.741
EMEA	Hotel	7	770
Total EMEA		7	770
Latam	Hotel	19	2.139
	Real Estate Investment	1	5
	Other Assets	5	70
Total Latam		25	2.213
Total Owned Assets %MHI		65	4.724

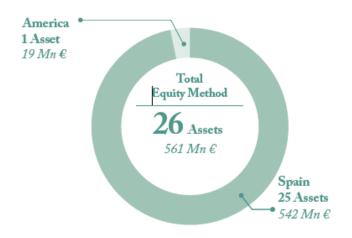
(*) Figures in millions of euros

Equity Method Assets 1.503 Mn € MHI Assets 561 Mn € JV Hotels 527 Mn € No. of Rooms 8.285 9,26% / 7,13%% Discount Rate / Exit Rate

Room Distribution - Room Value



Asset Distribution - Value



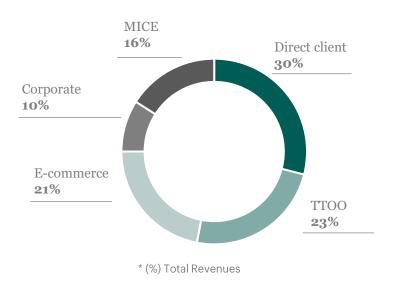
Valuation Results

Region	Asset Type	No. of Assets	Valuation (*)
Spain	Hotel	24	508
	Other Assets	1	34
Total Spain		25	542
America	Hotel	1	19
Total America		1	19
Total Equity Method %MHI		26	561

Business strengths Together with the value of avertness hands our distribution

Together with the value of our strong brands, our distribution model and loyalty programme are our key levers of success

Meliá 2024 segmentation *



Direct channels **

We generate more than 50% of our centralised sales through our direct Channels: melia.com, our contact center, Meliá app and MeliáRewards loyalty programme.

>50%

MELIA.COM
Of centralised sales
>17 Mn MeliaRewards
members

Leaders in leisure

We are the largest resort hotel company in the World, allowing us to capitalize on a Unique Selling Proposition for out guests



Our loyalty programs

MELIÃ REWARDS BELONGING MEANS MORE

Belonging keeps our customers coming back

MeliáRewards is the Meliá Hotels International loyalty program, where you can enjoy benefits and exclusive offers, creating a powerful value creation tool

81%

direct sales bookings done by MR Members

+15.6 million

members

40 partners

MELIÃ PIO

Our professional customers are equally important to us

Melia PRO is the umbrella brand for all professional segments: corporate travellers, Meetings & Events, travel agencies and tour operators. Our corporate client enjoys flexibility and benefits, along with special rates.

+400,000

companies with access to Meliá PRO Corporate

+130,000

travel agents members of MeliáRewards

+55,000 registered travel agencies



Holistic approach of Meetings & Events

City & Resort locations F&B integrated into MICE events

Our Portfolio provides world class lounges to provide unforgettable meetings & venues, offering complete solutions





F&B Experiences

Our guests enjoy our exceptional cuisine both managed by Meliá and external partners, bringing closer local tastes and memorable tastes



+27.0 M Meals Served



1,139 Outlets



13,600 F&B Staff







Business Management

Next to our Owners every step of the way

Development Stage

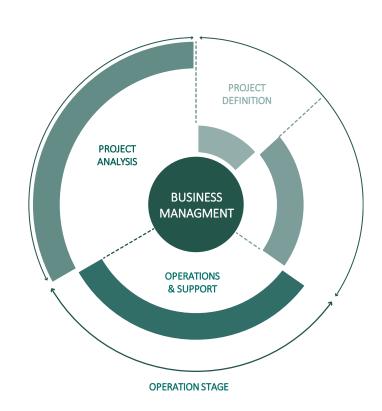
Our dedicated team of experts help our Owners define the most suitable Brand for the asset and refurbishment strategy in order to maximize their investments

Pre-Operation Stage

Upon signature we provide our Owners with tailor-made advice for the phases of Design, Construction, Project Definition and Pre-opening, taking into consideration efficiency, sustainability and cost-reduction criteria

Operation Stage

On We pursue long-term relationships with all of our Owners thanks to our close day-to-day collaboration with an agile, trustworthy and transparent communication.





Partner benefits

We are committed to offering the most comprehensive quality services to make profitable business, operating with professionalism, seriousness and the confidence of a major brand portfolio with international prestige.



Efficient distribution model and strong direct sales channels



MeliáRewards Loyalty Program



MHI expertise in digitization and computing excellence.



Stay Safe with Meliá Program



Global revenue management and B2B strategy



Firm commitment to sustainability and responsibility



Meliá Hotels International "à la carte" operational services



"Expertise in digitalization and IT excellence









Responsible Business

At Meliá we defined our own global CR model, aligned with United Nations' Sustainable Development Goals, in order to generate shared value and benefits in the destinations in which we are an active player.

This commitment has led the group to become the Most Sustainable Hotel Company in Spain and third in the world, according to the last S&P Global Corporate Sustainability Assessment The health and safety of our stakeholders is a priority for us





We are committed to a comprehensive talent management based on our values and the essence of a family business

We promote dialogue and relationship with our stakeholders based on lasting alliances aimed at achieving shared objectives







We are committed to the responsible management of our supply chain

We are moving towards an ethical, transparent and responsible management model by integrating Sustainability into our Government Model





We take action against climate change with an efficient and responsible hotel management model that minimizes our impact



Committed to environmental sustainability

We promote a business model that contributes to the fight against climate change and minimizes our environmental footprint

> Meliá Hotels International, S.A. Hotels, Resorts & Cruise Lines

Sustainability Yearbook Member

S&P Global Corporate Sustainability Assessment (CSA) Score 2023

S&P Global CSA Score 2023: 69/100 Score date: February 7, 2024 The S&P Global Corporate Sustainability Assessment (CSA) Score is the S& Global ESG Score without the inclusion of any modelling approaches. Position and scores are inclusty specific and reflect exclusion scoresing critic







B 2023 **CDP Climate**

Committed to environmental sustainability

- Hotel company signatory to the Paris Agreements (COP21)
- Pioneer in the application of environmental blockchain
- Recognized by world leader ESG monitors









Committed to our people

First Spanish travel company to sign the ECPAT Code (2006) Awarded Best Place to Work in Spain, Mexico and Dominican Republic Corporate member of the UNWTO International Code of Ethics (2011) Signatory member of the Global Compact (2008)

Our Commitments

- Providing equal opportunities
- Promoting diversity among our teams
- Developing new skills for the age of digitalisation
- Offering safe and healthy work environments







Committed to our people

The future of our company is with our people. Our employees all around the world are the **heart of our business** and drive our efforts to become a better company every day



Female staff members



Women in Management positions



Training hours per employee



+340

Social organisations supported since 2019

ESG Impact / Committed to our people



Ethics, integrity and responsibility are the essence of our governance

As a family-owned company, we have a long-term view and commitment to our business vision based on our **corporate values** and **Code of Ethics**, both of which we have bolstered with the creation of a solid management structure and regulatory body based on principles of transparency and the best practices in corporate governance.

Our governance model has integrated ESG criteria to drive improvements in our management and ensure compliance with our commitments to all of our stakeholders.

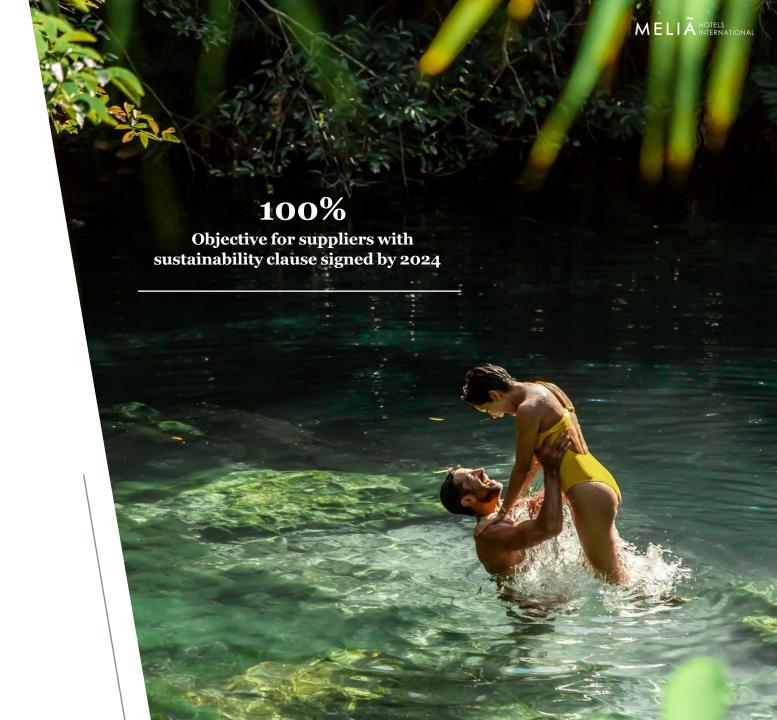


Responsible supply chain

We continue to make progress in ethical management in our supply chain, working together with suppliers who share our values and commitments

The success of the responsible hotel model we pursue requires the involvement of every link in our value chain. None of the actions we take to move towards a low-carbon economy would be possible if we do not get our suppliers involved in our projects and commitments.

We have made progress in a supplier selection model which is based not only on technical, quality and economic criteria, but also on sustainability. We also seek active cooperation and partnerships with suppliers to support our shared commitment to sustainability.





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