

MOTEL *1* ONE

THE CLOUD ONE
HOTELS

ESG at the Motel One Group



Sustainability at the Motel One Group

For us, sustainability is not a destination – it's a journey. Every step matters. Every contribution counts. Because real change grows from many small actions that, together, make a difference. We invite our employees, guests, and partner companies to join us on this journey – step by step. Not with the claim of being perfect, but with the shared commitment: we are walking this path together.

In our programme One Planet. One Future., we unite all actions through which we take responsibility – for the environment, for people, and for society.

With our EveryONE Counts campaign, we provide information on important topics, highlight connections, give our employees and guests the opportunity to play an active role – for example, by skipping room cleaning with the My Service Option, enjoying an organic egg for breakfast or exploring the city by bike. The green circle shows where it is possible to contribute – and how everyone can easily get involved in changing our world for the better, step by step.

Every contribution counts. EveryONE counts.





Climate Protection

Hotel Buildings

Design & Interior

Operations & Services

One Team

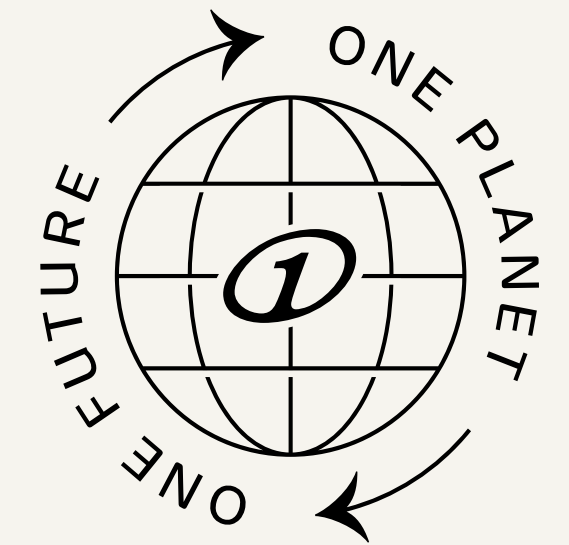
One Society

Governance

MOTEL **1** ONE

THE CLOUD ONE
HOTELS

*We make it our business to make the hotel world
a better place for the future.*



Climate
Protection

The Motel One Group
supports climate
protection measures.



Hotel
Buildings

The Motel One Group
operates certified hotel
properties.



Design &
Interior

The Motel One Group
promotes recyclable
and resource-efficient
design.



Operations &
Services

The Motel One Group
uses resources
efficiently and sparingly.



One
Team

The Motel One Group
is a fair employer and
supports the
qualifications of all
employees.



One
Society

The One Foundation is a
non-profit foundation
dedicated to equal
opportunities in society.



Governance

The Motel One Group
lives its values,
principles and guidelines
every day through its
Code of Conduct.





SDGs at the Motel One Group

The Sustainable Development Goals (SDGs) are a universal call to action to end poverty, protect the planet and improve the lives and prospects of people all over the world. The 17 SDGs were approved by all UN member states in 2015 as part of the 2030 Agenda for Sustainable Development. Ambitious measures must be introduced over the next few years in order to achieve the goals by 2030.

In this sense, we want to use our business activities to support the SDGs in the best ways possible and do our bit to help achieve them. With this in mind, we have identified the following SDGs that we aim to support through our measures.





Awarded for our commitment

Future Champions 2026



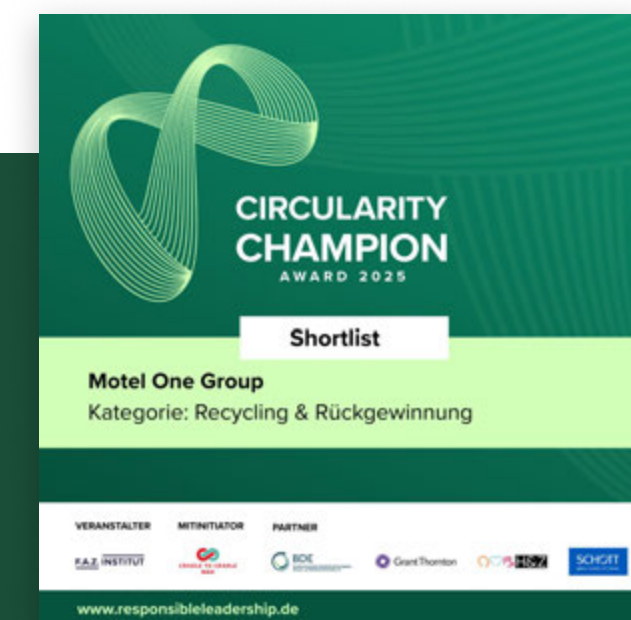
In 2026, Motel One won the 'Future Champions' award, and was crowned 'Especially Future-Oriented', receiving the best result in the 'Budget hotels' category. This shows that our guests perceive Motel One as a future-oriented company – we are delighted to have received this award!



Circularity Champion Award 2025 – shortlisted



In autumn 2025, the Motel One Group was shortlisted for the 'Circularity Champion Award' in the 'Recycling & Recovery' category. The nomination recognises our commitment to closed material cycles in hotel operations.



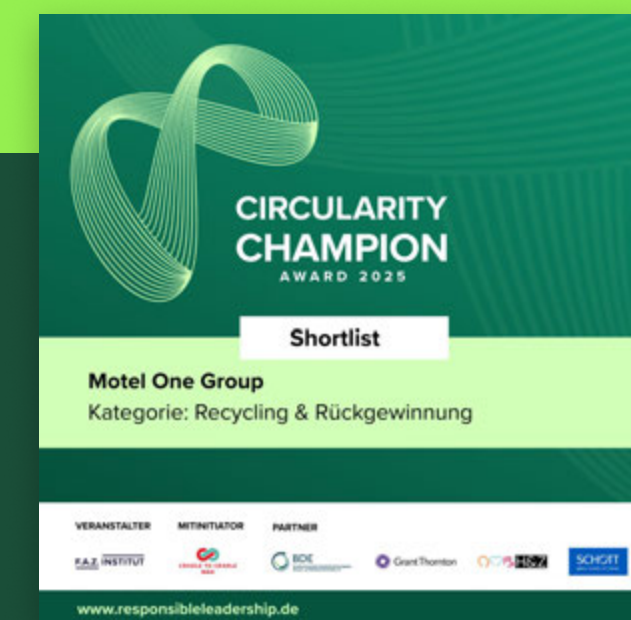


Awarded for our commitment

Analysis institute ServiceValue GmbH teamed up with the German newspaper DIE WELT to determine which companies are perceived as especially future-oriented from the consumer perspective. Motel One achieved a Future Awareness Score (FAS) of 2.46 in the 'Hotels – Budget' category, taking first place (answers based on score of 1–5; 1 = 'strongly agree'). The survey was based on around 305,000 consumer opinions on 1,423 companies from 74 industries.



The 'Circularity Champion Award' is awarded by the F.A.Z. Institute and evaluated by an expert jury chaired by Prof Dr René Schmidpeter (Bern University of Applied Sciences). In 2025, 25 projects from a wide range of sectors – from the construction industry to the pharmaceutical industry – were shortlisted from numerous submissions, demonstrating how the circular economy can be successfully implemented in practice.





Climate protection

Decarbonisation is a key issue for environmental protection. Under the Paris Agreement, 195 countries have committed to limiting global warming to less than 2°C compared to pre-industrial levels.

At the Motel One Group, we also support this goal and are continuously working to reduce our CO₂ emissions.

Carbon footprint

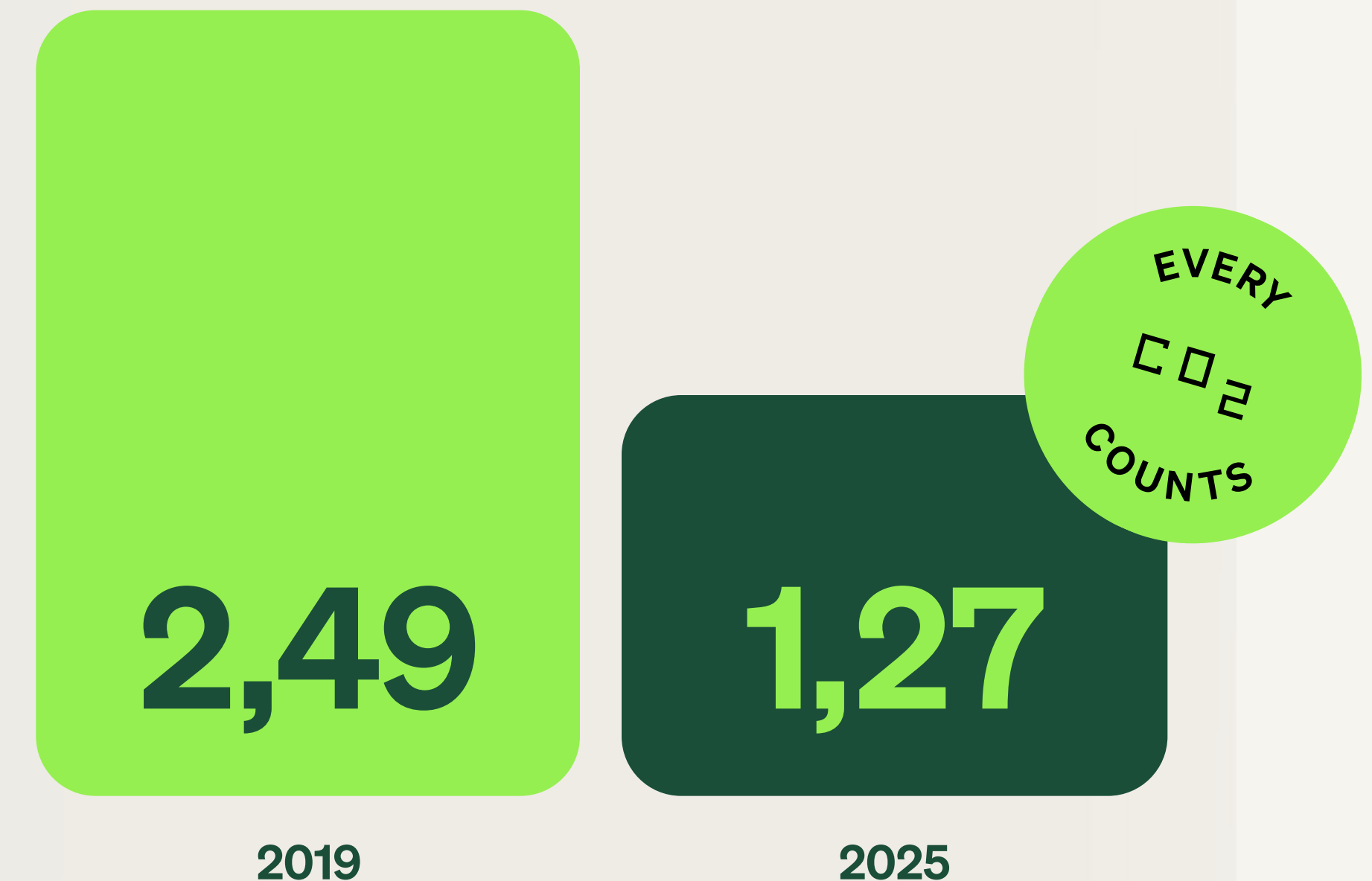
Over the last few years, we have implemented comprehensive measures to reduce our CO₂ emissions. These have enabled us to reduce the CO₂ value per overnight stay by 49% in 2025, compared to 2019.*

What we do to protect the climate

- 100% green energy in our hotels
- Reduced transport routes
- Expansion of vegetarian and vegan products at our breakfast buffet
- Increased recycling rate through consistent waste separation
- Gradual conversion of company fleet to electric drive
- Subsidies for public transport and company bikes

* Reduction in CO₂ intensity calculated for Scopes 1 and 2. Calculations were made in collaboration with Schlange, Zamostny & Co. GmbH.

CO₂ emissions per room night**
(in kg CO₂ for Scope 1 & 2)



** According to the HCMI, the CO₂ value per room night is 2.09 kg CO₂. This value includes Scopes 1 and 2 and laundries from Scope 3.



Hotel Buildings

Building certifications

A steadily growing number of our hotels have received internationally recognised certificates for environmentally friendly construction. The following hotels of the Motel One Group are already certified:

- BREEAM Outstanding: The Cloud One Prague
- BREEAM Excellent: Motel One Amsterdam, Motel One London-Tower Hill
- BREEAM Very Good: Motel One Barcelona-Ciutadella, The Cloud One Gdansk, Motel One Manchester-Piccadilly, Motel One Manchester-Royal Exchange, Motel One Paris-Porte Dorée
- BREEAM Good: Motel One Bremen-Altstadt
- DGNB Gold/ÖGNI Gold: Motel One Berlin-Upper West*, Motel One Cologne-Altstadt, Motel One Cologne-Messe, Motel One Vienna-Donau City
- Green Building: Motel One Prague-Florentinum
- LEED Gold: Motel One Frankfurt-Römer, Motel One Hamburg-Fleetinsel, Motel One Munich-Haidhausen, Motel One Munich-Hauptbahnhof, THE CLOUD One Nuremberg, Motel One Warsaw-Chopin
- HQE Excellent: Motel One Paris-Porte de Versailles



BREEAM® NL

BREEAM®
delivered by bre

* The Motel One Berlin-Upper West is located in the Upper West building in Berlin, which is DGNB Gold certified.



Water consumption

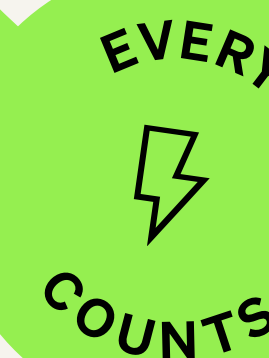
The responsible use of water is very important to the Motel One Group. That's why we are taking targeted measures to reduce our water consumption. These include washbasin taps, shower systems and toilet cisterns that save water to efficiently minimise the consumption of resources.

As part of our Green Key certification, our hotels also meet extensive requirements relating to water. This includes the continuous recording of water consumption, the use of efficient sanitation technology and the systematic documentation and repair of leaks. Our toilets feature a dual-volume flushing system as standard, with 3–4 litres for a half flush and 6–9 litres for a full flush. Our shower fittings consume between 7.8 and 9 litres per minute.

In 2025, we used 160 litres of water per overnight stay.

The rainwater recovery system at Motel One Antwerp is a specific practical example. Rainwater is collected, treated and used to flush the toilets, helping to reduce water consumption in operation in a targeted manner.





Renewable electricity & Energy efficiency

Renewable energy is the most important element of a sustainable electricity supply. Since 2020, all our existing hotels have used nothing but renewable electricity, from sources such as hydropower, solar power and wind power. In 2025, our electricity consumption came to 7.32 kWh per overnight stay.

Energy saving measures at the Motel One Group

- Use of modern LED lighting in corridors, offices, technical rooms, underground car parks, stairwells and many guest rooms*
- Energy-efficient heating and cooling of guest rooms using fan coils
- Solar and thermally insulated glass to reduce the heating of guest rooms and thus minimise cooling requirements
- Consumption data is regularly analysed and energy audits are regularly performed
- Curtains on the south side prevent rooms from heating up and can be closed by housekeeping if necessary

* This measure has been implemented at the majority of our locations.



Design & Interior

When selecting our partners, we take into account how they select and process materials. For example, we work with the German leather manufacturer Fiedler, which tans and dyes leather using natural materials, as well as the Swiss manufacturer Fischbacher, which produces curtains from recycled polyester.

The carpet in many rooms and corridors is from the Danish company Ege and is bronze-certified according to the Cradle-to-Cradle® standard. This certification assesses, amongst other things, material health, recyclability and resource use.

As part of redesign projects, existing furniture, carpets and curtains are refurbished and reused where appropriate in terms of technology and design.

Our aim is to use durable, high-quality materials and to use existing resources as efficiently as possible.





Climate Protection

Hotel Buildings

Design & Interior

Operations & Services

One Team

One Society

Governance

8

5

3

1

2

7

6

4

Materials in the room

- 1 Cupboards (Unilin)**
100% recycled wood
- 2 Headboards (Pfleiderer)**
Made in Germany
60% recycled
- 3 Curtains (Christian Fischbacher)**
70 % recyceltes Polyester
- 4 Carpet (EGE)**
Made in Denmark
Cradle to Cradle® Bronze
Eurofins Indoor Air Comfort Gold
- 5 Chairs/armchairs & upholstery fabric (Freifrau/Leder Fiedler)**
Made in Germany
- 6 Bed frames**
Made in Germany, FSC
Bedding
OEKO-TEX® Standard 100 or
OEKO-TEX® Made in Green
Mattresses
OEKO-TEX® Standard 100
Bed linen
OEKO-TEX® Made in Green
- 7 Lighting**
LEDs, powered by 100% green electricity
- 8 Wall paint (Brillux)**
Blauer Engel E.L.F. dispersion paints

* The manufacturers and products mentioned here can be found in most of our hotels, however they may vary depending on location.



Local art collaborations

For us, sustainable design also means showcasing local art and crafts. In many of our hotels, we work with local artists to create spaces that reflect the location.

The Cloud One Lisbon is a prime example of this. Local design studio Pedrita created large-scale mosaics from discarded industrial tiles. This contemporary interpretation of the Portuguese azulejo tradition features motifs based on old photographs of Lisbon's flea markets.

For us, this project exemplifies an approach that runs through our hotels: regionally rooted, material-conscious and with stories that make guests curious about the location.



Operations & Services

Green Key certification

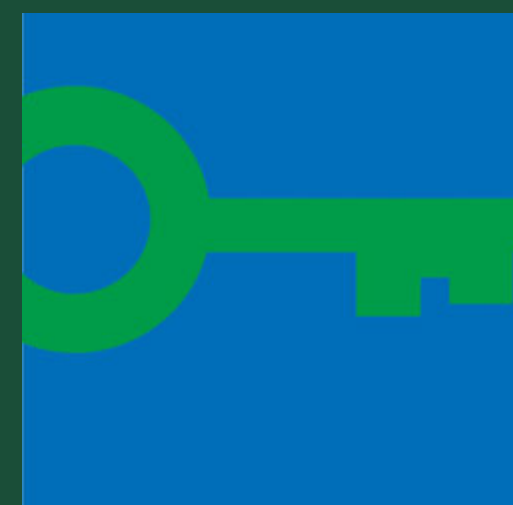
Sustainability is an integral part of the Motel One Group identity. The Green Key certification allows us to make this promise credibly visible to our guests.

Green Key is an international, independent certification programme for companies in the tourism sector, including hotels, hostels, campsites, holiday parks, conference centres, attractions and restaurants. As of January 2026, more than 8,500 companies in over 90 countries worldwide have been certified.

The assessment is based on defined criteria, including in the areas of environmental management (e.g. energy, water, waste and cleaning) as well as training and information provided for employees, guests and suppliers. The programme is recognised by the Global Sustainable Tourism Council (GSTC).

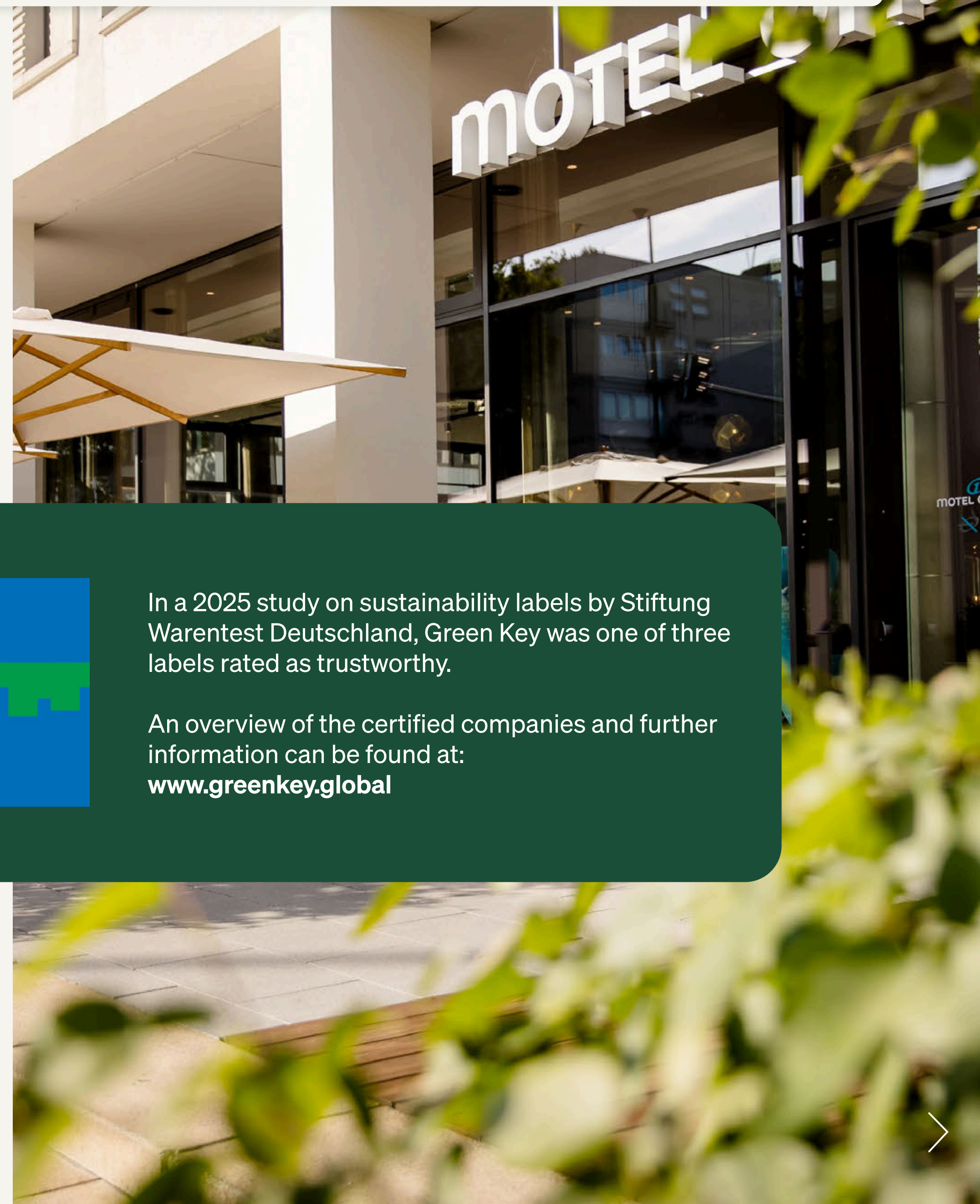
Compliance with the criteria is assessed as part of a structured audit process and verified by regular external on-site audits.

All hotels in the Motel One Group are Green Key-certified. New openings and acquisitions are certified within the first 12 months as part of the opening process.



In a 2025 study on sustainability labels by Stiftung Warentest Deutschland, Green Key was one of three labels rated as trustworthy.

An overview of the certified companies and further information can be found at:
www.greenkey.global





A very organic breakfast

A good day begins with a good breakfast. That is why we place high value on organic and fair-trade products when selecting food for our breakfast buffet.

There is a variety of organic cheeses, sausages, tomatoes, cucumbers and small fruit in our new breakfast concept, adding to the wide range of organic food already served in Germany and Austria. In Germany, Austria, France and the Netherlands, all our eggs are organic.* Internationally, eggs are free-range at least.

There are also lots of vegan options. Our buffet also has vegan Gouda, feta and sausage options, along with a vegan yoghurt alternative. We have also added an organic oat drink to our existing organic, soy and almond drink selection.

EVERY
COUNTS

* Partial organic certification under DE-ÖKO-037 and AT-BIO-902



Lots of vegan options! Vegans and anyone wanting to eat a more plant-based diet won't be left hungry here.



My Service Option

We always want to offer our guests the very best service. That is why room cleaning comes as standard at Motel One. At the same time, with the My Service Option, we offer our guests the option of voluntarily skipping daily cleaning.

Guests who decide to skip cleaning can help to reduce the use of water, energy and cleaning products during their stay.



Measures to reduce plastic waste

When selecting and using products in our hotels, we take waste prevention, waste separation and types of packaging into account. Where possible, we use reusable and large packaging and involve our suppliers in appropriate measures.

- Switch from disposable plastic cups to alternative cup solutions (saving around 2.85 million plastic cups in 2025)
- Avoiding plastic rubbish bags in bathrooms
- Less individually packaged food at the breakfast buffet
- Use of microplastic-free cosmetic products in guest rooms

Cosmetic products in the hotels (e.g. hand soap and hair & body shampoo) are supplied in refillable pump dispensers. These are made of recycled PET and are used multiple times. Few dispensers need to be replaced per room each year. The products are Ecocert and Cosmebio certified and do not contain microplastics.

The cleaning products used are also free from microplastics, biodegradable and carry the EU Ecolabel.





One Team

Our employees are our focus

We see ourselves as a team – from executive management right through to our trainees. Together, we are not just changing the hospitality world for the better: we are also playing a part in shaping a sustainable world for us and for generations to come. As an employer, we set great store by personality and we embody diversity. Our employees are always at the heart of what we do.

Training and development opportunities at the Motel One Group

At the Motel One Group, our teams can enjoy an array of career opportunities and tailored development programmes from our in-house One University. Along with providing our employees with holistic training, we place great value on their professional and personal development, offering regular training sessions so that they are perfectly prepared for their tasks – from their very first year with us onwards. Alongside this, cutting-edge formats such as e-learning and live online training sessions supplement our training concept, while our internal development programme lets us support ambitious employees on their path to managerial positions at the Motel One Group.

Excellent employer – Some of our awards





Diversität bei der Motel One Group

We embody diversity, equal opportunities and gender equality day in, day out.

47 %

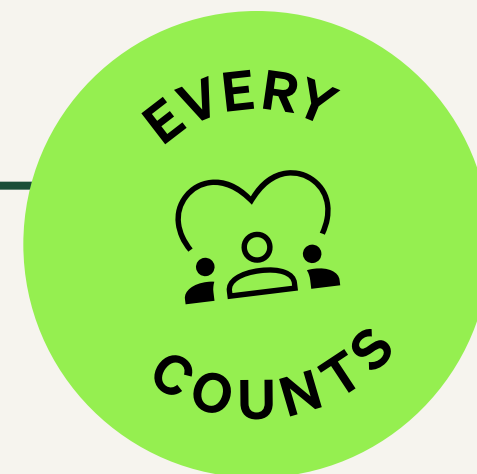
Women

(all female employees at head office and hotels)*

49 %

Women in managerial positions

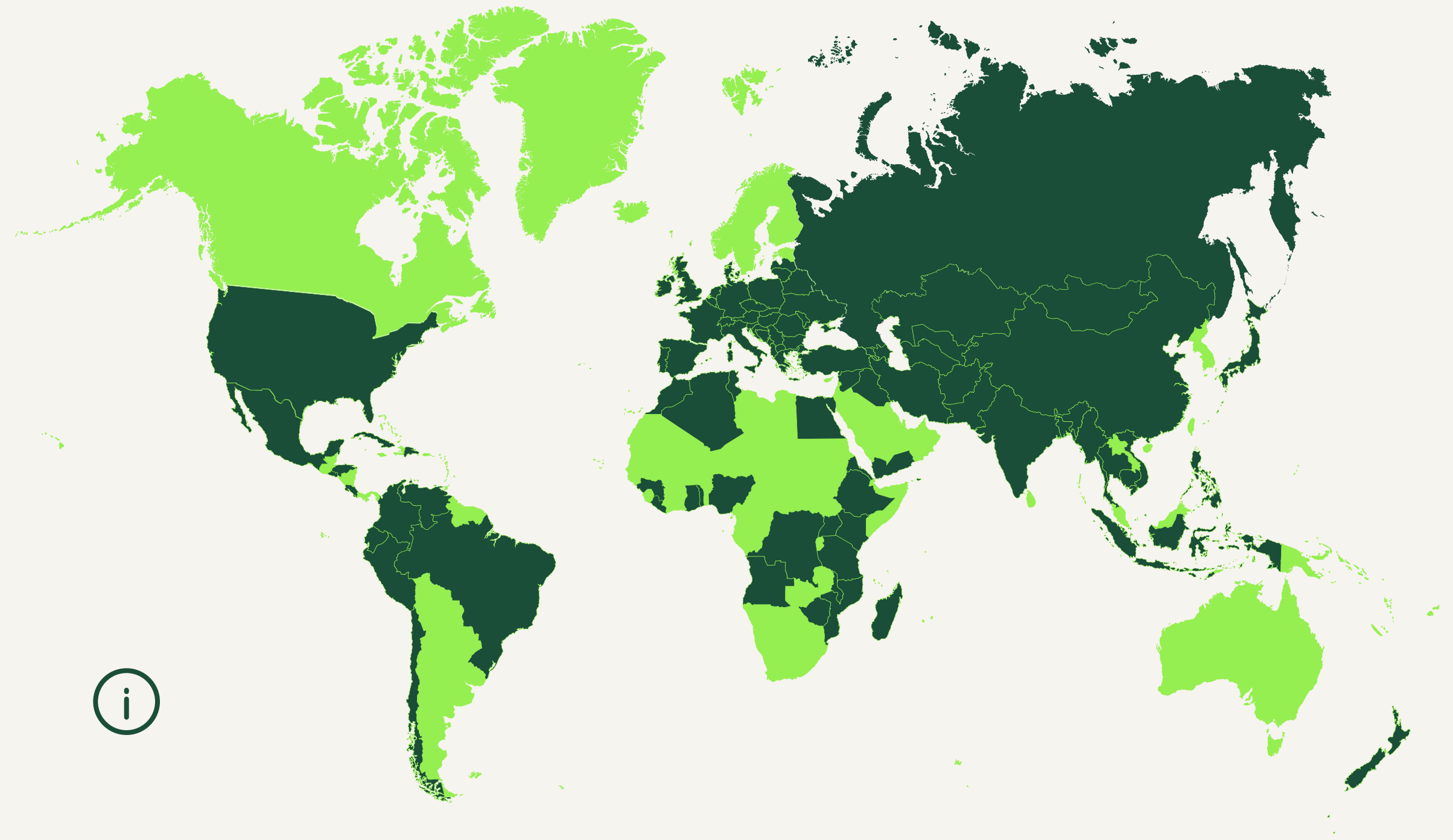
(managers with personnel responsibility at head office and hotels)*



* 2025

Our international team at the Motel One Group

We are proud to employ people from 114 different countries at our hotels in Germany (in 2025).





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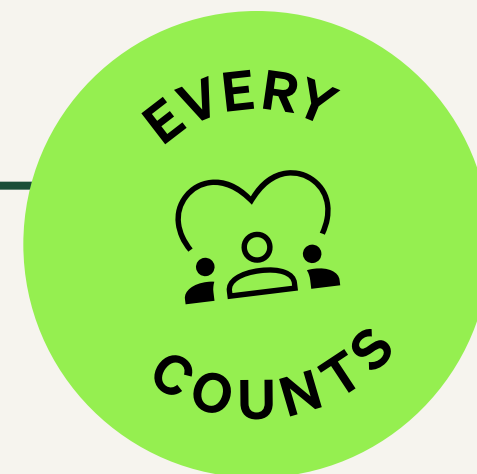
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(managers with personnel responsibility at head office and hotels)*



* 2025

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Afghanistan, Albania, Algeria, Angola, Armenia, Austria, Azerbaijan, Bangladesh, Belarus, Bosnia and Herzegovina, Brazil, Bulgaria, Cambodia, Chile, China, Colombia, Congo, Costa Rica, Croatia, Cuba, Czechia, Denmark, Dominican Republic, Ecuador, Egypt, El Salvador, Eritrea, Ethiopia, France, The Gambia, Georgia, Germany, Ghana, Greece, Guinea, Honduras, Hungary, India, Indonesia, Iran, Iraq, Ireland, Israel, Italy, Japan, Kazakhstan, Kenya, Kosovo, Kyrgyzstan, Latvia, Liberia, Lithuania, Madagascar, Malawi, Malta, Mauritius, Macedonia, Mexico, Moldova, Mongolia, Montenegro, Morocco, Mozambique, Myanmar, Nepal, Netherlands, New Zealand, Nigeria, Pakistan, Palestinian Territory, Peru, Philippines, Poland, Portugal, Romania, Russia, Serbia, Singapore, Slovakia, Spain, Switzerland, Syria, Tajikistan, Tanzania, Thailand, Togo, Tunisia, Türkiye, Turkmenistan, Uganda, Ukraine, United Kingdom, United States of America, Uzbekistan, Venezuela, Vietnam, Yemen, Zimbabwe





Mobility offers for employees

We offer our employees many options for commuting to and from work, including subsidies for local public transport.

In Germany, employees additionally have the option to use a bicycle or e-bike through a subsidised scheme provided by the Motel One Group.

Compared to travelling by car, the use of public transport or bicycles can help to reduce traffic-related emissions and promote different forms of mobility.

EVERY
COUNTS



63 %

of employees

In 2025, 63% of employees took advantage of these sustainable mobility offers*

* of 2,594 employees in Germany who are entitled to this benefit





One Society

The One Foundation is a charitable foundation established by Motel One founder Dieter Müller in 2018. As a fundraising and operational foundation, we finance and initiate projects that open up new perspectives and enable individual development, especially for people in challenging circumstances.

Our vision is a society shaped by equal opportunities where people can define their own futures through education and work.



More information about the One Foundation can be found here:

Foundation report website



Operational projects



Supported projects





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Operational projects that we implement as the One Foundation:

- The trainee scholarship – since 2023, we have been awarding scholarships to trainees in the hospitality industry every year. With the scholarship programme, we aim to support hospitality industry trainees in completing their training by providing monetary and moral support each month and preparing them for professional life.
- Together with Über den Tellerrand kochen München e. V. and Motel One*, the One Foundation has launched its second operational project: a training programme offering people with migrant or refugee backgrounds a practical look at the hospitality industry for two weeks.

* Motel One as an auxiliary of the One Foundation

The One Foundation also supports the following projects, among others:

- **Phase BE:** Phase BE aims to counteract the high drop-out rate in Germany with its summer academy. During the school holidays, students can catch up on lessons, while also increasing their own self-efficacy.
- **KoALA:** the KoALA aha! project supports gastronomy trainees who have not been in Germany for long. The trainees receive practical coaching as well as advice and support with tasks such as meetings with the authorities.
- **Stiftung Deutsche Depressionshilfe und Suizidprävention (German Foundation for Depression Relief and Suicide Prevention):** with its Psychosocial Coaching NextGen project, the Stiftung Deutsche Depressionshilfe supports young long-term job seekers under the age of 25 who are experiencing psychological challenges in finding their way back into the labour market.





Governance

One Compliance

We are aware of our responsibilities and have jointly undertaken to perform our day-to-day work in line with our underlying values and in accordance with the applicable law. One Compliance supports us with this as a framework for acting responsibly and with integrity.

Our Code of Conduct, the One Code, is a key element of this. It helps us to make the right decisions, stand up for our values and implement them in our day-to-day work. The One Code applies to the entire One Family, including executive management.

The One Code is supplemented by a range of internal guidelines, especially on the topics of combating bribery and corruption, preventing money laundering, protecting human rights, data protection and IT security. In addition, we have adopted a Declaration of Principles on Human Rights, in which we explicitly reaffirm our responsibility to protect the dignity and rights of all people in our sphere of influence.

In addition, we expect our business partners to respect and take into account our values and principles. Our Business Partner Code of Conduct serves as a guide and supports trusting and responsible collaboration.

All our employees receive One Compliance training. Compliance violations can be reported via our anonymous whistleblower system. We have also set up a transparent **complaints procedure** that allows those affected – both internally and externally – to report and follow up their concerns confidentially.

Our risk-based approach ensures we act responsibly in our own business, and that our suppliers and service providers do too, while complying with our standards. In doing so, we pay particular attention to labour and human rights as well as environmental considerations throughout the entire value chain.



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