

Every action reinforces our roots,
every decision propels the future.



2025
**XUSTAINABILITY
REPORT**



Our goal in Grupo Xcaret is to
**“Make the planet a happier place, while
showcasing our deep love for Mexico!”.**

**We create unique and sustainable
experiences,** inspired by its culture,
nature and life.

We are a 100% Mexican organization
with a business model based on an ethical
respect for human dignity, commitment to
biodiversity, creating shared prosperity and
value in the communities where we operate.



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Message from the President and General Manager



At Grupo Xcaret, we believe that accountability is not just about reporting what we do, but about explaining why we do it and where we want to go. This 2025 Sustainability Report is an expression of that commitment: to transparently share our performance, our decisions, and how, day after day, we strive to realize our purpose of making the planet happier, while sharing our deep love for Mexico.

2025 unfolded within the context of a complex and dynamic global environment. The tourism industry continued to face adjustments stemming from economic, regulatory, and operational changes, as well as increasing demands from travelers, communities, and authorities to operate more responsibly. In this context, southeastern Mexico demonstrated remarkable resilience and adaptability, solidifying its position as one of the country's tourism engines. For Grupo Xcaret, this scenario presented both significant challenges and opportunities to reaffirm our long-term vision.

During this period, we took important steps to consolidate our business model. The expansion of Hotel Xcaret México marked a milestone in our history, not only due to its size and economic impact, but also for what it represents in terms of employment, local development, guest experience and design, based on sustainability principles. This growth was accompanied by the solid operation of our parks, hotels, and experiences, maintaining high levels of satisfaction and reinforcing our international position as a benchmark for sustainable tourism.

None of this would be possible without our people. In 2025, more than 16,000 employees embraced our ideology and put it into practice with professionalism, commitment, and passion. Caring for their well-being, development, and safety remains a strategic priority, as we are convinced that a strong organization is built on the people at its core.

Our decisions continued to be guided by our commitment to Mexico's natural and cultural environment. With our Sustainability Model, we advanced the responsible management of our impacts, strengthened our biodiversity conservation programs, promoted environmental and cultural education, and consolidated partnerships with communities, academia, and civil society organizations. In every action we take, we seek not only to mitigate impacts, but also to

generate shared value and contribute to the regeneration of ecosystems and the social fabric.

This Annual Report reflects the path we have traveled, as well as the lessons learned this year. Sustainability is a constantly evolving process that demands self-criticism, innovation, and collaboration. We know that there are still significant challenges to address, and we assume the responsibility of continuing to improve with an ethical, transparent, and long-term vision.

I am deeply grateful to all the people, communities, partners, and stakeholders who trust in Grupo Xcaret and who walk alongside us. We invite you to explore this Annual Report as an exercise in open dialogue and a demonstration of our conviction that tourism, when practiced with awareness and purpose, can be a positive force for Mexico and the planet.

ARQ. MIGUEL QUINTANA PALI

Chairman of the Board of Directors
Grupo Xcaret







About this Report



GRI 2-3, ODS 12

Xcaret's Xustainability Report is the official accountability tool for our performance in social, environmental, and corporate governance matters.

Through this document, we share our organizational results with our stakeholders and reaffirm our commitment to operating under a sustainable development and tourism approach, supporting and contributing to the United Nations Global Compact Principles and the Sustainable Development Goals (SDGs).

This report presents the results achieved by the programs and actions within our Sustainability Model for the period from January 1 to December 31, 2025. This report has been prepared using the Global Reporting Initiative standards as a reference. The data presented covers our tourism units both as a whole and individually, as applicable.

Sustainability Reports for previous years can be consulted at <https://www.grupoxcaret.com>.

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Corporate Philosophy



We create unique and sustainable tourism experiences inspired by our deep love for Mexico, its culture, nature, and life. We are a 100% Mexican group whose business model is based on ethics, respect for human dignity, commitment to biodiversity and the creation of prosperity and shared value in the communities where we operate.

VISION

To be unique in sustainable tourism recreation.

MISSION

To create and share dreams.

PURPOSE:

To make the planet happier by showcasing our deep love for Mexico.

FOUNDERS' PRINCIPLES

1. Person-centric
2. Love for Mexico
3. Attention to detail
4. Make dreams come true
5. Caring for the planet
6. Shared prosperity

VALUES

1. **Safety first:** We understand that safety is paramount, which is why we prioritize it and give it importance above all else.
2. **Absolute integrity:** For Grupo Xcaret, human integrity is not the best way to do things; it is the only way.
3. **Passion for innovation:** Innovation is the driving force that allows us to surpass our own successes and propels us toward a better future.
4. **Joy in service:** We look upon service as an opportunity to leave a mark on people.
5. **Xustainable Evolution:** Caring for people, the planet, and resources, both material and financial, constantly seeking to transcend future generations through our actions, is what makes us ever stronger.





About Us



GRI 2-1, GRI 2-2, GRI 2-6, ODS 8

Our business model is based on ethics, respect for human dignity, commitment to biodiversity, and the creation of prosperity and shared value in the communities where we operate.

Our Business Units



PARKS



Where we showcase and celebrate Mexico in every heartbeat

Xcaret Park isn't a place you visit; it's a country that unfolds before you.

Facing the Caribbean and sheltered by the jungle, more than 50 experiences trace a map where nature and culture don't compete: they embrace and preserve each other. Water leads the way. Subterranean rivers flow beneath the limestone. Coves of impossible transparency. Beaches where the blue becomes infinite. Paths that lead to silent and timeless Mayan ruins.

Here, Mexico manifests itself in every detail. In the aviary, more than 1,500 of the country's birds fly in an environment that respects their essence. In the butterfly garden -one of the largest in the world- the transformation occurs before the visitor's eyes: carefully crafted, dedicated, and powerful. In the Coral Reef Aquarium, more than 150 marine species reveal the ocean's chromatic depths.

WHEN NIGHT FALLS, THE PULSE CHANGES.

Xcaret México Espectacular, awarded by IAAPA as the best theatrical production in the world, brings together more than 300 artists on stage and transforms history into living culture. It is a journey through centuries of identity, music, and tradition. A theatrical narrative that is not only seen: it is felt and shared.

Throughout the year, the park transforms into a cultural meeting point with the Sacred Mayan Journey, the Xcaret Mexican Folk Art Fair, and the Festival of Life and Death Traditions. Celebrations that honor collective memory and keep it alive, shared among communities and travelers from around the world.

Excellence in experiences and service is not just talk; it's practice. Xcaret has been recognized with the Liseberg Applause Award for Best Park in the World and distinguished by Forbes Travel Guide, in addition to receiving awards such as TripAdvisor, Travvy Awards, and World Travel Awards. Certifications such as Distintivo H, EarthCheck, and SecurityCheck, along with staff certified by ASIS International, testify to an experience where care is part of the design.

But its greatest statement lies in its commitment to making the planet happier, sharing its deep love for Mexico. Conservation programs protect and reintroduce iconic species such as the scarlet macaw, the green and loggerhead sea turtles, and the American flamingo. Water conservation, clean energy, responsible waste management, and animal welfare are all part of a clear vision: to celebrate nature by preserving it.







Where the water is born

In this natural sanctuary - recognized as a Natural Wonder of Mexico - underground rivers emerge from the earth and flow through the jungle until they meet the Caribbean Sea. At their confluence, fresh and saltwater merge in a transparent dance known as the thermocline: a phenomenon that is not only observed but admired.

The cove is the heart of Xel-Há. An open, luminous space where snorkeling can be enjoyed at your own pace and without haste. Beneath the surface, multicolored fish and abundant marine life transform each stroke into a discovery. More than 14 aquatic and land activities allow you to explore this paradise freely: swim, float, or simply drift along.

Along the river, the adventure takes shape. The Stone of Courage invites you to jump into the water with determination; zip lines soar through the sky before plunging into the cool waters of the cove. Jungle trails lead to hikes and bike rides amidst the lush vegetation. And from the top of the Lighthouse Lookout, 40 meters high, the landscape unfolds in a 360-degree panorama before descending a water slide that returns visitors to the embrace of the water.

Xel-Há is also the setting for one of the destination's most emblematic sporting events: the Xel-Há Triathlon. Every year, athletes and enthusiasts immerse themselves in

crystal-clear waters, cycle, and run through the jungle, transforming nature into both track and finish line. It's a celebration of effort, endurance, and connection with the environment in its purest form.

But it's not all about speed; there's also time for relaxation. Restaurants surrounded by nature, hammocks suspended among the trees, and secluded corners where time seems to stand still. The experience can be enjoyed in its All-Inclusive version - with food and drinks included throughout the day - or discovered in its more serene atmosphere with an afternoon entry, Xel-Há Afternoon.

Xel-Há's service excellence has been recognized by Forbes Travel Guide, and after 15 years of operating under the highest environmental standards, it earned EarthCheck Master certification, becoming the first park in the world to achieve this distinction. This recognition reflects a deep conviction: enjoying nature means protecting it.

This commitment extends beyond the visitor. Community programs in Ciudad Chemuyil, school visits, and the monitoring of species such as the queen conch and various fish populations strengthen the connection with the environment. The conservation of sea turtles and manatees, the tree nursery, and the rehabilitation of the Nichupté lagoon system are all part of a comprehensive vision.

Added to this are breeding programs for emblematic species such as the American flamingo, the green macaw, the keel-billed toucan, the resplendent quetzal, the nurse shark, the tapir, and the great curassow, among others. Each initiative reaffirms that biodiversity is not just a landscape: it is a legacy.

Xel-Há is a paradise where fun flows naturally and beauty is preserved for tomorrow.



Where adventure takes flight

In the heart of the Riviera Maya, the jungle becomes the stage and the sky a territory to conquer. Recognized as the most visited zipline park in the world, Xplor is an invitation to move, to dare, to feel adrenaline in its purest form, always with the certainty of being protected by the highest safety standards.

The journey begins high above. A zipline circuit that stretches over 3.8 kilometers through the treetops offers panoramic views of the endless jungle. Here you'll also find the highest zipline in the Riviera Maya: a moment suspended in mid-air before touching down again.

But the adventure doesn't just soar; it also ventures underground. Amphibious vehicles travel along jungle trails, cross suspension bridges, and descend into ancient caverns. Beneath the surface, subterranean rivers invite you to swim or paddle among stalactites and stalagmites that sculpt the silence with impossible shapes. It's a mineral world, cool and profound, where every echo recalls the power of nature.

The experience continues with Toboganxote, the world's first 5-in-1 water slide. Four types of descent intertwine

within a single structure, combining unexpected twists and turns with speed, culminating in a refreshing wave pool that celebrates the end of the ride.

Between challenges, energy is renewed with unlimited buffet and snacks, because at Xplor, adventure is also meant to be savored at a leisurely pace.

For those seeking to go further, the Xplor Bravest Race transforms the park into a circuit of endurance and community each year. More than an obstacle course, it's an experience that tests determination, fosters teamwork, and celebrates the collective strength of those who decide to cross the finish line.

Its excellence has been recognized on Forbes' list of the best adventure parks. Certifications such as ACCT, The Fun Lab, and PETZL support every experience, guaranteeing world-class infrastructure and safety at every height, every turn, and every descent. Xplor is more than just an adventure park. It's an invitation to discover your inner strength, to let adrenaline set the pace, and to experience nature from a new perspective. Here, the jungle isn't just observed, it's conquered.







When night lights up with adventure

WHEN THE SUN SETS, THE JUNGLE TRANSFORMS.

Xplor Fuego is a nighttime experience where the darkness is illuminated by torches, and the starry sky sets the rhythm of the adventure. Here, the night is not silence: it is intensity, brilliance, and movement.

The journey begins high above. A zipline circuit traverses the jungle under a blanket of warm lights, including the highest zipline in the Riviera Maya. Flying at night changes your perspective: the wind is cooler, the view deeper, the excitement more vibrant.

On solid ground, amphibious vehicles move through shadows and flashes of light, crossing suspension

bridges and venturing into ancient caverns where fire and water converse in an awe-inspiring setting. Beneath the surface, underground rivers invite you to swim or paddle among illuminated rock formations that seem sculpted by the night itself.

The hammock splash surprises with a suspended descent that culminates in the waters of a cenote. And for those seeking an even more dynamic experience, Toboganxote, the first 5-in-1 water slide, combines four types of descents before ending in a wave pool that provides a refreshing finish.

Between each experience, energy is renewed with a buffet dinner—famous for its ribs—and unlimited non-alcoholic beverages. Because adventure is also best enjoyed when shared around the table.

Xplor Fuego has been recognized by Forbes as one of the adventure parks with the best service. International certifications such as ACCT, The Fun Lab, and PETZL support every activity, guaranteeing that the excitement is experienced with confidence and safety.

Xplor Fuego is not just the nighttime version of adventure. It is the jungle in its most enigmatic form. It is fire that guides, water that refreshes, and sky that accompanies. Here, the night is not just observed, it is lived.





Where reality plays games with your mind

There are places you explore. And others you question. Xenses belongs to the latter.

In the Riviera Maya, there's a space where logic is distorted and the senses take over. From the very first step, perception becomes the protagonist: nothing is exactly what it seems, and yet, everything makes sense when experienced.

The Path of Dwarfs and Giants alters proportions and brings a smile to your face. Optical illusions transform walls and perspectives into unexpected scenarios. In the Xensatorium, a journey in complete darkness, sight is extinguished so that hearing, touch, and smell reveal jungles, mountains, and caverns that are felt more than seen.

The journey continues between nature and fantasy. Eden offers a serene landscape; the Citrus Garden perfumes the air with vibrant freshness. In a Mexican village where architecture defies gravity, balance becomes a game. The Heartbeat of the Park reminds us that everything has a pulse, even the invisible.

The experience also flows and glides. A water slide leads to a crystal-clear cenote. A horizontal zip line lets you spread your arms like a bird and glide along as if your body were floating. And in Riolajante, Lodorama, Xauna, and Lluvia, you'll enjoy playing with water, temperature,

and textures, activating your senses and breaking free from the everyday.

Xenses is also a stage designed to capture wonder. 138 photo spots transform every corner into a memorable image, as if imagination had decided to take up residence in every frame. Recognized with a quality certification by Forbes and multiple TripAdvisor awards of excellence, Xenses has established itself as one of the most innovative and fascinating parks in the region.

These accolades support an experience where creativity, quality, and safety go hand in hand. Here, the senses don't just accompany the experience; they create it.









Mexican night, in celebration mode

Xoximilco Cancun is a nighttime experience where tradition is reinvented with contemporary energy. Inspired by the iconic trajineras (Mexican gondolas), this tour transforms the canals into a floating party where live music, gastronomy, and a festive spirit blend seamlessly.

From the very first moment, the atmosphere is vibrant. Lights reflect on the water, intense colors, and toasts mark the beginning of the night. The trajineras glide under the stars as conversation flows and anticipation builds.



Onboard, the experience is complete: a tasting menu of Mexican dishes, an open bar with national drinks, and a soundtrack that explores genres that are part of the country's DNA. Mariachi, norteño, ranchera, marimba, jarana. It's not a show to be watched; it's an atmosphere that envelops you.

Between songs, the MC connects tables, breaks the ice, and turns strangers into accomplices in the same celebration. Here, there are no spectators; everyone is part of the moment.

Xoximilco is the most vibrant version of tradition. An evening that blends culture and fun without pretension, where authenticity feels light and spontaneous.

Recognized by Forbes with a quality certification and distinguished on multiple occasions by TripAdvisor, it has established itself as one of the region's highest-rated nightlife experiences.

Xoximilco is about toasting without haste, singing without inhibition, and discovering that the best way to understand Mexico... is by celebrating it.



Where the jungle sets the pace

THE ENGINE STARTS. THE JUNGLE RESPONDS

ATV Xperience is more than just a ride: it's an immersion in nature through power and movement. In Cancún and the Riviera Maya, dirt roads wind their way through dense vegetation, ancient roots, and unexpected clearings where light filters through the trees.

Before setting off, technique and safety are paramount. Then, the landscape shifts gears. The wheels kick up

dust, the ground vibrates beneath the vehicle, and each curve invites you to lean in and move forward with determination. It's not about racing, but about flowing with the environment.

In Cancún, the experience intensifies with an unexpected contrast: from the roar of the ATV to the thrust of the Jet Boat, which cuts through the water with precise turns and accelerations that awaken the senses. Land and sea in a single day, a unique combination in this destination.

In Playa del Carmen, the route traverses the deep jungle before offering a refreshing pause: a dip in crystal-clear waters that balances the energy of the ride. Movement and calm, in perfect sequence.

Between rides, a boxed lunch allows you to recharge without breaking the rhythm of the day. Because adventure also knows when to pause.

ATV Xperience is direct contact with the terrain.

IT'S SOUND, POWER, AND EXPANSIVE LANDSCAPES

With expert guides and vehicles in optimal condition, each route is experienced with confidence, allowing the excitement to run free, yet always tempered by experience and care.





TOURS



ENIGMATIC WATERS TOUR por Xcaret

Four cenotes, one connection

Xenotes is a journey to the liquid heart of the earth. A tour that connects you with the four types of cenotes that exist in the world, scattered like secrets in the heart of the jungle. Each one with its own character, its own light, its own temperature, its own mystery.

The experience begins downwards. An assisted rappel leads you into a cavern where the water rests beneath ancient rock vaults. Further on, a zip line soars through the air before touching the crystalline surface of an open cenote. At another point, a kayak glides between natural walls covered in vegetation, while underwater gardens reveal the water's profound transparency.

HERE, YOU SWIM IN ANCIENT WATERS. YOU FLOAT UNDER THE SKY. YOU BREATHE IN THE JUNGLE

Between cenotes, the journey is accompanied by steaming hot coffee, champurrado (a thick, hot chocolate drink), and sweet bread: a warm pause amidst the verdant landscape, a simple gesture that connects with tradition and comforts the body before continuing.

The tour culminates with a picnic in the heart of nature, accompanied by wine or beer. Just a moment to sit unhurriedly, listen to the wind through the trees, and feel time slow down. Xenotes is experienced in small groups,

making it an intimate and personalized experience. The guide doesn't just accompany you; they share stories about the mysticism of the indigenous peoples and the sacred relationship between these civilizations and the cenotes, adding cultural depth to every descent and every swim.

Recognized by Forbes Travel Guide for its service excellence, Xenotes is among the experiences that have set a standard for hospitality and attention to detail. But beyond accolades, Xenotes is about connection; it's nature that invites you to immerse yourself and linger.









Travel into the past, with another vision

The day begins before the sun reaches its highest point. The road winds through jungle and open sky as the story begins to take shape in the guide's voice.

It's not just information: it's context, it's narrative, it's shared memory. Xcaret Expeditions transforms a visit to the great archaeological sites of the Yucatán Peninsula into a carefully crafted experience. Chichén Itzá reveals itself as monumental and precise; each column, each shadow cast by the pyramid, speaks of astronomical



knowledge and worldview. Tulum, perched overlooking the Caribbean, blends stone and sea in an image that seems frozen in time.

HERE, IT'S NOT JUST ABOUT ARRIVING. IT'S ABOUT UNDERSTANDING

Each expedition incorporates details that elevate the journey: round-trip transportation in total comfort, a certified bilingual guide who transforms the trip into a living narrative, and well-planned schedules that allow for leisurely exploration.

The experience is complemented by a visit to a charming village, crystal-clear cenotes, or traditional restaurants where regional cuisine is presented with authenticity.

Food and beverages accompany the journey, adding comfort to the cultural immersion. And for those seeking an even more complete experience, some routes combine archaeological sites with the group's parks, creating an itinerary that balances history, nature, and contemporary experience.

XCARET EXPEDITIONS IS TRAVELING WITH INTENTION

It's exploring ancient ruins with the certainty of being in expert hands.

SHIPPING COMPANY



Your trip begins on the sea

Xcaret Ferry is more than just a transfer to Isla Mujeres or Cozumel: it's the first moment of your journey, when the Caribbean unfolds before you and the horizon sets the course.

Aboard modern vessels equipped with cutting-edge technology, the trip is experienced with stability, spaciousness, and comfort. The sea accompanies you with its steady rhythm while the breeze announces

that you're leaving the shore behind and approaching a new landscape.

The strategically located ports facilitate each departure, allowing the experience to flow seamlessly. And there's a detail that transforms the journey into something even more memorable: Xcaret Ferry is the only service that includes access to the Cancun Scenic Tower, where the panoramic view of the Mexican Caribbean offers a unique perspective of the destination, even before setting sail.

If your destination is Cozumel, the wide variety of schedules provides flexibility to plan your day to suit your needs. One-way or round-trip journeys, with the peace of mind of knowing that each departure is designed to optimize your time.

In addition, all boats are pet and bike friendly, allowing your pet or bicycle to be part of the adventure without any hassle. Because travel is also about sharing.

Xcaret Ferry isn't just about crossing the sea; it's about doing it in comfort, safety, and style.









Closer to the Caribbean

Xcaret Catamaran is that moment when Cancun fades into the distance and the Caribbean opens up in an impossible blue. The wind fills the sails, the bow cuts smoothly through the water, and the island appears on the horizon like a luminous promise.

LIGHT CATAMARAN

Lighthearted, vibrant with energy

The journey combines snorkeling in crystal-clear waters - where the underwater world pulsates with color - with music, toasts, and laughter on board. Isla Mujeres is

explored at a leisurely pace, with sun-drenched streets and beaches that beckon you to linger. And, at the end of the day, the return to Cancún brings with it that feeling of freedom that only the sea can bestow.

PRIME CATAMARAN

An experience that flows with greater depth

Snorkeling leads to the Underwater Museum of Art (MUSA), where submerged sculptures rest among fish and coral, creating an unexpected encounter between creativity and nature.

Afterward, tranquility settles in at an exclusive beach club: oceanfront lounge chairs, a pool that reflects the sky, soothing music, and a buffet celebrating the flavors of the Caribbean.

Both options include access to the Cancun Scenic Tower, a panoramic viewpoint where the Caribbean is contemplated from above, as if the journey begins even before setting sail.

With Blue Flag certification, these vessels sail with a clear commitment to the sea that sustains them.

Xcaret Catamaran is not just a journey; it's the moment when the Caribbean ceases to be a landscape and becomes pure emotion.





Cozumel, at sea level

Fury Catamaran unfurls its sails along the island's southern west coast, where the Caribbean takes on almost unreal hues. Aboard 65-foot vessels, the journey becomes a luminous experience: a constant breeze, an open horizon, and the sensation of floating above one of the most beautiful landscapes in the Mexican Caribbean.



THE SEA IS THE STAR

The rhythm is set by the water

The voyage includes snorkeling in Cozumel's marine park, where reefs and tropical fish reveal the extraordinary clarity of these waters. The tour continues to Palancar Beach and the iconic Cielo, where the white sand and infinite transparency create an atmosphere almost suspended in time.

After exploring the underwater world, the experience moves to an exclusive beach club. Kayaks, paddleboards, and a water park complement the day with light and fun energy, while hammocks and lounge chairs invite you to pause by the sea. Margaritas and refreshing drinks accompany the day, balancing adventure and relaxation in a relaxed and family-friendly atmosphere.

For those arriving in Cozumel by cruise ship, the experience is carefully tailored to each cruise line's schedule, ensuring a smooth and seamless journey. Those visiting the island independently can enjoy a more extensive tour, extending their time exploring the sea and the beach.







The Caribbean, in private

SOME EXPERIENCES ARE RESERVED FOR ONLY A SELECT FEW

Sailing on a private yacht is discovering the Caribbean from a different perspective: no rigid itineraries, no outside noise, no horizon other than the one you choose. The sea becomes an intimate space, time expands, and every moment flows naturally.

From the very first moment, the experience is lived with meticulous attention to detail. A premium open bar with domestic drinks accompanies the journey, along with carefully prepared canapés that celebrate the pleasure

of sailing at a leisurely pace. The sun, the breeze, and conversation set the rhythm of the day.

When the anchor drops into crystal-clear waters, snorkeling reveals the underwater life with perfect clarity. Soft towels await you upon returning to the deck, where comfort remains constant and discreet.

A private yacht is more than just transportation; it's about choosing the perfect bay, stopping where the water is clearest, and toasting as the Caribbean unfolds in all its shades of blue.



HOTELS



An eco-integrating paradise in the Riviera Maya

In the heart of the Riviera Maya, Hotel Xcaret México unfolds like a sanctuary where jungle, water, and architecture coexist in natural harmony. Here, luxury doesn't disrupt the landscape; it integrates seamlessly. Stone, rivers, cenotes, and lush vegetation are integral to the design, creating an environment where every space breathes the essence of Mexico.

Recognized among the country's finest hotels, this family-friendly haven comprises ten Casas, each with its own distinct personality. Some invite deep relaxation, others celebrate togetherness, and still others offer spaces designed for well-being or the exclusive serenity of adults. All share a common purpose: to experience the multigenerational environment with authenticity and comfort.

The suites - now 1,800 in total - open onto views that connect with nature. Terraces, natural light, and

handcrafted details complement spaces that combine spaciousness, warmth, and eco-friendly design.

Gastronomy is one of its cornerstones. Under the guidance of the Gastronomic Collective, 20 restaurants celebrate Mexico's culinary diversity with a contemporary vision and world-class techniques. Among them is HA', by Michelin-starred chef Carlos Gaytán, which honors Mexican roots with a sophisticated and deeply authentic approach.

Well-being finds its home at Muluk Spa, nestled among natural rock, rivers, and cenotes. Its rituals, inspired by ancestral traditions and elements of nature, invite true balance between body and spirit. A family-friendly wellness experience that understands that rest is also a shared experience.

Thanks to the All-Fun Inclusive® concept, the stay extends beyond the hotel. Parks, tours, and experiences from Grupo Xcaret are seamlessly integrated, with included transportation and continuous service. Adventure, culture, and entertainment are a natural part of the itinerary. Hotel Xcaret México is a living tribute to the country's natural and cultural richness.

Stay here and share more.







HOTEL
XCARET
ARTE

A creative oasis overlooking the Caribbean

It's a living tribute to Mexican art. Facing the Caribbean Sea and embraced by the jungle, its eco-integrating architecture fuses contemporary design and nature with an organic harmony. Here, art isn't exhibited: it's lived in.

Its 900 suites, exclusively for adults (16+), are distributed among five Houses inspired by different disciplines: the House of Artists, the House of Music, the House of Peace, the Pyramid, and the House of Design. Each space celebrates Mexican creativity through pieces crafted by artisans according to fair trade and community development principles. Textures, fine materials, and handcrafted details transform each stay into an aesthetic and sensory experience.

Creativity is the guiding thread. Workshops in painting, weaving, pottery, and Latin rhythms invite guests to explore personal expression. The Music Forum and the artistic happenings that emerge throughout the hotel transform each day into a vibrant stage. The permanent collection, temporary exhibitions, and the presence of

world-class cultural events—such as the PAAX GNP Festival—solidify its creative vocation.

Gastronomy is a work of art in itself. With 10 restaurants and 11 bars, led by the Xcaret Gastronomic Collective, each offering celebrates flavor as a cultural expression.

At Xaak, chef Karime López brings a contemporary and refined vision that engages with Mexican tradition through sensitivity and technique. At Le Chique, recognized with a Michelin star, chef Jonatán Gómez Luna transforms each menu into a culinary narrative that surprises and delights. Well-being finds its haven at Muluk Spa, where water, rock, and vegetation accompany rituals inspired by ancestral traditions.

A space to harmonize body and mind without losing connection with the environment. Thanks to the All-Fun Inclusive® concept, the experience extends to Grupo Xcaret's parks and tours, with round-trip airport transportation and unlimited access to adventure, culture, and the sea. Maritime experiences on catamarans and ferries further broaden your horizons.

Hotel Xcaret Arte is a place where art is felt, nature inspires, and every stay leaves a lasting impression.

Stay here and feel it.



The privilege of the exceptional

Recognized as Mexico's #1 Resort by the Travel + Leisure® World's Best Awards 2025 and distinguished for the third consecutive year with a Five Star rating from the Forbes Travel Guide 2026, La Casa de la Playa is the most intimate and sophisticated expression of the Xcaret universe.

Surrounded by the jungle and the gentle waves of the Caribbean, this ultra-luxury boutique hotel blends seamlessly into the landscape with eco-integrating architecture that embraces nature without imposing itself.

Every space honors sustainable design, Mexican craftsmanship, and an aesthetic that celebrates the country's identity with contemporary elegance.

Here, the Exclusively Your Way concept transforms the all-inclusive experience into something profoundly personal. Each stay is tailored to the guest's desires: butler service, in-room dining, luxury private transportation, and customized experiences. There are no rigid itineraries; there is carefully curated freedom.

The suites, open to the turquoise waters, are havens of calm where fine materials and pieces created by master Mexican artisans tell quiet stories. The sea accompanies each sunrise.

The culinary experience reaches international dimensions. Renowned chefs such as Andoni Luis Aduriz, Martha Ortiz, and the brothers Rodrigo, Patricio, and Daniel Rivera-Río shape culinary offerings that celebrate creativity, local ingredients, and technique. These are complemented by more than 30 additional gastronomic experiences at Hotel Xcaret Arte and Hotel Xcaret México, expanding the culinary horizons without leaving the Xcaret universe.

Places like La Cava, with its exceptional wine selection curated by Mexican sommelier Sandra Fernández; La Bodega, where tequila and mezcal reveal their depth; La Chocolatería, dedicated to cacao in its most refined expression, by master chocolatier Mao Montiel; and the Sky Bar, the most spectacular rooftop in the destination, transform each night into a ritual.

Well-being finds its ultimate expression at Muluk Spa, awarded the Forbes Travel Guide Five-Star 2026. Inspired by ancient mysticism and cutting-edge contemporary techniques, it is a sanctuary where serenity and rejuvenation harmonize with the natural environment.

Access to parks, tours, and maritime experiences - catamaran, ferry, and private yachts - expands the world without sacrificing the seclusion of this haven. Each experience can be customized to the same high standard. Committed to sustainability as a guiding principle, La Casa de la Playa also protects marine life, hosting jellyfish through a breeding program that reaffirms its respect for the natural balance.

La Casa de la Playa, a seaside sanctuary where luxury feels personal, serene, and absolute.







Grupo Xcaret's loyalty program

We offer our valued Members membership to our exclusive vacation club, characterized by extraordinary privileges both within our hotel complexes and at Grupo Xcaret's nine Parks and Tours, as well as through our strategic partners, who offer discounts and benefits throughout Mexico and the world.

This program stems from the idea of transforming Xcaret Hotels visitors into loyal, repeat customers of Grupo

Xcaret, and is a proactive measure to prevent another hotel chain from offering a vacation club membership that might discourage them from returning to Grupo Xcaret Hotels.

We are not a "timeshare", as we do not use that kind of model (including maintenance fees).







2025 Outlook



Economic and Industry Environment

The tourism landscape in 2025 was shaped by economic and regulatory adjustments, connectivity challenges, and an intensified focus on destination competitiveness and sustainability. Quintana Roo maintained strong performance throughout the year, and within this context, Grupo Xcaret continued to drive investment, job creation, institutional collaboration, and tourism positioning across the region.

During 2025, the global financial environment progressed toward a phase of monetary normalization following the inflationary cycle experienced in recent years. In Mexico, Banco de México continued adjusting its benchmark interest rate amid easing inflationary pressures, moderate economic conditions, and the persistence of risks associated with the international environment.

For the tourism sector, destination competitiveness remained closely linked to economic, regulatory, reputational, and connectivity factors. Security, infrastructure quality, operational efficiency, preservation of natural and cultural heritage, and overall visitor experience continued to play a critical role in the decision-making processes of travelers, tourism operators, and investors.

In Quintana Roo, the regulatory landscape incorporated new fees and adjustments associated with tourism activities, including increases in access charges to protected natural areas and archaeological sites. These measures reflect the growing need to strengthen funding mechanisms for conservation efforts, heritage management, and tourism-related services. At the same time, they underscore the importance of effective coordination among government authorities, the private sector, and local stakeholders to balance environmental sustainability, tourism competitiveness, and visitor experience.

At the global level, the aviation industry faced significant operational pressures. Labor disruptions at European airports, limited aircraft availability, and production



adjustments by manufacturers affected the ability of some airlines to expand frequencies and meet growing international demand.

Despite this context, southeastern Mexico—and Quintana Roo in particular—demonstrated remarkable tourism resilience. The state concluded 2025 with more than 20 million visitors, strong occupancy levels across key destinations, record-breaking cruise tourism figures, and airport activity approaching historic highs. This performance reinforces the Mexican Caribbean's position as one of the country's leading tourism engines.

Against this backdrop, Grupo Xcaret further strengthened its growth strategy with the opening of the Hotel Xcaret México expansion. Representing an investment of USD 700 million, the project added 900 rooms and generated more than 2,000 direct jobs. The participation of federal, state, and municipal authorities, together with business chambers and industry associations, reflected the importance of institutional collaboration in advancing the sustainable tourism development of the region. Additionally, HA' restaurant retained its Michelin Star for a second consecutive year, further enhancing the destination's gastronomic, cultural, and tourism appeal on the global stage.





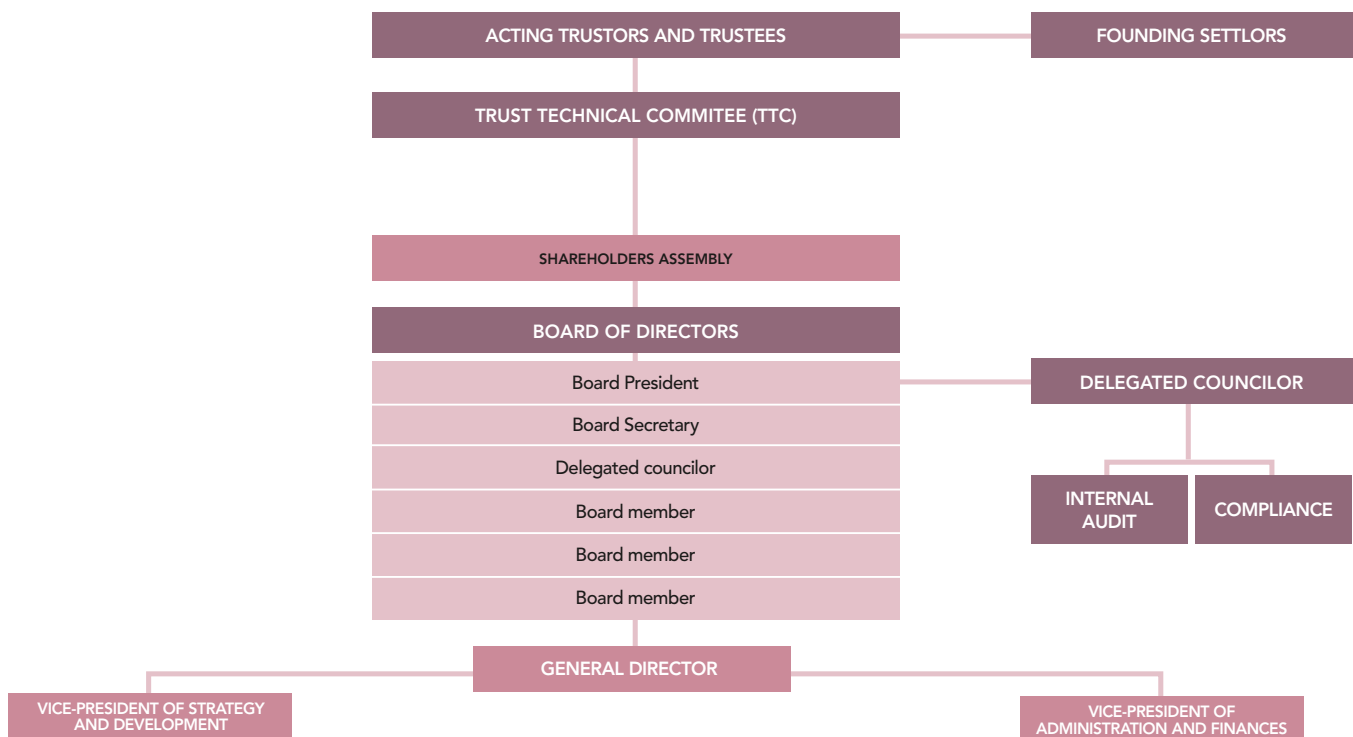


Corporate Governance



GRI 2-9, NIS B1

It is made up of the Trust's Technical Committee, established in 2010, the Shareholders' Meeting, the Board of Directors, the Group's General Manager, the CEO, and the Vice Presidents.



Support Committees for the Trust's Technical Committee

- Strategy Committee
- Administration and Finance Committee
- Corporate Practices Committee
- Strategy and Investment Committee
- Commercial Committee

Operational Support Committees

- Ethics Committee
- Inclusion, Diversity, Equity and Accessibility Committee
- Environmental Committee
- Xcaret Cultural Heritage Safeguarding Committee
- Occupational Health and Safety Committee









Xustainable Strategy



GRI 2-22

Our sustainability strategy is based on the need to balance economic, sociocultural, and environmental values as part of our commitment to tourism and sustainable development.

Sustainability has been embedded in the group's strategic agenda since its inception and is one of the elements that shape our unique management style.

We are convinced that the resulting benefits translate not only into improvements for our business, but also for our community and surrounding environment.

The sustainability strategy, which we call Xustainability, addresses key aspects such as social, environmental, and governance issues, criteria, and risks.

To facilitate the implementation and communication of strategic objectives, we have a Xustainability policy and model.



CORPORATE REGENERATIVE SUSTAINABILITY POLICY

GRI 2-24

At Grupo Xcaret, we are committed to our vision of “being unique in sustainable tourism recreation.” We recognize that sustainability is not an option, but rather the path to a responsible future. Therefore, we are committed to integrating a regenerative sustainability

approach into all our operations and strategic decisions. This policy reflects our principles and commitments and is aligned with the organization’s long-term strategy, as well as our strategic and tactical objectives.

SUSTAINABILITY MODEL

GRI 2-24

Sustainability Model follows a structure based on the three pillars of sustainable development: social (People), environmental (Planet), and economic (Prosperity). Each of these pillars encompasses five themes that maintain their importance through innovation and that guide our commitment to both society and environmental conservation.

This model integrates the risks and opportunities associated with the most recent lines of business. Furthermore, the participation of our most important stakeholders has been expanded, in accordance with our stakeholder analysis update.









Stakeholders



FOCUS FOR STAKEHOLDERS' PARTICIPATION

At Grupo Xcaret, managing relationships with our stakeholders is essential for sustainable development and consolidating a culture based on transparency and trust.

The Corporate Public Affairs Department leads the coordination of the overall interest group engagement plan, in close collaboration with the various responsible areas that interact with each group within the organization.

This approach seeks to strengthen dialogue and interaction with stakeholders, ensuring the identification and understanding of their expectations and needs. Through a structured strategy, we promote the building of long-term relationships that facilitate the implementation of strategic projects aligned with Grupo Xcaret's purpose and vision.

To ensure effective management, an interest group identification and evaluation process was carried out using a methodology that included identifying key groups, assessing their impact and influence on the organization, and categorizing them based on the level

of these attributes. This analysis allows us to establish engagement priorities and strengthen our response capacity, consolidating our commitment to sustainable development and operational excellence.

STAKEHOLDERS FOR GRUPO XCARET

1. Academia and research centers
2. Shareholders
3. Clients
4. Collaborators
5. Competition
6. Communities
7. Government and authorities
8. Financial institutions
9. Media
10. Business organizations
11. International organizations
12. Civil society organizations and social groups
13. People with cultural traditions
14. Supplier companies
15. Regulatory bodies
16. Trade unions
17. Business partners







Material Topics



Process for determining material topics

GRI 3-1

This analysis considered 26 material topics, selected based on global trends and best practices in sustainability. The issues were evaluated and classified based on two fundamental criteria:

- The maturity level refers to the degree of institutionalization of ESG practices within organizations and, collectively, constitute trends within a sector of activity.
- The risk level is defined as the priorities that interest groups, through consultation, consider to be the issues that the analyzed organization should address within its strategy and management.

The materiality study was structured based on a sustainability assessment and a stakeholder analysis,

allowing us to identify the 26 topics that leading ESG organizations in the tourism sector (based on a sample of leading sustainability companies) are addressing as part of their business model and commitment to sustainability.

The 26 topics, categorized according to their maturity level (high, medium, and low) and risk level (high, medium, and low), were arranged in the Materiality Matrix, which allowed us to identify the 13 critical topics that must be addressed within the Group's sustainability strategy.



List of material topics

GRI 3-2

As a result of the materiality study, we identified 26 key topics that reflect sustainability trends and best practices in the tourism sector, of which 13 were identified as priority themes that form the basis of our sustainability strategy and reinforce our commitment to responsible management and value creation for our interest groups:

- | | | |
|--|---------------------------------------|-------------------------------------|
| 1. Business strategy | 5. Innovation and process improvement | 9. Workplace wellbeing |
| 2. Health and safety | 6. Communication strategy | 10. Customer experience |
| 3. Technological adaptation | 7. Institutional partnerships | 11. Biodiversity and conservation |
| 4. Governance and management structure | 8. Customer satisfaction | 12. Environmental management system |
| | | 13. Responsible finances |

Management of material topics

GRI 3-3

At Grupo Xcaret, management of our material topics is based on a comprehensive approach that prioritizes the identification, evaluation, and action on those aspects critical to our sustainability.

Based on the materiality study, we have developed specific strategies for the 13 priority issues, ensuring their alignment with our vision of Xustainability.

Each topic is managed through policies, procedures, and action plans that allow for it to be integrated into our

operations and business strategy. This includes defining objectives, establishing performance indicators, and implementing monitoring and continuous improvement mechanisms.







Ethical Conduct



Organizational statement on ethical conduct

At Grupo Xcaret, ethics is a guiding principle of corporate management and decision-making.

In accordance with its Corporate Ethics and Compliance Policy, the organization maintains a firm commitment to acting with integrity, responsibility, and respect in all its activities and relationships.

Ethical behavior, based on personal and organizational integrity, is a standard that guides daily operations and interactions with employees, visitors, business partners, and communities.

Grupo Xcaret conducts its activities according to ethical, transparent, and responsible criteria, ensuring compliance with applicable legislation and its internal regulatory framework, including the Code of Ethical Conduct.

Furthermore, the organization continuously strengthens its mechanisms for preventing, detecting, and addressing conduct contrary to its principles, with the aim of promoting safe and fair environments aligned with its institutional values.



Ethical conduct management

An ethical organization is built on the integrity of its employees, who, with responsibility and conscience, contribute daily to strengthening an environment of transparency and trust. To consolidate and maintain an organizational culture based on ethics and responsibility, we have the following mechanisms:

ETHICS COMMITTEE

It ensures the application of the principles and values that govern the Group, promoting a culture of integrity, transparency, and regulatory compliance. Its work focuses on preventing, detecting, and managing situations that could compromise business ethics, ensuring that the Group's decisions and actions are aligned with its commitments to sustainability, respect for human dignity, and corporate responsibility.

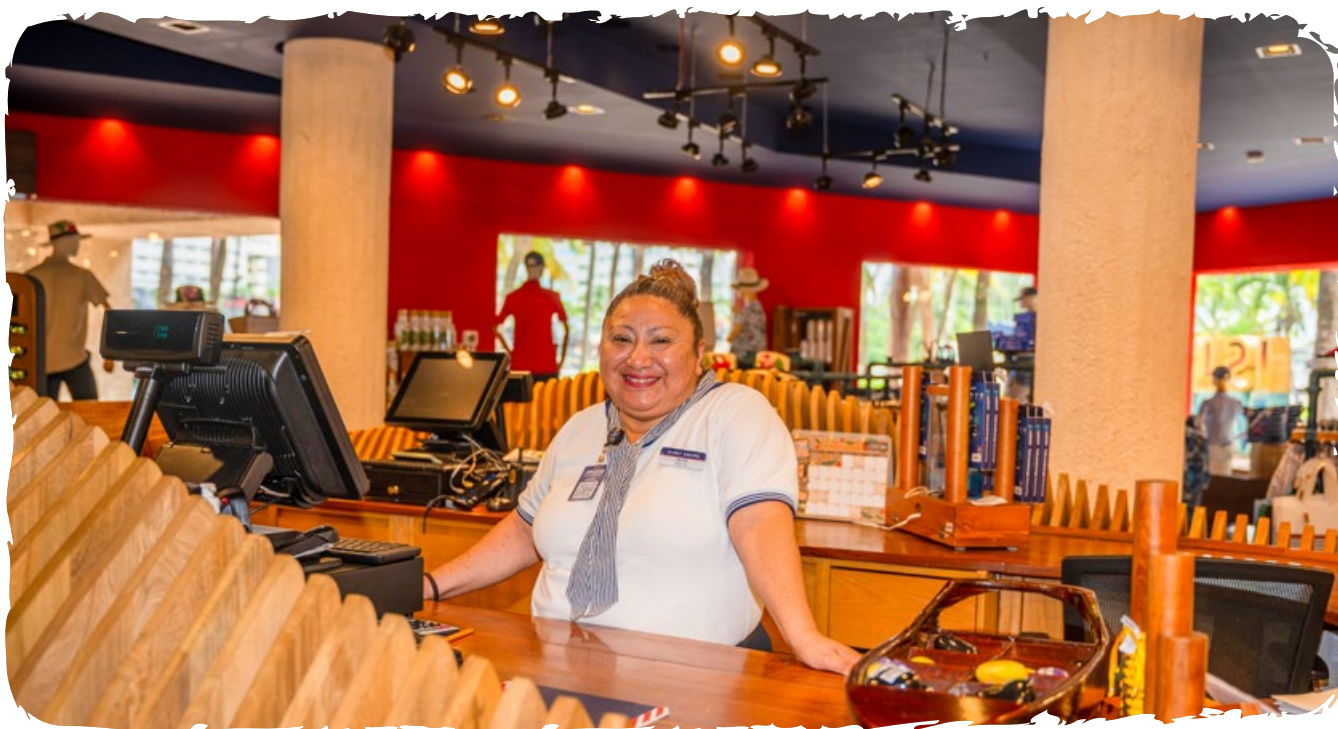
CODE OF ETHICAL CONDUCT

To reinforce the importance of ethical conduct, we also developed the Grupo Xcaret Code of Ethics Training Course, which aims to empower our workforce to apply these principles in their daily work.

As of the end of 2025, 14,065 employees had completed the training on the Code of Ethics, representing 85% of our global workforce.

These achievements reaffirm our conviction that integrity is the foundation of sustainable growth and a strong corporate culture.

At Grupo Xcaret, we will continue to promote initiatives that strengthen our commitment to ethics, fostering an environment of trust, respect, and shared responsibility.





XPRESS HOTLINE

In 2025, 285 cases were handled: 37.5% low risk, 58% medium risk, and 4.5% high risk.



STATUS OF CASES AND ACTIONS TAKEN

All reports received through the Xprésate line were reviewed by the organization, with 86% of reports closed by the end of 2025.

Of the 285 cases handled, only 9% of the cases have remediation plans in progress; for 43% the remediation plans have already been completed, and 47% correspond to cases not subject to action.

DISCRIMINATION INCIDENTS AND MEASURES TAKEN

GRI 406-1

In 2025, eight cases of discrimination were identified and reviewed by the organization. Only 2 reports are pending remediation plans, meaning that 75% of discrimination reports were closed by the end of 2025.

The remediation actions taken regarding discrimination were as follows:

- Protective measures.
- Disciplinary measures.
- Feedback to the employee.
- Retraining for the employee.

CONFIRMED CORRUPTION INCIDENTS AND MEASURES TAKEN

GRI 205-3

No reports were received regarding corruption issues during the period from January 1 to December 31, 2025, on the Xprésate line.

People



Organizational Statement on Human Rights

In Grupo Xcaret, we are committed to respecting, protecting, and promoting human rights in all our operations and business relationships.

We recognize that human rights are universal, inherent, and must be always respected. We firmly believe that respecting and protecting them is essential for sustainable development and value creation within the organization and is a fundamental part of Grupo Xcaret's DNA.

In Grupo Xcaret our commitment supports the following principles:

- **Anti-discrimination and inclusion:** We promote diversity and inclusion, guaranteeing equal opportunities regardless of gender, race, religion, sexual orientation, disability, or any other condition that represents a barrier to enjoyment, participation, and development.
- **Dignified work:** We provide a safe and healthy work environment, promoting fair working conditions and complying with all applicable labor regulations.
- **Freedom of association and collective bargaining:** We respect the right of employees to freely associate and participate in collective bargaining within the framework of the law.
- **Prevention of Child Labor and Forced Labor:** We reject any form of child labor, forced labor, or labor exploitation in our facilities and supply chain.
- **Respect for Culture and Local Communities:** We value and respect cultural diversity, protecting

the rights of the local communities and indigenous peoples with whom we interact, as well as respecting their traditions.

- **Consumer Rights:** We guarantee the transparency, quality, and safety of our products and services, respecting the rights and legitimate expectations of our customers.
- **Environmental Protection:** Our operations are carried out in a sustainable and environmentally friendly manner, contributing to the conservation of natural resources and biodiversity.
- **Supply Chain Rights:** We promote ethical practices in our supply chain, ensuring that each supplier shares and respects the same Human Rights standards.



Organizational statement on freedom of association

At Grupo Xcaret, we recognize and respect the fundamental right of our employees to freedom of association and collective bargaining.

We believe that an inclusive and equitable work environment strengthens the relationship between the company and its employees, fostering mutual growth and employee well-being.

At Grupo Xcaret, we are committed to:

- Ensuring an environment free from retaliation, where employees can join or not join labor unions and participate in collective activities without fear of discrimination or sanctions.
- Respecting social dialogue and collective bargaining as key tools for improving working conditions and productivity.
- Collaborating openly and transparently with employee representatives to promote fair and equitable labor relations.
- Complying with current legislation and international standards regarding freedom of association and labor rights.



Organizational statement on the protection of children and adolescents

We recognize that children and adolescents are rights holders and that their comprehensive protection is a shared responsibility among the State, the private sector, and society.

We reaffirm our commitment to the unrestricted respect for human rights and, as a priority, to the prevention, detection, and reporting of the Sexual Exploitation of Children and Adolescents, as well as to the eradication of child labor in all its forms. Aware of the importance of this issue, we adopt an organizational stance of zero tolerance toward any form of violence, exploitation, abuse, or violation of the rights of children and adolescents.

We commit to:

- Adopting and strengthening internal policies.
- Providing training and raising awareness.
- Preventing and managing risks.
- Establishing reporting mechanisms.
- Collaborating with key stakeholders.
- Promoting a culture of protection.



Happy travelers

SATISFACTION

We work with a focus on continuous improvement in all our experiences, which allowed us, in 2025, to reach and maintain an overall Net Promoter Score of 82.

CUSTOMER HEALTH AND SAFETY

GRI 416-2 ND IFC 2

Customer health and safety management at Grupo Xcaret is developed under a preventive, systematic, and risk-based approach, focused on identifying, evaluating, and controlling potential and actual impacts arising from the operation of parks and hotels, particularly in recreational, aquatic, adventure, internal mobility, food consumption, and on-site activities.

The following measures are highlighted:

- Presence of personnel trained in first aid (paramedics), water rescue (lifeguards), and pre-hospital care (doctors and ambulances on site), guaranteeing immediate

response capacity to incidents or sudden medical events.

- Implementation of primary prevention measures through technical signage, visible medical warnings, and operational restrictions in higher-risk or physically demanding activities, based on safety criteria and clinical evaluation.
- Formal coordination with external medical services and referral hospitals to ensure continuity of care and appropriate patient transfer when clinically required.
- Systematic recording and analysis of incidents to identify causes, trends, and opportunities for improvement, establishing corrective and preventive actions when applicable.
- Preventive maintenance and periodic verification of biomedical equipment and medical facilities, ensuring their operation, availability, and regulatory compliance.



This management is based on the institutional commitment to prioritize safety as an operational value, integrating prevention as a cross-cutting focus in the design and execution of the experiences offered. Likewise, the topic requires continuous engagement with key stakeholders such as operational and security staff, internal medical teams, and specialized service providers, ensuring operational coordination and alignment with established safety standards.

The system's performance is evaluated through specific indicators:

- Accident rate over time and per number of visitors.
- Standardization of the clinical severity of events to unify classification criteria.
- Response time according to the Rescue–Evaluation–Care–Control or hospital transfer chain.
- Compliance with preventive internal and external audits in medical units.

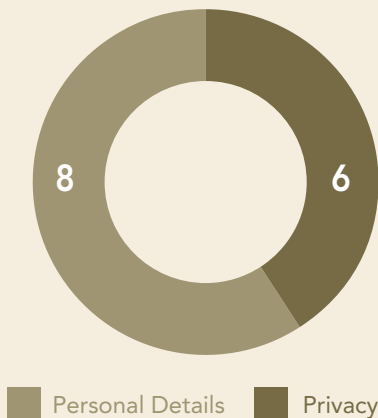
CONSUMER PRIVACY MANAGEMENT

GRI 418-1, NIS B1

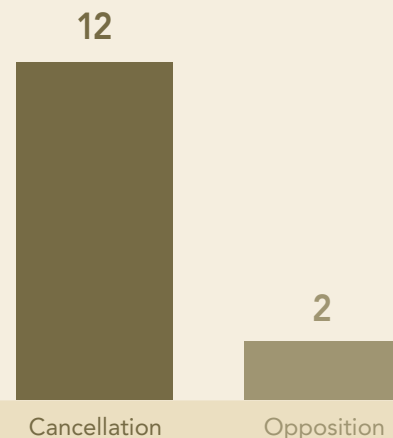
At Grupo Xcaret, consumer privacy is not just a legal requirement, but a strategic commitment managed through a regulatory system. This framework is guided by our specialized policies, which establish guidelines for the ethical and secure processing of data.

We ended the 2025 period with a total of 14 ARCO (Access, Rectification, Cancellation and Opposition) requests, of which six came from Personal Details and eight from Privacy.

SOURCE OF ARCO RIGHTS



ARCO RIGHTS REQUESTED IN 2025



Human Talent

In Human Talent we recognize that the person comes first and is most important. Therefore, caring for our employees and their families is a fundamental part of our DNA.

We strive to create competitive and inclusive work environments. This is why we seek to establish respectful, equitable, and fair working relationships, and we develop actions and programs that contribute to the comprehensive well-being and improved quality of life of our employees and their families. We strive to be an aspirational place to work, and we respect and promote human rights in accordance with the United Nations guiding principles on business and human rights.

Therefore, our commitments are:

1. Respect labor rights, including those related to freedom of association, wages, working hours, overtime, and benefits, in compliance with applicable laws, regulations, and standards.
2. Promote fair treatment, equal opportunities, and an inclusive and diverse work environment in which everyone can thrive and fully contribute to our organization.
3. Prioritize the growth of employees aligned with a framework of equal opportunities, transparency, equity, and recognition.
4. Develop strategies to achieve harmonious longevity and retain human talent:
 - a) Provide improvements and actions to foster a healthy and safe work environment, promoting a culture of

self-care among employees that promotes their safety and health.

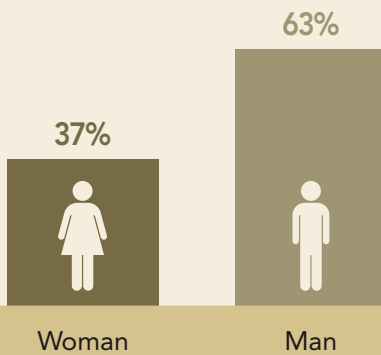
- b) Maximize the potential of human talent through ongoing training, promoting the transcendence of knowledge and conscious and sustainable leadership.
- c) Support the professional growth of human talent by developing succession and career plans for all positions within the group.
- d) Design a compensation and remuneration system that guarantees and fosters equity and competitiveness of talent.
- e) Promote efficient, effective, and two-way internal communication, with the aim of fostering a beneficial environment that fosters recognition and a sense of belonging for talent.
5. Encouraging conscious leadership that aligns with the DNA, ethics, as well as the mission, vision, and purpose of GX, supporting strategic challenges, reflecting the values, and consolidating a positive organizational culture within the Group.

EMPLOYEE DEMOGRAPHICS

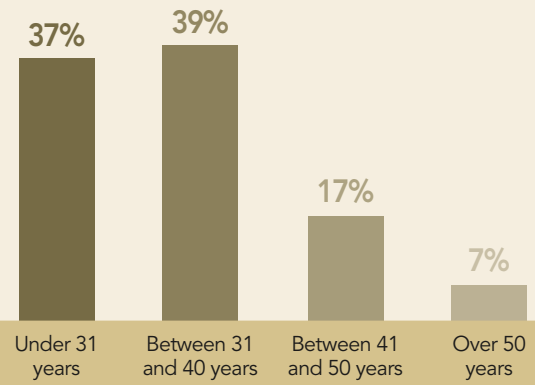
GRI 2-7

We closed the period with a workforce of 16,750 employees, distributed as follows:

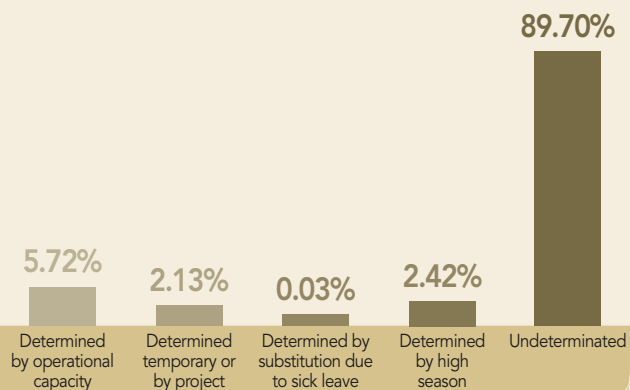
DISTRIBUTION BY GENDER



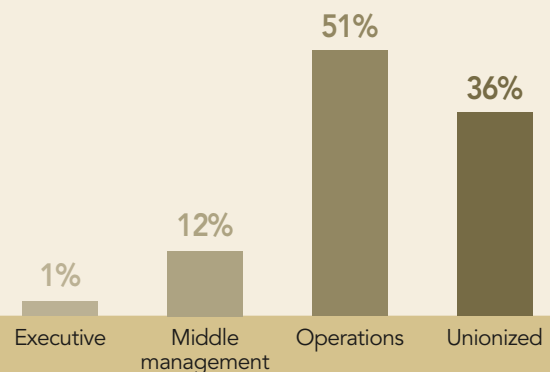
DISTRIBUTION BY AGE RANGE



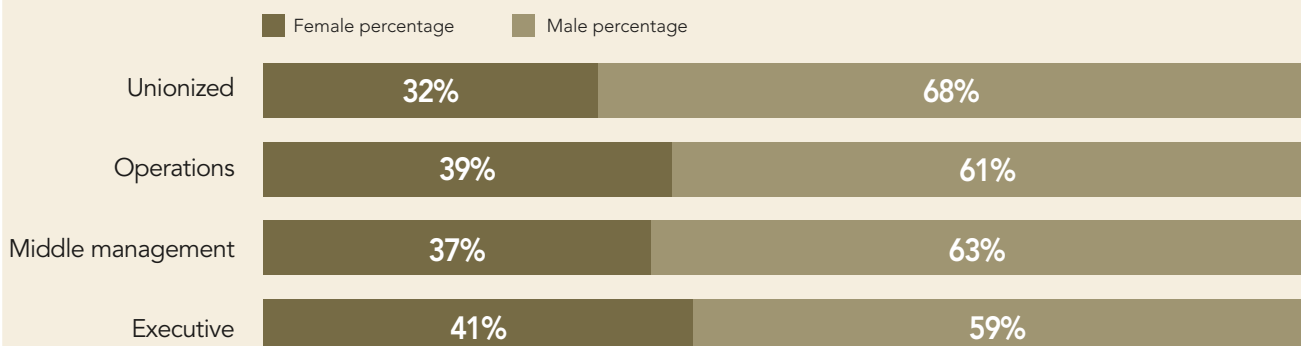
DISTRIBUTION BY TYPE OF CONTRACT



DISTRIBUTION BY JOB CATEGORY



DISTRIBUTION BY JOB AND GENDER CATEGORY



DISTRIBUTION BY PLACE OF ORIGIN

PLACE OF ORIGIN BY STATE	PERCENTAGE
Quintana Roo	17%
Mexico City	12%
State of Veracruz	12%
Tabasco	11%
Chiapas	11%
Yucatan	10%
Puebla	5%
Rest of Mexico	21%



DISTRIBUTION BY PLACE OF RESIDENCE

97% of our employees reside in key municipalities in Quintana Roo, including the following:

- Playa del Carmen with 82%
- Cancun with 14%
- Tulum with 2%
- Puerto Morelos, Isla Mujeres and Cozumel with 2%

EQUAL OPPORTUNITIES AND DIGNIFIED WORK MANAGEMENT

GRI 2-23, GRI 2-24, GRI-404-2, ODS 5, ODS 8, Principio 6
At Human Talent, we recognize that people are the core of our organization.

To this end, we implement comprehensive practices throughout the entire employee lifecycle, including talent development, recognition, and growth, based on principles of equity, transparency, and merit.

Our commitments include:

1. Promoting equal opportunities and an inclusive and diverse environment, ensuring dignified and respectful treatment that allows all individuals to reach their full potential.

2. Strengthening talent management through structured and transparent processes that include:

- The annual performance review cycle, designed to promote continuous improvement and alignment with organizational objectives.
- Development programs that strengthen skills and prepare individuals for future challenges.
- Internal promotions based on performance and potential.
- Recognition programs that value the contributions and achievements of our employees.

INCLUSION, DIVERSITY, EQUITY AND ACCESSIBILITY (IDEA) COMMITTEE

Its aim is to ensure environments where all people, regardless of origin, identity, or ability, feel welcome, respected, and empowered to fully enjoy our experiences.

By eliminating structural barriers and implementing accessible and inclusive practices, we will continue to strengthen our commitment to more equitable, sustainable, and responsible tourism.



Results in 2025:

- The IDEA Committee was responsible for managing the presence of Mexican Sign Language interpreters in administrative processes involving deaf employees, in order to provide inclusive and dignified service. Live interpretation was also provided for internal Grupo Xcaret events, such as various departmental forums and the year-end holiday party.
- For the second consecutive year, the Committee organized the Commemoration of the Day of the Deaf in Mexico event on November 28th, in which more than 20 deaf employees from Grupo Xcaret participated.
- Programs, training sessions, and courses were designed, managed, and implemented in various departments to professionalize our employees on how to interact with people with disabilities within our operations, through professional service. These included:
 - Training in serving visitors with physical, intellectual, and sensory disabilities.
 - Emergency response protocols for people with disabilities.
 - A development and professionalization program for Mexican Sign Language narrators.

STAFF TURNOVER

GRI 401-1

The annual general staff turnover rate for 2025 was 21%, with 18.6% for women and 22.4% for men.

MATERNITY AND PATERNITY LEAVE

GRI 401-3

In 2025 308 paternity and 175 maternity leaves were granted, with a return to work rate of 80%.

EMPLOYEE WELFARE

GRI-404-2, ODS 8

We recognize the dedication, commitment, and effort of our team, whose daily work contributes to fulfilling our purpose, mission, and values. For this reason, we continue to implement programs and initiatives aimed at promoting a positive work environment for all our employees.

EMPLOYEE TRANSPORTATION

We have 17 employee transportation routes:

- 6 Cancun
- 8 Playa del Carmen
- 1 Tulum
- 1 Chemuyil
- 1 Carrillo Puerto

PROGRAM	2025 RESULT	
Scholarships for workers' children	493	Amount invested \$4,930,000
Workers recognized	232	44% of recognitions were for women
Free passes given	90,821	Amount of investment of over 240 million pesos
Workers who benefitted from the program for finishing studies	93	53% were women \$1.2 million pesos invested



FINANCIAL EDUCATION DAY

For the benefit of employees, the first Financial Education Week was held from November 10th to 14th. Its objective was to provide employees with practical tools to better manage their resources, foster healthy financial habits, and contribute to their overall well-being. To this end, five keynote lectures were given on the topics of Retirement Savings Accounts (Afores), Investments, a Sound Financial Mindset, and Financial Health. In addition, two live webinars were held on the topics of Analyzing My Income and Smart Spending, and nine modules were available for personalized support.

- 1 CONSAR
- 2 IMSS
- 3 INFONAVIT
- 4 SUPPORT
- 5 AFORES PROFUTURO
- 6 AFORE SURA
- 7 AFORE XXI BANORTE
- 8 AFORE PRINCIPAL
- 9 AFORE BANAMEX

- + 2,000 employees connected
- + than 600 assisted at finance offices
- + 125 employees attended workshops

Satisfaction survey: 200 answers 4.6/5 grade

Education and Training

At Grupo Xcaret, we believe that to be sustainable and successful in the business over time, it is necessary to train and develop our employees from a holistic perspective, fostering their personal, professional, and career growth.

Therefore, the Grupo Xcaret Training Model is a strategy designed to encourage employee commitment to the organization and provide them with the knowledge, skills, and abilities necessary to be productive and competent in their roles.

In accordance with the provisions of the Federal Labor Law, particularly regarding the employer's right and obligation to provide training and development under equal conditions, our Model incorporates clear strategies to guarantee equal opportunities in training. This means ensuring that all employees, regardless of gender, age, ethnicity, disability, social status, marital status, sexual orientation, religion, or any other condition, have equitable access to training, promotion, and skills certification programs. To this end, the Model includes:

- Objective and transparent training needs assessments, based on job and performance profiles, avoiding bias or discretionary criteria.
- Open calls for applications and clear selection criteria for training programs, ensuring that information reaches all areas and levels.
- Flexible learning modalities (in-person, virtual, and hybrid) that facilitate the participation of employees with different shifts, family responsibilities, or operational locations.
- Accessibility and inclusion, through content designed using inclusive language and respect for diversity.

- Registration and tracking on institutional LMS platforms, allowing for monitoring of training coverage by area, gender, and organizational level, identifying gaps and generating corrective actions.
- Joint Training and Development Committees, in accordance with the law, that promote equitable participation and shared responsibility between the company and employees.

In this way, the Training Model not only fulfills its legal obligation, but also becomes a strategic mechanism for promoting internal mobility, strengthening employability, and consolidating an organizational culture based on equity, respect, and talent development. Because training with equality is training with a vision for the future.

LEARNING PLATFORM

To solidify Grupo Xcaret's training strategy, we use Xion, a learning platform that not only facilitates training registration but also brings learning to life within the organization.

Xion stores the development history of each employee, where training becomes a tangible record, evidence, and shared source of pride. With our Xion LMS, we optimize the training process, ensure regulatory compliance—since every action is recorded in the system—and promote data-driven training and development decisions:

In Xion we currently have:

- +180 training courses available
- +6,800 employees per month trained since November 2019

TRAINING POLICY

Finally, within the organization, we have a Training Policy whose purpose is to ensure that the design, development, implementation, and evaluation of training are aligned with the business's strategic objectives, with the comprehensive training needs of employees, and with what is established in the Federal Labor Law.

Through this policy, we ensure that employees develop the skills needed for productive performance, contributing to the sustainability and long-term success of the business.

**TRAINING HOURS** GRI 404-1

RESULTS IN 2025

Training hours	1,150,013
Training hours per person	68.66

TRAINING BY JOB CATEGORY

JOB CATEGORY	PERCENTAGE	PERCENTAGE OF WOMEN
Operational	71%	35%
Middle-management	27%	39%
Executive	2%	44%

Program for staff development and programs to help transition

GRI 404-2

IMPULXÁNDOTE

Its objective is to identify key individuals to cultivate a talent pool prepared to take on greater responsibilities, ensuring business continuity through successors assigned to key positions.

The program unfolds in three strategic phases:

1. Identifying key positions

During this stage, 418 key positions were identified, defined as those positions whose impact is direct on the achievement of business objectives and results.

2. Identifying key people

We identified 457 key individuals who stand out for:

- Outstanding performance, exceeding expectations.
- Leadership skills.
- High potential for development.

Currently, 49% of key positions have an identified successor, strengthening our continuity strategy. During 2025, 15% of key individuals were promoted.



3. Development plans

The key individuals identified in 2025 participated in four development plans, differentiated according to their level of responsibility and potential:

- **Emerging Leaders:** aimed at middle managers with foundational skills and high potential.
- **Breakthrough Leaders:** middle managers identified as successors, focusing on executive management skills and mentoring.
- **Strategic Leaders:** executives with managerial skills within the talent pool.
- **Established Leaders:** executives identified as successors, focused on organizational influence, knowledge transfer, and strengthening the company's core values.

At the end of their plans, participants develop proposals applicable to their operations and processes. These initiatives are supported by an expert leader who ensures their monitoring and implementation, generating an impact on efficiency and continuous improvement.

Impulxandote strengthens our internal development strategy, ensures business continuity in critical situations,

and consolidates a sustainable leadership base for the Group's future.

DEVELOPMENT ACTIONS DERIVED FROM THE 2024 LEADERSHIP INDICATOR

In alignment with the organization's commitment to strengthening leadership competencies and promoting responsible and sustainable management practices, a set of development actions was designed for leaders, based on the results of the leadership indicator of 2024.

Based on the analysis, the most appropriate development actions were defined for each profile, considering their talent indicators, job level, and their previous and current participation in development programs. The actions implemented during 2025 were as follows:

- Individual coaching sessions
- Work groups.
- Reinforcement coaching
- Reinforcement of work sessions

11% of the leaders who participated in the 2024 Leadership Indicator participated in the 2025 Development Actions. These actions were 82% effective.

PERFORMANCE EVALUATIONS GRI 404-2

INDICATOR	2025 RESULT
Colleagues who received a performance evaluation	1,635 middle management staff evaluated 84% of the middle management general total
Colleagues who are evaluated for their performance and whose results are related to payment of a bonus.	198 44% women

Occupational Health and safety

GRI 3-3, GRI 403-1, NIS B1

Through a shared commitment to occupational health and safety, we help create safe, healthy, and productive work environments that support the sustainable growth of the company and the overall well-being of people.

To date, key processes such as accident investigation and analysis, incident reporting, and external audits of medical units to check operational conditions and technical-sanitary compliance are operationally implemented.

The documented comprehensive model, with a formal structure of responsibilities and fully standardized processes under the ISO 45001 framework, is currently in the development and consolidation phase.





HEALTH RISKS AND JOB SAFETY MANAGEMENT

GRI 403-2

Hazard identification and occupational risk assessment are carried out through systematic analysis by area and job position, considering the nature of the activities, exposure to physical, chemical, biological, ergonomic, and psychosocial agents, as well as location and operational conditions. This process is initially implemented upon the commencement or modification of activities and subsequently performed periodically through scheduled reviews and safety walkthroughs.

The occupational risk categories identified within the operation are classified according to the nature of the agent or exposure condition, considering:

- **Physical risks:** noise, vibrations, extreme temperatures, solar radiation, inadequate lighting and adverse environmental conditions.
- **Chemical risks:** exposure to irritants, cleaning products,

disinfectants, fuels, and other agents used in maintenance and operation.

- **Biological risks:** contact with bodily fluids, organic waste, wildlife, vectors, and humid or aquatic environments.
- **Ergonomic risks:** manual handling of loads, repetitive movements, awkward postures, prolonged standing, and overexertion.
- **Mechanical and locational risks:** uneven or wet surfaces, work at heights, use of tools and equipment, machinery, confined spaces, and risk of entrapment or being struck by/against objects.
- **Psychosocial risks:** workload, long working hours, organizational factors, and conditions that may impact mental well-being.
- **Electrical risks:** direct or indirect contact with energized installations during maintenance and operation activities.
- **Risks of traffic and internal mobility:** operation of vehicles, internal transfer of personnel and equipment.

EMERGENCY DRILLS

En 2025, 19 types of emergency drills were carried out with an average participation of 175 people per drill.

TYPE OF EMERGENCY DRILL	PARTICIPANTS
Fire	633
Fire with evacuation	822
Fire with evacuation and first aid	109
First aid	340
Water rescue	203
Collapse with evacuation	225
Hurricanes/Torrential rain	209
Chemical spill	59
Gas leak	12
Animal sighting (Jaguars)	4
Theft	7
Evacuation	601
Break-in	4
Intruder with gun (Magenta)	55
Bomb scare	28
Pyromaniac	5
Missing person	5
Hostage situation	7
Invacuation	6
TOTAL	3,334

PROMOTING EMPLOYEE HEALTH

GRI 403-6

Start of medical examinations model for employees

The implementation of a structured occupational health examination program has begun at Xenses Park, Xcaret, and Hotel Xcaret México, as part of strengthening the preventive occupational health model.

The program includes:

- Medical evaluations to determine fitness for work.
- Early identification of job-related risk factors.
- Generation of occupational health records and information traceability.
- Coordination with operational areas to define frequency and criteria for each risk profile.

The implementation of this model allows progress towards a more robust preventive management, aligned with safety and health standards, as well as regulatory requirements and audits.

Referral policy to mental health services

A policy for referring employees to mental health services was developed and implemented to establish clear criteria for the identification, guidance, and referral of employees requiring mental health care. The policy defines the process for identifying risk factors, the channels for accessing psychological support, and the referral mechanisms to specialized internal or external services, guaranteeing confidentiality and support.

Scope and expected impact:

- Facilitate timely access to emotional support.
- Reduce psychosocial risks associated with work.
- Integrate psychological care within the occupational health and well-being model.

IMSS system for sick leave subsidies

A mechanism was established for managing and monitoring sick leave subsidies granted by the Mexican Social Security Institute (IMSS), aimed at providing greater clarity and support to employees during periods of sick leave.



The system includes identifying sick leaves, registering subsidies, coordinating administrative procedures for their proper application, and communicating with employees regarding their economic and employment situation during their sick leave.

Scope and expected impact:

- Improve the traceability of subsidies and payments.
- Reduce employees' economic uncertainty.
- Strengthen the administrative management of absences due to health reasons.

Ergonomics and active breaks policy

As part of the preventive strategy for occupational safety and health, an ergonomics and active breaks policy was implemented, aimed at reducing musculoskeletal risks and work-related fatigue.

The policy establishes guidelines for the ergonomic adaptation of workstations, the promotion of active breaks during the workday, and the integration of physical well-being criteria into daily operations. This is expected to prevent musculoskeletal injuries, improve workplace comfort and productivity, and raise awareness and

provide training in physical self-care.

- Identification of workstations with exposure to physical exertion or prolonged postures.
- Guidelines for ergonomic furniture and work organization.
- Guided active break programs.
- Awareness and training in physical self-care.

Work Mental Health Day 2025

In 2025, the First Work Mental Health Day was implemented as an institutional wellness project aimed at promoting the overall health of employees through actions promoting, preventing, and educating them about mental health and healthy lifestyles, thus strengthening an organizational culture focused on health and safety. The event was held under the motto "Without mental health, there is no health" (WHO).

Program goal

- To inform and prevent work-related mental health disorders (work-related stress, anxiety, sleep disorders, and depression).
- To reduce the stigma associated with mental health problems and facilitate access to counseling and referrals.



Scope

- Implementation period: August 18 to September 12, 2025.
- Coordination: Occupational Health.
- Participation target: 15%.
- Reported results: 3,003 employees served and a participation rate of 17.38%, exceeding the target.
- Participation of public and private institutions as service partners.

HEALTH DAY

Main activities carried out (the Day's components)

During the event, 11 modules of in-person and virtual support and complementary activities were carried out, including:

- 1 Protective factors for mental health:** techniques for managing stress, anxiety, and depression.
- 2 Suicide prevention program:** screenings for detection and referral.
- 3 Sleep disorders:** preventive guidance and self-care recommendations.
- 4 Addiction prevention:** awareness, prevention, and referral when applicable.
- 5 Self-care test and psychological guidance:** initial assessment activities and care guide.
- 6 Emotional management:** practical tools for emotional self-regulation.
- 7 Preventive health services (on-site):** blood pressure measurement and heart and respiratory rate checks.
- 8 PREVENIMSS:** preventive and guidance activities associated with the institutional strategy.
- 9 Nutrition Clinic:** weight, height, and BMI measurements; anthropometric measurements.

Complementary activation activities and educational content

As well as the modules, the day included:

- Active breaks as a preventative measure for well-being.
- In-person psycho-educational content: 2 lectures and 5 talks.
- Online content: 2 wellness capsules, 1 video conference, and 1 interview with a specialist.



Community Wellbeing

OPERATIONS WITH PROGRAMS FOR LOCAL COMMUNITY PARTICIPATION

GRI 413-1

In 2025 we monitored the different initiatives implemented to strengthen our social impact and ensure due diligence in human rights matters at Grupo Xcaret.

SOCIAL TOURISM WITH AN INTERCULTURAL FOCUS

The Kone'ex Xiimbal Program: A social tourism program for Mayan communities in Quintana Roo, with an intercultural approach, aims to contribute to the right to leisure and tourism for families in participating indigenous communities. This program benefits communities participating in the Festival of Life and

Death Traditions and their families. Visits include transportation, complimentary admission to Xcaret Park, meals, a photography package, and a 40% discount at stores.

The program operates thanks to the collaboration of the Transportation and Logistics, Food and Beverage, Photography, Stores, and Visitor Services departments, which work together to ensure that beneficiaries enjoy a unique and culturally relevant experience at Xcaret Park.

2025 RESULTS

Beneficiaries	577 people from 11 communities 60% women 66% Mayan speakers
Amount invested	\$2.7 million pesos

Agreements with Municipal Governments and the Government of Quintana Roo:

We continue to operate the Social Tourism Program in collaboration with the municipalities of Solidaridad, Benito Juárez, Cozumel, and the State Government, expanding access to meaningful tourism experiences for more people. In 2025, the investment amount in the program was **\$4.254.556,00**

METHODOLOGY FOR DONATIONS

In 2025, Rotoplas donated fifty computers to Grupo Xcaret to facilitate the donation process as an intermediary. A specific methodology was designed to accurately identify beneficiaries and ensure a sustainable social impact, benefiting students in Quintana Roo and Yucatán. The development of this methodology provides a solid and proven foundation for its application in future projects. The importance of corporate partnerships for the benefit of communities is highlighted.



SOCIAL DIAGNOSIS AND BIODIVERSITY CONSERVATION

We worked with various communities in Chiapas and Veracruz to identify the relevance and modality of Grupo Xcaret's participation in the scarlet macaw reintroduction strategy. This aims to influence the efficient use of institutional resources while protecting the group from reputational, legal, social, and environmental risks that could arise from our involvement.

DONATIONS TO CIVIL SOCIETY ORGANIZATIONS

ASSOCIATION NAME	PUBLIC PROBLEM ADDRESSED	DONATION DESCRIPTION	AMOUNT IN PESOS
APAC	Children with Cerebral Palsy	Free passes to Xcaret park	\$10.564.523,00
Niños dando amor AC	Children with terminal illnesses	Free passes to Xcaret park	
Niños dando amor AC	Children with terminal illnesses	Free passes to Xel-Há park	
Firefighters of Playa del Carmen	Playa del Carmen community	Mattresses for the fire station	
Royal Holiday Foundation	Children with terminal illnesses	Free passes to Xcaret park	
Foundation for Exceptional Children	Children with terminal illnesses	Free passes to Xcaret park	
Flora, Fauna y Cultura de México A.C.	Social and environmental programs for the Quintana Roo community	Financial support for programs	
Flora, Fauna y Cultura de México A.C.	Social and environmental programs for the Quintana Roo community	Support with materials and resources for programs	
Redes que educan A.C.	Support for teenagers to finish their education	Support for educational programs	
Quintana Roo Red Cross	Quintana Roo community	Operational support	

Culture

Our commitment to cultural heritage is an expression of our deep love for Mexico. We strive to responsibly preserve and disseminate the cultural wealth that defines our identity as a nation.

Every action we undertake seeks to preserve and share the traditions, stories, and artistic expressions that bring our cultural legacy to life.

Our goal is to contribute to the appreciation and respect for Mexico's cultural heritage, ensuring its preservation for future generations.

Cultural heritage management has always been a fundamental pillar of our organization, as it is embedded not only in our corporate philosophy but also in our guiding principles of organizational strategy, such as the

Sustainability Model and the Code of Ethical Conduct.

In 2022, we established the Cultural Heritage Safeguarding Committee of and within Grupo Xcaret, whose function is to be the governing body responsible for planning, regulating, and monitoring the management, protection, and defense model for Mexico's Cultural Heritage (tangible and intangible) and Natural Heritage. This committee works to research, preserve, protect, make visible, enhance, revitalize, disseminate, and transmit the heritage we safeguard at Grupo Xcaret in a dignified manner.



In keeping with our goal of sharing our deep love for Mexico, Parque Xcaret features standout cultural workshops in the Artisan Village; these are designed with a heritage interpretation approach that conveys the importance of cultural, natural, and historical heritage.

XCARET MÉXICO ESPECTACULAR

This is one of our greatest cultural expressions and a tribute to the history and folklore of our country. In 2025, 1,001,663 people enjoyed this show, featuring more than 300 artists on stage, consolidating it as one of the most impactful cultural experiences in the country.

CULTURAL WORKSHOPS

In keeping with our mission to share our deep love for Mexico, Xcaret Park features cultural workshops in the artisan village. These workshops, developed with a heritage interpretation approach, convey the importance of Mexico's cultural, natural, and historical heritage.

Through effective communication techniques, we aim to foster critical thinking among our audiences regarding the appreciation and preservation of our heritage. We offer workshops on chocolate, coconut, wool, candle making, and coffee, and we also collaborate with the artisans of the village, who share their cultural legacy through these workshops.

Results in 2025:

- 6,489 cultural workshops held
- 54,920 participants in cultural workshops
- 6,100 participants in artisan workshops

In the second half of 2025, the ancient learning tour was added to the cultural offerings of Xcaret Park.



Sacred Crossing

This iconic Grupo Xcaret event recreates the pre-Hispanic Postclassic voyage to the island of Cozumel to worship Ixchel, goddess of the moon.

This event celebrates the vast knowledge of ancient civilizations regarding navigation, maritime trade routes, their worldview, and a cultural legacy embodied in music, dance, and the significant canoe crossing to Cozumel. In addition to promoting cultural heritage, this event encourages community participation through the inclusion of local artistic groups.

Results of the 2025 edition:

- 298 male and female canoeists participated, of which 52% were women and 48% men
- 257 artists participated, of which, 71% were women and 29% men

- As for the age distribution, 68% of the participants were adults, 20% children and adolescents, and 12% were senior citizens
- The Chunhuhub community dance group appeared, with a cast of 20 dancers
- 4,394 people attended the event

This event was made possible thanks to the collaboration of various institutions, such as the Cozumel Parks and Museums Foundation, the Cozumel Ixchel Cultural Center, the Senior Citizens Club-DIF Playa del Carmen, Cozumel City Hall and the Quintana Roo Institute for Culture and the Arts.



Xcaret Mexican Folk Art Fair

We experienced the second edition of the Xcaret Mexican Folk Art Fair; the Henequen Haci-enda at Xcaret Park was filled with colors, shapes, and textures from the diverse creations of the master artisans who visited us in 2025.

The Xcaret Mexican Folk Art Fair is much more than an exhibition and sale of handicrafts: it is a comprehensive initiative that promotes the preservation of our traditions, fosters re-spect for mexican folk art, and supports the social development of the country's indigenous and artisan communities.

The Fair also reaffirms Grupo Xcaret's commitment to corporate social responsibility and community engagement, strengthening local economic processes, promoting social cohe-sion, and recognizing the role of artisans as guardians of Mexico's intangible cultural herit-age.

The following activities took place in the second edition:

- Craftwork exhibition and sale
- Demonstrations of traditional techniques
- Presentations on folk art and its cultural impact
- Specific training for artisans
- Catwalks with handcrafted textile pieces
- Contest

Key results of the second edition:

- 144 leading artisans, of which 39% were women.
- 22 Mexican states participated
- 18 indigenous communities present.
- 60% of participants were from indigenous communities.
- The workshops of the master artisans offer employment to 2,360 people, of which 60% are women.
- 100% would like to participate in the next edition.
- 4.9/5 average participant satisfaction
- 5,581 attendees.



Festival of Life and Death Traditions

Grupo Xcaret celebrates Day of the Dead with the Festival of Life and Death Traditions, which includes theater, dance, music, and gastronomy. In 2025, the festival took place from October 30 to November 2, with Michoacán as the guest state. The following are the main cultural and community outcomes of the event.

- 51,500 attendees
- 392 artistic performances
- 861 total activities, including exhibitions, expositions and workshops.
- 110 artists and tradition ambassadors from Michoacán, of which 25% were women.

The event was made possible thanks to the collaboration of various institutions and organizations:

- Michoacán Department of Tourism
- Michoacán Department of Culture
- Michoacán Department of Economic Development
- Michoacán House of Artisans
- Quintana Roo Department of Economic Development
- IMCAS – Playa del Carmen
- CEIC – Playa del Carmen
- Guadalajara Zoo

We had an extra venue in the Playa del Carmen City Theater with 557 attendees. In the 2025 edition of the festival, 11 communities from Quintana Roo were present, enriching the event with their cultural heritage by participating in the gastronomic and traditional altar showcase. The presence and leadership of women were key in this edition, with a 63% participation in these activities.

Communities from the Mayan Zone:

- 1 Sabán
- 2 Huaymax
- 3 Kantemó
- 4 Xhazil
- 5 Kopchen
- 6 Chanca Derrepente
- 7 Señor
- 8 Tihosuco
- 9 Felipe Carrillo Puerto
- 10 Chanchen Primero
- 11 Hondzonot

In 2025, we highlight the following elements that allow us to analyze the benefit generated for the participating communities.



COMMUNITY BENEFIT	AMOUNT IN PESOS
Amount of GX support per community (lodging, transportation, food)	\$32.500,00
Average economic impact generated by participation in the Mayan Zone	\$40.000,00
Economic impact generated by participation in communities in Michoacán (arti-sans, agro-industry, and gastronomy)	3,2 millions
Economic impact generated by participation in communities in the Mayan Zone (ar-tisans, agro-industry, and gastronomy)	\$550,000

ART EXHIBITIONS

Nature Revealed:

This exhibition brings together the work of Maribel Portela and Juan San Juan Rebollar, two leading figures in contemporary Mexican art.

Using distinct artistic languages, both propose new ways of perceiving the fragility and transformation of the natural world. Portela creates organic models with non-industrial materials: plants, wood, paper, seeds, and coral, which function as metaphors for the processes of change brought about by human activity. San Juan Rebollar, for his part, transcends documentary photography to construct images that explore the relationship between form and emptiness,

permanence and disappearance, placing nature at the center of aesthetic and philosophical reflection.

Inheritance of the Earth:

The exhibition brings together twenty centuries-old clay vessels, each a reinterpretation of her work Guardian I (2022), where birds, flowers, and female figures engage in a dialogue between past and present, evoking the memories, flavors, and roots of Oaxaca.

This project is a tribute to her mother and a celebration of Mexican identity, inviting viewers to connect with the country's rich cultural heritage.



In 2025, Hotel Xcaret Arte reaffirmed its commitment as a vibrant platform for cultural expression by hosting diverse art exhibitions that enriched the experience of our guests: a setting where art is lived, shared, and multiplied.

Dances from Michoacán:

In Michoacán, traditional dances are sacred expressions that form an essential part of spiritual and cultural life, especially in the Purépecha communities. More than just performances, they are living manifestations of faith that, accompanied by music and rituals, strengthen the bond between community, land, and tradition.

A carpet made of sawdust, seeds, flowers, and reeds is an ephemeral art form that honors those who are no longer with us, but who still live on in memory, dreams, and hearts. On this sacred carpet, butterflies dance: winged symbols of the returning soul, messengers from the afterlife that, according to Purépecha tradition, announce the arrival of the spirits.



Tonantzin Guadalupe:

We have gathered 67 works in wood, clay, ceramics, textiles, bronze, and stone that express the skill of folk art and a shared sentiment: devotion to Our Lady of Guadalupe.

In each piece, her image adapts to local contexts, reflecting Mexico's cultural diversity through colors, forms, and symbols. More than a religious emblem, she represents the union of traditions and the spiritual blending that gave the country its identity. These works show how faith is transformed into art and keeps Mexican history and cultural identity alive.



Events in Hoteles Xcaret

32 GREAT WOMEN CHEFS

As part of our cultural agenda and in celebration of Mexico's Independence, we held the fourth edition of "32 Great Women Chefs of Mexico," solidifying it as a flagship event with-in our Apapaxoa culinary offering.

This initiative brought together culinary representatives from different states across the country, who shared emblematic dishes from their regions, transforming the gastronomic experience into a vibrant platform for preservation, identity, and cultural pride. More than just a culinary showcase, the event allowed our guests to connect authentically with the diversity, depth, and richness of Mexican cuisine, transcending a conventional offering.

"32 Great Women Chefs of Mexico" strengthens our position as ambassadors of Mexican culture by integrating endemic ingredients, ancestral techniques, and regional narratives into a high-level hospitality experience. It also generates a positive social impact by giving visibility, recognition, and exposure to the female talent that safeguards one of the country's most valuable heritages.

Recognized by UNESCO as an Intangible Cultural Heritage of Humanity, traditional Mexican cuisine is memory, territory, and community. With this edition, we reaffirm our commitment to making gastronomy a strategic pillar of differentiation, identity, and brand value, celebrating our roots with pride and a global vision.



HOTELES XCARET CHRISTMAS POSADA

We kicked off our December celebrations with the highly anticipated Hoteles Xcaret Posada, an event that illuminated the heart of our Xpiral with joy and tradition, beginning with the lighting of the Christmas tree.

Our guests were welcomed by the warmth of an authentic Mexican fair, where the aromas and flavors of traditional snacks mingled with the creativity of mixology stations and typical drinks, carefully prepared to offer moments of genuine delight.

With the participation of approximately 5,600 guests, every corner of Xpiral was transformed into a stage for fun and celebration: carnival games, live music, and gathering spaces created a festive atmosphere that invited everyone to enjoy, share, and reconnect with the essence of the season.

More than just an event, the Hoteles Xcaret Posada became an emotional experience, a moment to create unforgettable memories, strengthen bonds, and celebrate the hospitality that defines us.

Every detail reaffirms our commitment to offering memorable experiences, where tradition, joy and excellence intertwine for our guests and partners, marking a year-end full of magic and connection.



APAPAXOA

FESTIVAL GASTRO CULTURAL xcaret²⁵

Gastronomy and culture are fundamental pillars of our value proposition, and within this framework, we have developed Apapaxoa, a brand that fuses the richness of Mexican cuisine with international haute cuisine, creating unique experiences that highlight the group's identity and position Xcaret as a global benchmark in culinary innovation.

For six days, Xcaret became the epicenter of gastronomy with the second edition of the Apapaxoa Gastronomic and Cultural Festival 2025, conceived as a high-level experiential platform that articulates gastronomy, art, and culture under a contemporary narrative. The festival brought together nationally and internationally renowned chefs, mixologists, sommeliers, writers, and opinion leaders in the culinary field, generating a space for dialogue, creativity, and innovation.

With this second edition, Apapaxoa advances in its objective of becoming a permanent platform that celebrates our roots, fosters global exchange, and projects gastronomic diversity as a strategic brand asset.

The inaugural dinner of Apapaxoa 2025 was much more than a special menu: it was an act of recognition and gastronomic storytelling. Organized as a tribute to Enrique Olvera, a key figure in contemporary Mexican cuisine and founder of Pujol, this dinner sought to honor his legacy and influence on chefs of an entire

generation and on how Mexican gastronomy is understood globally today.

The culinary offerings were executed by chefs who have been disciples, colleagues, or inspirational role models of Olvera: Jorge León, Luis Arellano, Paco Ruano, Diego Hernández, and Claudia Santiz.

Enrique Olvera is recognized for transforming traditional Mexican cuisine into a contemporary culinary offering with international appeal

His professional career was solidified with the opening of Pujol in 2000, a restaurant that quickly became a benchmark of haute cuisine, recognized by international



critics and guides, and which has consistently appeared on lists of the world's best restaurants, including accolades from the Michelin Guide.

In addition to Pujol, Enrique Olvera has expanded his culinary vision internationally with restaurants like Cosme in New York, where he adapts Mexican cuisine to local ingredients and a global audience, always maintaining the essence of his country. His work transcends the kitchen: Olvera mentors young chefs, promotes local producers, and serves as a cultural ambassador for Mexico on international programs such as Chef's Table and The Final Table.

These were our guests at this second edition, an exceptional group that contributed vision, experience, and talent, enriching every aspect of the festival and elevating its content and significance.

Their participation solidified the event as a true meeting point between tradition, innovation, and culinary excellence, strengthening its position as a gastronomic and cultural benchmark in the region.

Among our guests were: Vivian Bibliowicz, Rafael Covarrubias, Paco Ruano, Lulú Martínez, Manuel Negrete, Lucho Martínez, Luiz Filipe, Santiago Lastra, Francisco Sixtos, Mitsuharu Tsumura, Erick Bautista, Kevin Gómez Maldonado, Luis Arellano, Diego Hernández, Claudia Ruiz Sántiz, Lluís Costa, Amador Montes, Ángel León, Camila Fiol, Chele González, Eduardo Palazuelos, Héctor Laguna, Hermanos Papa, Laura Esquivel, among other talents who made this edition a unique and memorable experience.



Education for sustainable development

INTERNSHIPS AND FIRST JOBS

We establish strategic alliances with higher education and technical colleges, providing professional internship opportunities to students from diverse disciplines.

In 2025, we hosted 443 interns from 56 educational institutions, 72% of whom were women.

States with the strongest presence: Quintana Roo, Puebla, Hidalgo, State of Mexico, and Chiapas.

Furthermore, the program reported a 51% employability rate, reflecting its impact on the job placement of young professionals and the professional development of the participants.

SCHOOL VISITS PROGRAM IN XCARET AND XEL-HÁ

Since 1996, in conjunction with the Quintana Roo Department of Education, we have operated the School Visits Program at Xcaret and Xel-Há. This program provides public school students with workshops and tours that complement their education. We also welcome students from the Tepeyac Institute's Xcaret Campus weekly to enhance their learning. These visits promote respect for and understanding of environmental and sociocultural heritage.

2025 Results:

- 248 school groups served in 10 municipalities of Quintana Roo and 7 of Yucatán
- 7,782 students, 55% of whom were female.
- 1,658 teachers, 70% of whom were female.



SCIENTIFIC PRODUCTION

We recognize the essential importance of science in understanding and addressing global challenges. From

the Conservation area, we promote the training of researchers and facilitate access to our knowledge and experience.

WORK TITLE	THEME
The functional role of key fish in energy and nutrient flows in rocky and coral reefs with emerging technologies	Coral reef fish ecology
Standardization of a model under controlled conditions for the characterization of coral reef diseases on the central coast of Quintana Roo.	Coral reef diseases
Evaluation of biodiversity and assembly patterns of organisms associated with sargassum (<i>Sargassum</i> spp.) using light attraction techniques.	Ecological importance of sargassum
Evaluation of the assimilation and effects of wastewater on marine biological communities in the Mexican Caribbean.	Biological indicators of environmental impact
Evaluation of new drugs for the treatment of emerging diseases affecting coral reefs.	Coral reef diseases
Seasonal changes (2022–2024) in the distribution and abundance of the upside-down jellyfish (<i>Cassiopea</i> spp.) and its relationship with benthic substrates and physicochemical variables in the Xel-Há cove.	Seasonal changes in marine organisms
Population structure and dynamics of the pink snail (<i>Aliger gigas</i> , Gastropoda: Strombidae) from the Xel-Há cove using mark-recapture and microsatellite DNA markers.	Population genetics
Monitoring and conservation of sea turtles on the coasts of Quintana Roo, Mexico.	Sea turtle conservation
Temporal dynamics of microplastic pollution in the green turtle (<i>Chelonia mydas</i>): quantification and characterization in feces and diet of captive individuals.	Microplastics
Comprehensive protocol for the rescue and rehabilitation of sea turtles to optimize survival and post-release well-being.	Sea turtle conservation
Monitoring of the parasitofauna of specimens of birds, mammals and reptiles of wildlife attended by the clinic area of Xcaret Park through coproparasitological examinations.	Sea turtle conservation
Temporal and spatial changes (2022–2024) in the diversity and structure of fish communities in Xel-Há Park, in the southern Mexican Caribbean.	Coral reef fish ecology
Cryopreservation of <i>Acropora palmata</i> from the Punta Venado population	Coral reef conservation
Characterization of the presence of fish post-larvae in a cove in the Mexican Caribbean with potential for reef restoration.	Coral reef fish ecology
Report of a case of hybridization between sea turtles in the Mexican Caribbean verified through mitochondrial and nuclear DNA.	Sea turtle conservation







Planet



Organizational Statement

We guarantee our commitment to the planet by meeting environmental objectives aligned with our Environmental Management System.

This system focuses on the protection, conservation, regeneration, and continuous improvement of the environment, ensuring sustainability in our business units.

We are committed to compliance with the environmental and ethical legal framework, establishing an ongoing dialogue with our in-terest groups to protect the natural environment and its balance, making them a part of the dream as an essential part of our DNA.

Grupo Xcaret is committed to the following as part of its Environmental Management System:

1. Protecting the environment.
2. Sustainably managing resources.
3. Mitigation of contaminating agents.
4. Environmental culture.
5. Responsible commitment.
6. Safe environmental interaction.



Biodiversity

We firmly assume the responsibility of preserving and protecting the natural environment. We recognize the importance of ecosystems, not only for tourism but also for the well-being of present and future generations. Our commitment to biodiversity is reflected in the adoption of the best environmental practices in our business units, aligned with the principles established in our Xustainability Model. Through reproduction, conservation, monitoring, and efficient management programs, we promote ecological balance and work in partnership with institutions that share our interest in ensuring a sustainable future for the planet.

PROTECTED OR RESTORED HABITATS

GRI 304-3

Grupo Xcaret manages the following conservation programs:

Sea turtle conservation program

Our program focuses on protecting and preserving sea turtles through habitat conservation, awareness

campaigns, and their careful reintroduction into the marine environment.

2025 Results:

Rehabilitation and medical care: 20 sea turtles received specialized medical care, and 12 turtles that completed their rehabilitation process were released back into the wild.

Since 1996, Grupo Xcaret and the civil association Flora, Fauna y Cultura de México have joined forces in a mission that transcends generations: protecting the sea turtles that arrive on the shores of Quintana Roo. Through the Riviera Maya - Tulum Sea Turtle Conservation Program, this alliance has transformed conservation into a living, scientific, and profoundly human experience.

In 2025, after 30 years of operation, the program reached the milestone of 20 million sea turtle hatchlings released back into the sea since its inception in 1996.



2025 Results

	GREEN	LOGGERHEAD	HAWKSBILL	LEATHERBACK	TOTAL
Registered sea turtle nests	13,784	1,992	3	-	15,779.00
Sea turtle young released to the sea	1,026,781	118,820	197	-	1,145,798.00
Sea turtle Young released to the sea since the start of the program	16,585,864	3,775,923	2,250	265	20,364,302.00

ELKHORN CORAL "ACROPORA PALMATA" CONSERVATION PROGRAM

During August 2025, the elkhorn coral (*Acropora palmata*) reproductive event was monitored, resulting in 19 new recruits that are currently growing within the marine modules.

This progress adds to a year of significant achievements for the program, including obtaining ALPZA certification after a rigorous review and evaluation process of the Elkhorn Coral Conservation Program.

Furthermore, the Coral Laboratory was fully consolidated and now operates with specialized areas that allow for the professional management of each stage of the conservation process. The infrastructure now consists of:

- 5 Quarantine systems (200 L each).
- 6 experimental systems (80 L each).
- 5 assisted recovery systems (400 L each).
- 3 larval recruitment systems (187 L each).
- 2 assisted reproduction systems (980 L each).

- 1 embryo development system (2,780 L).
- 1 live feed production module (nauplii, microalgae, and rotifers).
- 1 multi-purpose work group.

Finally, the second coral nursery module was established, consisting of 198 fragments derived from three donor mother colonies. Of these, 183 remain in good condition, achieving a survival rate of 92.42%, which represents significant progress for the restoration and management efforts of the species.



AMERICAN FLAMINGO (PHOENICOPTERUS RUBER)

During the American flamingo breeding season, which ran from May to July 2025, a total of 30 eggs were recorded, all of which were naturally cared for by the parents within the habi-tat, resulting in the birth of 21 chicks.

SCARLET MACAW (ARA MACAO)

During 2025, the scarlet macaw (*Ara macao cyanoptera*) breeding program was once again paused. This was due to the implementation in 2024 of a comprehensive assessment of the scarlet macaw population within Xcaret Park.

The assessment's main objective is to continue ensuring the well-being of the birds, con-sidering fundamental aspects such as the health status of each individual, the

technical goal assigned to each, and any improvements or modifications to the habitats carried out throughout the year. As a result of this process, in 2025 a total of 30 birds were recorded, distributed among 15 breeding pairs and assigned to 15 habitats specifically for their reproduction. Throughout the breeding program, 1,687 chicks have hatched.

However, the breeding pro-cess is expected to resume in the coming years to continue monitoring the reintroduction program, based on the guidelines established in the conservation area's master plan. Fur-thermore, strategies are being developed to ensure the genetic stability of the population.

A total of 16 births in the wild are projected for 2025 in Veracruz, while no births are expected in Chiapas.

GOLDEN EAGLE (AQUILA CHRYSAETOS)

During the winter season, in December 2024, the most consistent reproductive behaviors of the golden eagle pair were recorded; furthermore, we have evidence of reproductive activity and parental behavior from both individuals. This allows us to continue making improve-ments or changes to further develop the program in subsequent seasons.



Commitment to biodiversity

We are committed to Mexico's biodiversity through science, education, and collaboration to conserve ecosystems and species, ensuring their protection for future generations.

WILDLIFE HOSPITAL

We have a specialized and fully equipped hospital to meet the veterinary needs of both the local wildlife population and the region's wildlife.

Our team of veterinarians provides medical care, rehabilitation, and rescue services for various species, reflecting our commitment to wildlife conservation and welfare.

2025 Results:

- 44 specimens treated
- 15 species treated
- 6 species rehabilitated and released

Species in safekeeping at the request of PROFEPA:

2 specimens in safekeeping, at the request of the Federal Environmental Protection Agency (PROFEPA).

FLORA CONSERVATION

Through our flora conservation programs, we reproduce and reforest species, with special attention to native and endangered species.

2025 Results:

- 293,577 specimens reproduced
- 275,273 specimens reforested

ANIMAL WELFARE

During 2025, individual assessments were conducted on 473 animals of various species within the group, aquarium, and aviary.

Action plans were established to improve animal welfare:

- A plan to improve animal welfare for horses and the creation of a leasing manual with positive reinforcement.
- A plan to improve animal welfare for exhibited macaws.
- A plan to improve animal welfare for reintroduced turtles, including the development of an assessment tool to determine the viability of the specimens.





PARTNERSHIPS FOR CONSERVATION

The implementation of our conservation programs is the result of cooperation with strategic partners and

institutions dedicated to environmental protection. During 2025, we collaborated with the following organizations:

INSTITUTION	PROGRAM
CINVESTAV-Mérida	Sea Turtles, Reef Restoration
Universidad Autónoma de Yucatán	Fish and Pink Conch Monitoring
Escuela Nacional de Estudios Superiores (ENES) Mérida	Reef Restoration
Healthy Reefs & Healthy People	
Federal Environmental Protection Agency	Sea Turtles
SEMARNAT	Sea Turtles, Acropora palmata
Flora, Fauna y Cultura de México A.C.	Sea Turtles
UNAM Institute for Ocean Sciences and Limnology-Puerto Morelos	Acropora palmata

Water

Our commitment to water conservation focuses on reducing consumption, protecting natural sources, and ensuring its responsible use.

This ensures its availability for future generations and contributes to the health of our ecosystems. To this end, we operate 19 treatment plants that allow us to treat the water used for our business units' operations, optimizing its management and reducing our environmental impact.

WATER THAT IS EXTRACTED, DISCHARGED, CONSUMED AND REUSED

GRI 303-3 GRI 303-4 GRI 303-5 NIS B1 ND IFC 3

INDICATOR	TOTAL IN CUBIC METERS
Extracted water	13,306,750
Discharged water	12,307,427
Discharged reused water	217,926
Water consumption	999,323

Waste management

GRI 3-3

Our waste management strategy focuses on the recovery and valorization of organic and inorganic materials, directing them to recycling or transformation processes. With this approach, we seek to reduce the amount of waste sent to landfills, promoting sustainable practices and minimizing our environmental impact.

GENERATED WASTE BY TYPE

GRI 306-3 NIS B1 ND IFC 3

INDICATOR	RESULT IN TONS
Urban solid waste sent to a landfill (organic and inorganic)	4,484
Recovered and sent to recycling processes	7,157
Sargassum	6,321



WASTE NOT SENT TO THE LANDFILL

GRI 360-4 NIS B1 ND IFC 3

TYPE		UNIT OF MEASUREMENT	TOTAL
Waste recovered and sent for recycling	Aluminum	Tons (t)	111
	Metal		270
	Paper and cardboard		618
	Glass		965
	PET, HDPE and other plastics		224
	Others		217
Compost	Organic waste		4,752
		Total	7,157

WASTE SENT TO THE LANDFILL

GRI 306-5 ND IFC 3

TYPE	UNIT OF MEASUREMENT	TOTAL
Waste destined for the landfill	Tons (t)	4,484



Energy

This is a key pillar of our sustainability strategy. We focus on optimizing energy use through advanced technologies and responsible practices, thereby reducing our environmental im-pact and promoting sustainable

resource use. These initiatives not only improve our opera-tional performance but also contribute significantly to environmental conservation.

ENERGY CONSUMPTION WITHIN THE ORGANIZATION

GRI 302-1 ND IFC 3 NIS B1

TYPE	UNIT OF MEASUREMENT	TOTAL
Liquid gas	Liters	5,287,432
Coal ad wood	Kilograms	300,465
Diesel	Liters	12,028,665
Gasoline	Liters	1,122,356
Electricity	kWh	88,663,941
Solar panel electricity	kWh	4,045,884

MEASURES FOR ENERGY SAVING AND EMISSIONS REDUCTION

GRI 305-5

Most notable is the operation of 5,025 solar panels that generated 4.04 million kWh in 2025, avoiding a total of 1,796 tCO₂e.



Emissions

To calculate our greenhouse gas (GHG) emissions, we use the GHG Protocol methodology, developed by the World Resources Institute (WRI) in collaboration with the World Business Council for Sustainable Development (WBCSD). This internationally recognized methodology forms the basis of the organizational reporting standards we follow at Grupo Xcaret.

SCOPE 1 AND 2

GRI 305-1 GRI 305-2 ND IFC 3 NIS B1

The following are Grupo Xcaret's consolidated results for the 2025 operating period.

- Scope 1: Direct emissions from our own sources. Total: 59,984 t CO₂e.
- Scope 2: Indirect emissions from electricity consumption. Total: 39,367 t CO₂e
- Emissions total (Scope 1 and 2)= 99,351 t CO₂e.









PROSPERITY



Attendance

In 2025 we welcomed more than 5 million visitors, guests, members and passengers, of which 54% were foreigners and 46% Mexican.

Sourcing practices

We recognize the potential of businesses to contribute to the growth of the local economy.

Therefore, our responsible sourcing policy prioritizes local suppliers, fostering the development of Mexican suppliers and directly contributing to the strengthening of the national economy.

Through these actions, we support job creation and sustainable growth in our communities, ensuring that our supply chain is based on values of transparency, collaboration, and efficiency.

The development of our value chain is a strategic process that not only seeks to maximize efficiency and operational effectiveness but also to guarantee responsible, ethical, and sustainable business relationships.

PROPORTION OF SPENDING ON LOCAL SUPPLIERS

GRI 204-1

The organization's commitment to local economic development is reflected in our responsible sourcing strategy, which prioritizes national suppliers and encourages the participation of local companies in our value chain.





By 2025, the total amount of purchases from suppliers rose to \$6,970,305.50, distributed among a total of 4,882 suppliers, in the following proportions:

90% of the total amount of purchases went to suppliers established in Mexico, while 10% went to foreign suppliers.

Of the total amount of purchases from suppliers established in Mexico, 42% went to suppliers from Quintana Roo, 48% from the rest of Mexico and 10% from Yucatán and Campeche. We purchased from 184 suppliers in rural communities in Quintana Roo and Yucatán.

These suppliers provide products in the food and beverage categories, as well as handicrafts. In doing so, we contribute to the economic development of these communities.

NACIONAL FINANCIERA PRODUCTIVE CHAINS

Nacional Financiera's (Nafin) Production Chains program is a comprehensive strategy to strengthen and optimize our value chain. Through this program, our supplier companies can access numerous benefits, such as process optimization, cost reduction, access to preferential financing, and the strengthening of solid business relationships. This translates into a greater capacity to face market challenges and take advantage of new opportunities for business growth and development.

In 2025, 307 suppliers registered for the program: 102 from Quintana Roo, 21 from Yucatán and 184 from the rest of Mexico. The total number of affiliated suppliers by the end of 2025 is 3,574.

Relevant events of the year

Evolution of Hotel Xcaret México

On July 1st, the ribbon-cutting ceremony for Hotel Xcaret México: Casa Cielo, took place, marking a milestone in the resort's growth and consolidation strategy.

The addition of Casa Cielo substantially enriched the hotel's value proposition, enhancing the guest experience in both infrastructure and culinary offerings. Particularly noteworthy is the strengthening of the culinary offering through the integration of more female chefs into new concepts, promoting diversity and female leadership within our kitchens and creating a culinary journey inspired by the regional cuisines of Oaxaca, Puebla, Yucatán, Jalisco, Baja California, and Monterrey, thus elevating gastronomic diversity and authenticity.

Additionally, this expansion represented significant growth in human talent, generating new strategic and operational positions, as well as internal development and promotion opportunities for Xcaret Hotels employees. Casa Cielo not

only strengthened our infrastructure but also our human talent, consolidating more robust and specialized teams. At the end of September, the official handover of the new Cielo event spaces took place, expanding our capacity in the groups and conventions segment.

The first event held in these spaces was for the Red Cross, marking the debut of our event spaces and the new banquet kitchen.

Furthermore, the hotel hosted the first recognition event aimed at the tour operator segment, the Xtar Awards, reaffirming its position as an industry leader and a key strategic partner for tour operators.

The expansion was designed under a multigenerational concept, allowing for clear segmentation by age and life stage, with spaces for socializing, relaxation, and disconnection.

Casa Cielo represented a significant operational and strategic challenge; however, its opening exceeded expectations and became a major achievement for the organization. It was a project eagerly anticipated by our clients and future guests, who had expressed great interest in this expansion.

Babies and children

- Lunateca
- Xiquit-Inn
- Club Xiquillos



Adolescents

- Distrito 13/17
- Roof Top Casa Sol
- La Paxanguería



Adults

- Xupes
- Pava Jarla
- Casa Eclipse
- Restaurante Arriba Baja



Areas for all ages

- Las Maquinitas
- Albercas
- Toboganes
- Wetbars
- La Xorbetería
- Salón Flamingo



This comprehensive design allows us to offer alternatives at every stage, expand our target segments, strengthen our positioning, and enhance the overall destination experience.

Casa Cielo not only expands its infrastructure but also consolidates a strategic vision where experience, segmentation, and profitability converge to strengthen the resort's leadership in the industry.

With the completion of its expansion, Hotel Xcaret México now boasts 1,800 rooms, becoming a true universe of experiences where family luxury takes on an extraordinary dimension.

More than a resort, it is a vibrant destination that pulsates with the energy of every guest. It is a space where generations coexist, where children discover, teenagers express themselves, adults reconnect, and families create memories that transcend the trip.

Every corner, every restaurant, every pool, and every experience is part of a larger narrative: the celebration of Mexico through service, gastronomy, culture, and nature.

Hotel Xcaret México is not just growing in capacity; it is growing in meaning. It is establishing itself as a symbol of contemporary Mexican hospitality, where luxury is not just comfort, but shared emotion, authentic connection and unforgettable memories.









Certifications, Distinctions and Recognitions



From its planning stages to its construction, the expansion of Hotel Xcaret México reflects a strong commitment to sustainability and efficient project management. In 2025, a process that had been

underway for several years was successfully completed, resulting in EDGE and EarthCheck certifications for the planning and design of the Hotel Xcaret México expansion.



Certifications, Distinctions and Recognitions

GRI 2-28

CERTIFICATIONS AND DISTINCTIONS

  									
   Compañía con mejor reputación en México del sector "Hoteles y Servicios Turísticos"									
       									
        									
         									
         									
         									
         									
         									
         									
         									
         									
         									
         									
         									

Awards and recognitions

UDN	AWARD/RECOGNITION	AWARDING INSTITUTION
Grupo Xcaret	First Place on Digital and Reservations Platform	Latam Digital by Interlat
	Second Place in Electronic Business Pillar	Latam Digital by Interlat
	Winners for Best SEO Strategy in Travel/México Sector	Punto Rojo
	Arival Award - Manos Xuaves	Arival
	AMCO Award for best communication practices	AMCO
	Top 5 Attractions Global	Expedia Group
	Top 10 Operators / Visitor Attractions	Arival
	Best Travel & Lifestyle performance campaign	Global Performance Marketing Awards
	Best Affiliate & Partnership campaign	Global Performance Marketing Awards
Hotel Xcaret México	Award for Assistant Manager of Contact Center	
	Women CX Leaders	IMT
Hotel Xcaret Arte	Best All-Inclusive Family Resort	Travvy Awards
Hotel Xcaret Arte	Best All-Inclusive Adult/Couples Resort	Travvy Awards
	MexBest 2025 Award – Best Gourmet Experience	MexBest
	MexBest 2025 Award – Hospitality and Gastronomy	MexBest
Parque Xcaret	Best Water Park	Travvy Awards







Flora, Fauna y Cultura de México A.C



Summary of 2025 results

This is a non-profit civil society organization that works to preserve the natural and cultural heritage of Quintana Roo.

It emerged in 2002 as a response to the environmental and cultural problems generated by the accelerated urban and tourism development in the state, especially in Cancún, the Riviera Maya, Cozumel, and Tulum.

It serves as a link with businesses, government agencies, research centers, and other civil society organizations to join forces to achieve collective benefits and contribute to the goals of the United Nations 2030 Agenda.

Organizational Philosophy

MISISON

Contribute to improving the quality of life in our society by promoting love, appreciation, respect, and conservation of Mexico's natural and cultural heritage.

VISION

A world in which our natural and cultural heritage is valued, cared for, respected, and shared by all of society as something belonging to us and for the benefit of all.

VALUES

Commitment, joy, transparency, consistency, honesty, love for Mexican culture, nature, and people.



Projects

We operate projects through two main axes:

- **Conservation:** This program focuses on the protection and recovery of species and ecosystems. Its initiatives include the Sea Turtle Conservation Program, the Riviera Maya Forest Nursery, and the Mangrove Restoration project.
- **Community welfare:** This program seeks the sustainable development and resilience of local communities through community spaces that promote education and citizen participation. These spaces include La Ceiba Park in Playa del Carmen, the La Ceiba Chemuyil Community Center, and the La Ceiba Tulum Eco-Play Center.

It is important to mention that, in both our conservation and community well-being projects, we use education for sustainable development as a cross-cutting tool that helps us connect people with the planet.

2025 CONSERVATION I RESULTS

Sea turtle conservation program in the Riviera Maya - Tulum area:

- We work for the conservation, research, and recovery of the different species of sea turtles that arrive on the coasts of Quintana Roo.
- We protect females, nestlings, and hatchlings on 13 of the main nesting beaches in the Riviera Maya and Tulum.
- We generate up-to-date and accurate information on the status of sea turtle populations and the causes affecting them.
- We collaborate on various research projects that allow for a better understanding of their behavior and aid decision-making regarding their management and public policies.

- We develop outreach and awareness-raising strategies that contribute to the long-term conservation of sea turtles and promote community involvement in this cause.
- We participate in forums, courses, and events with specialists in the protection and conservation of sea turtles to stay up-to-date and be able to offer advice and consulting services to our partners.
- In 2025, after celebrating 30 years of operation, the Program reached a figure of 20,364,302 young sea turtles released into the sea since the program started in 1996, of which 18.54% have been loggerhead turtles, 81.44% green turtles, 0.01% hawksbill turtles and 0.001% leatherjacket turtles.



DETAILS	GREEN	LOGGERHEAD	HAWKSBILL	LEATHERBACK	TOTAL
Registered sea turtle nests	13,784	1,992	3		15,779
Sea turtle young released into the sea	1,026,781	118,820	197		1,145,798
Sea turtle young released into the sea since the program began	16,585,864	3,775,923	2,250	265	20,364,302

DETAILS	TOTAL
Total waste recovered in nesting areas	1 ton
People made environmentally aware through educational activities	1,555
Number of turtle camps	4
Total number of volunteers in camps	44

RIVIERA MAYA FOREST NURSERY

- Dedicated to the mass production of native plants and trees with the goal of contributing to increased vegetation cover in our region.
- In addition to promoting and participating in reforestation and related projects, plants are also provided through direct sales to companies, developers, and the general public.
- The nursery has been registered as an Environmental Management Unit (UMA) since 2010 with permit No. SEMARNAT-UMA-VIV-0025-22/QROO, which allows the production of certain species listed in NOM-059-SEMARNAT-2010 under some category of protection (endangered, threatened, or subject to special protection).

- It is also an educational space where we welcome groups of children or adults who enjoy tours, interactive activities, and various awareness-raising activities focused on environmental education and sustainable development.



DETAILS	TOTAL
Plants produced at the Riviera Maya Forest Nursery	65,520
Number of plant species produced in the Riviera Maya Forest Nursery	110
Number of specimens reforested	29,128

MANGROVES RESTORATION

In 2025, maintenance activities continued for the project “Conservation and Restoration of the Mangrove Ecosystem and Control of the Invasive Exotic Species *Casuarina equisetifolia* on Cozumel Island,” funded by CONAFOR and operated in partnership with ATEC, CONANP, and the Cozumel Mangrove Restoration Cooperative.

The overall objective is to implement restoration and rehabilitation measures for degraded mangrove areas

within the Cozumel Island Flora and Fauna Protection Area, as well as to control and eradicate *Casuarina* in the federal zone of the Cozumel Reefs National Park. The following work was carried out in 2025:

- Maintenance and rehabilitation of primary and secondary mangrove channels.
- Production and reforestation of *Casuarina equisetifolia* in control areas.
- Maintenance of mangrove reforestation efforts.

DETAIL	TOTAL
Public places reforested	2,700 <i>Rhizophora mangle</i> propagules and 900 <i>Avicennia germinans</i> seeds were planted in degraded mangrove areas within the Cozumel Island Flora and Fauna Protection Area. 3,000 plants of various native coastal dune species were planted in the federal zone of the Cozumel Reefs National Park. 119 plants were planted for school reforestation projects.



COMMUNITY WELFARE | 2025 RESULTS

La Ceiba Park, Playa del Carmen

- La Ceiba Park was created with the mission of being a model eco-urban “green” park, with free and open access. A place for gathering and healthy family recreation that contributes to the health of residents and the strengthening of the social fabric, as well as

to cultural and environmental education, promoting sustainable development and the overall well-being of the Playa del Carmen community.

- It is a one-hectare area characterized by the excellent preservation of the area’s representative vegetation, which has been enriched by the park’s management over the years.

DETAIL	TOTAL
Solid waste collected in recycling events in the park, in tons	27.2 tons
Total of recycling events organized	23
Attendees at Saturday Market	12,065
Number of small producers at Saturday Market	92
List of eco-cultural activities on offer at La Ceiba Park	Ongoing Workshops: Aerial Dance, Yoga, Tai Chi/Qi Gong, Mandala Painting, Crafts, Pikivan Board Games, Mermaid Art, Latin Rhythms, Philosophy Club, Reading Circle, Softcombat. Occasional Workshops: Woven Mandalas, Pink Healing Circles, Herbalism, Creative Writing, Transmasculinity Circle, Camping Club, Pet Painting, Embroidery Workshop, Art Journaling, Languages, The Story of My Body, Painting, Papel Picado (Cut Paper), Pointillism, Piñatas, Literary Picnic, Feminine Alchemy, Cacao, Photography, Singing, Sacred Geometry, Baby Dance, Men’s Circle, Seed Workshop. Themed Saturday Markets: The Value of Handmade Items, I Am Alchemy, Magic Moons Bazaar, My Love Bazaar. Environmental Tours. Seasonal Saturday Workshops. Spring Course. Family Tours. Free Book Exchanges. Open mic for poetry. Film Club screenings. Environmental Festival. Plays. Environmental talks. Documentary screenings. Other special events such as Starlight Night.
Number of participants in park activities	22,967

LA CEIBA CHEMUYIL COMMUNITY CENTER

- In the La Ceiba Chemuyil, we promote programs and projects that contribute to strengthening the social fabric and improving the community's quality of life. We foster love, appreciation, respect, and conservation of natural and cultural heritage.

- Among the Community Center's initiatives, the Sewing Workshop stands out. This project aims to train and develop women's potential in a productive activity that helps them generate income and skills, while also supporting their families. Furthermore, the project promotes a circular economy, as it focuses on the design and production of textiles made from repurposed and repurposed fabrics.

DETAILS	TOTAL
Participants in the sewing workshop	8
Number of training hours in the sewing workshop	40
Number of recycling events organized	12
Total solid waste recovered in the Chemuyil recycling event, in tons	10 toneladas
Number of participants in la Ceiba Chemuyil workshops	848
Number of participants in community center activities	1,385
List of eco-cultural activities offered in the Community Center	Library and digital room, Environmental activities workshop, Children's Week, Art workshop, The Film Club, Community garden workshop, Summer course, Traditional games, Workshop "Only if you mix it, is it trash", School visits to the community garden, Sewing workshop, Underworld Nights, Children's Day event, Clean-up campaign.



LA CEIBA TULUM ECO-PLAY CENTER

- The La Ceiba Tulum Eco-Play Center is an educational space where children aged 4 to 12 learn to live in harmony with the planet and with others through free and structured play.
- It boasts a collection of over 90 games, as well as workshops and various recreational activities focused on developing habits and skills related to education for sustainable development.

DETAILS	TOTAL
List of eco-cultural activities on offer	Workshops: English; German; Tales of the Ceiba Tree; What Makes My Heart Happy; Fruity Gummies; Emotion-Art; Creative Flow; Environmental Week; Literacy Stimulation; Piñatas; Halloween Decorative Crafts; Christmas Decorative Crafts; We Paint the Future We Imagine. Special activities for commemorative dates. Talks on education for sustainable development.
Participation in eco-cultural activities on offer	134

VOLUNTEERS | 2025 RESULTS

In Flora, Fauna y Cultura de México, for both our conservation programs and those for community well-being and institutional development areas, we have different options

to carry out philanthropic volunteer stays, social service or professional internships, as well as sustainability activities focused on corporate volunteering.

DETAILS	TOTAL
List of volunteer programs	Turtle camps, Riviera Maya Forest Nursery, La Ceiba Park, La Ceiba Chemuyil Community Center, La Ceiba Tulum Eco-Play Center, Organizational Development Areas (administration, communication, fundraising, volunteering) Volunteer activities: reforestation days, beach cleanups, workdays, corporate volunteer events or actions.
Volunteers participating in the organization's programs	969
Number of volunteer hours	31,551
Women participating as volunteers	538
Men participating as volunteers	431
GX workers who participate in volunteer activities	238

SCOPE OF THE PROGRAMS

Program	Problems assisted	Town assisted (locality)	Type of locality (urban, rural, indigenous)	Town assisted	People benefitted
Sea Turtles – Awareness and environmental education activities	Awareness and environmental education	Q. Roo	Mixed	School, corporate and general public groups	1,555
Forest nursery - Awareness and environmental education activities	Awareness and environmental education	Q. Roo	Mixed	School, corporate and general public groups	690
La Ceiba Park	Urban green areas and promotion of sustainable development education	Playa del Carmen	Urban	General public	70,000
La Ceiba Park - Recycling event	Urban solid waste management	Playa del Carmen	Urban	General public	2,188
La Ceiba Park - El Cine Club	Promoting culture	Playa del Carmen	Urban	General public	4,264
La Ceiba Park - Workshops, tianguis and other eco-cultural events	Local development and promoting eco-culture	Playa del Carmen	Urban	General public	15,864
La Ceiba Park – Tours and environmental talks	Awareness and environmental education	Playa del Carmen	Urban	School, corporate and general public groups	651
La Ceiba Chemuyil Community Center	Integral wellbeing and education for sustainable development	Ciudad Chemuyil	Rural	General public	1,385
La Ceiba Chemuyil Community Center Recycling Event	Urban solid waste management	Ciudad Chemuyil	Rural	General public	127
La Ceiba Chemuyil Community Center - Workshops	Education for sustainable development	Ciudad Chemuyil	Rural	General public	848
La Ceiba Chemuyil Community Center – Community Outreach	Integral wellbeing	Ciudad Chemuyil	Rural	General public	537
La Ceiba Tulum Eco-Play Center	Education for sustainable development	Tulum	Urban	4 to 12 years	134
Volunteers in FFCM	Environmental awareness and community identity	Q. Roo	Urban	General public	969







Sustainable Development Goals



We recognize the importance of joining forces and promoting collaborative work to ensure a sustainable present and for future generations, which is why we reaffirm our commitment to the Sustainable Development Goals.

**PRIORITY OBJECTIVES
RELATED TO TOURISM:**

Sustainable Development Goal	Page
 8 TRABAJO DECENTE Y CRECIMIENTO ECONÓMICO	14-49, 90-92, 100-105, 119
 12 PRODUCCIÓN Y CONSUMO RESPONSABLES	7, 124-135, 131
 14 VIDA SUBMARINA	131, 127

**GOALS FOR OUR
IMPACT POTENTIAL:**

Sustainable Development Goal	Pág.
 4 EDUCACIÓN DE CALIDAD	119-120
 5 IGUALDAD DE GÉNERO	93-94
 15 VIDA DE ECOSISTEMAS TERRESTRES	124-135

However, we do not limit our direct or indirect participation in other goals.







Global Compact Principles



We reaffirm our commitment to the Ten Principles of the United Nations Global Compact, integrating them into our management. We focus on respecting and promoting human rights, complying with labor standards, protecting the environment, and combating corruption. These principles guide our actions and decisions, ensuring that we operate ethically and responsibly in all our activities.

PRINCIPLE	PAGE
HUMAN RIGHTS	
Support human rights protection	64-67
Ensure non-compliance with human rights violations	80-87
LABOR LAWS	
Support freedom of association and the right to collective bargaining	86, 91
Support eliminating forced labor or coerced labor	85, 90-105
Support the elimination of child labor	85
Support the abolition of discriminatory practices in the workplace and employment	64-67, 83, 93
ENVIRONMENT	
Maintain a preventative approach that benefits the environment	64-67, 125-135
Encourage initiatives that promote greater environmental responsibility	64-67, 125-135
To promote the development and dissemination of environmentally friendly technologies	64-67, 131, 133
ANTICORRUPTION	
Working against corruption in all its forms, including extortion and bribery	83





GRI Table of Contents



**Grupo Xcaret reports the information quoted in this table
for the period from January 1 to December 31, 2025,
regarding the GRI standards.**

GRI INDICATOR	DESCRIPTION OF GRI INDICATOR	INFORMATION SUMMARY	PAGE
GRI 2: GENERAL CONTENTS 2021			
Organization and report presentation practices			
2-1	Organizational details	Grupo Xcaret offers parks, tours, hotels and other units supporting tourism in Quintana Roo, Mexico.	14-49
2-2	Entities included in the organization's sustainability reporting	Parks: Xcaret, Xel-Há, Xplor, Xplor Fuego, Xoximilco, Xenses Tours: Xenotes, Xcaret Expeditions, ATV Xperience Maritime Experiences: Xcaret Ferry, Xcaret Catamaran, Fury Hotels: Hotel Xcaret México, Hotel Xcaret Arte, La Casa de la Playa Vacation Club: Mexico Destination Club	14-49
2-3	Reporting period, frequency and contact point	From January 1 to December 31, 2025 Annual report Iliana Rodríguez Cavazos <i>irodriguez@xcaret.com</i> Corporate Director of Sustainability and Institutional Relations.	7
Activities and workers			
2-6	Activities, value chain and other business relationships	Dedicated to the tourist sector with parks, hotels and tourist passenger transportation.	14-49
2-7	Employees	At the close of 2025, there was a workforce of 16,750.	90
Governance			
2-9	Governance structure and composition	Check the section on corporate government and organizational structure.	58-61
2-11	Chair of the highest governance body	Architect Miguel Quintana Pali Board of Directors President	2-3

GRI INDICATOR	DESCRIPTION OF GRI INDICATOR	INFORMATION SUMMARY	PAGE
2-13	Delegation of responsibility for managing impacts	Through the operations support committees.	60
Strategy, politics and practices			
2-22	Statement on sustainable development strategy	Consult section on sustainability strategy	64-67
2-23	Policy commitments	Consult the section on sustainability strategy and policies	64-67
2-24	Embedding policy commitments	Policies apply to the model's 3 pillars: • Prosperity • People • Planet	66
2-26	Mechanisms for seeking advice and raising concerns	We have the internal Xprésate Line for reporting any kind of irregularity, concern or complaint.	83
2-28	Membership associations	Partnerships with public, private and civil society institutions.	107, 130
Participation of interest groups			
2-29	Approach to stakeholder engagement	Materiality analysis has allowed us to work on strengthening institutional dialogue and constructing adequate channels of communication for our mutual benefit.	74-77
2-30	Collective bargaining agreements	36% of co-workers are unionized	91
GRI 3: 2021 Material Topics			
3-1	Guidance to determine material topics	The 2022 materiality study was updated, resulting in 13 prioritized material themes for the group.	70-77
3-2	List of material topics	13 topics were identified as priorities: • Business strategy • Health and safety • Technological adaptation • Governance and management structure • Processes innovation and improvement • Communication strategy • Institutional partnerships • Customer satisfaction • Worker welfare • Customer experience • Biodiversity and conservation • Environmental management system • Responsible finances	76
3-3	Management of material topics	Consult relevant sections	70-77

GRI INDICATOR	DESCRIPTION OF GRI INDICATOR	INFORMATION SUMMARY	PAGE
GRI 203: INDIRECT ECONOMIC IMPACTS 2016			
203-1	Infrastructure investments and services supported	Consult the section on donations to civil society bodies	107
GRI 204: SOURCING PRACTICES 2016			
204-1	Proportion of spending on local suppliers	90% of local purchases	140
GRI 205: ANTICORRUPTION 2016			
205-3	Confirmed incidents of corruption and actions taken	In 2025 there were no incidents of corruption	83
205-2	Communication and training about anti-corruption policies and procedures	Promotion of the Code of Ethical Conduct among: • 14,065 trained co-workers	82
GRI 302: ENERGY 2016			
302-1	Energy consumption within organization	Consult relevant section	133
GRI 303: WATER AND EFFLUENTS 2018			
303-1	Interactions with water as a shared resource	We currently operate 19 treatment plants, allowing us to treat most of the water used in our business units.	131
303-3	Water withdrawal	13,306,750 m3	131
303-4	Water discharge	12,307,427 m3	131
303-5	Water consumption	999,323 m3	131
GRI 304: BIODIVERSITY 2016			
304-2	Significant impact of activities, products and services on biodiversity	Our biodiversity conservation programs and initiatives enable us to commit ourselves to the long-term protection of the surrounding resources, on which we depend.	126-130
304-3	Habitats protected or restored	Check the section on commitment to biodiversity.	129-130
GRI 305: EMISSIONS 2016			
305-1	Direct (Scope 1) GHG emissions	Derived from the consumption of fixed and mobile combustion, and escaped emissions. Total: 59,984 tons CO2e.	134
305-2	Energy indirect (Scope 2) GHG emissions	Generated from electricity acquired and consumed in our operations. Total: 39,367 tons CO2e	134

GRI INDICATOR	DESCRIPTION OF GRI INDICATOR	INFORMATION SUMMARY	PAGE
GRI 306: WASTE 2020			
306-2	Management of significant waste-related impacts	An appropriate process has been identified for each type of waste, such as recovery, recycling, transformation or elimination.	131-132
306-4	Waste diverted from disposal	Total in tons: 7,157 Consult relevant section	131-132
GRI 401: EMPLOYMENT 2016			
401-1	New employee hires and employee turnover	Employee turnover rate was 21%	94
401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees.	Benefits listed in the worker welfare section are given to full-time and temporary employees.	94-105
401-3	Parental leave	Maternity leaves: 175 Paternity leaves: 308	94
GRI 403: HEALTH AND SAFETY IN THE WORKPLACE 2018			
403-3	Occupational health services	Consult the section on health and safety	100-105
403-4	Worker participation, consultation, and communication on occupational health and safety	Consult the section on health and safety	100-105
403-6	Promotion of worker health	Consult the section on health and safety	103-105
GRI 404: TRAINING AND EDUCATION 2016			
404-1	Average hours of training per year per employee	68.66 average annual education hours per worker	97
404-2	Programs for upgrading employee skills and transition assistance programs	Check the section on training and recognition for co-workers	98-99
GRI 405: DIVERSITY AND EQUAL OPPORTUNITIES 2016			
405-1	Diversity of governance bodies and employees	Consult the section on co-worker welfare. 37% of all co-workers are women.	90-91
GRI 408: CHILD LABOR 2016			
408-1	Operations and suppliers with high risk of cases of child labor	Regarding our operations, we reaffirmed that there is no kind of forced or compulsory labor in Grupo Xcaret and we respect our workers' right to free association and collective bargaining.	87

GRI INDICATOR	DESCRIPTION OF GRI INDICATOR	INFORMATION SUMMARY	PAGE
GRI 409: FORCED OR COMPULSORY LABOR 2016			
409-1	Operations and suppliers at significant risk for incidents of child labor	We reaffirmed that there is no kind of forced or compulsory labor in Grupo Xcaret	85
GRI 413: LOCAL COMMUNITIES 2016			
413-1	Operations with local community engagement, impact assessments, and development programs	Consult the section on community welfare	106-107









2025
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