



**Royal Champagne Hotel & Spa
Corporate Social Responsibility and Sustainable Policy**

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I. OUR HISTORY

The Royal Champagne Hotel & Spa is a historic establishment with a rich heritage. Originally a post house, it served as a stopping point for French kings on their way to Reims for their coronation, with legend even suggesting that Napoleon himself once stayed here.



In 2014, American entrepreneurs Denise Dupré and Mark Nunnelly acquired the property, embarking on an ambitious renovation project to both modernize the hotel's aesthetics and align it with contemporary regulatory standards.

A year later, in 2015, the Champagne hillsides surrounding the Royal Champagne Hotel & Spa were recognized as a UNESCO World Heritage Site, designated as a "French cultural landscape."

In 2018, following a complete transformation, we proudly reopened as a 5-star luxury retreat. Today, the Royal Champagne Hotel & Spa features 47 elegantly designed rooms, the refined Le Bellevue bistronomic restaurant, the stylish Bar Aysse, the Michelin-starred Le Royal gourmet restaurant, and an exceptional spa.

Each space within the hotel is designed to showcase breathtaking panoramic views of the Champagne valley and vineyards, offering a front-row seat to stunning sunrises and sunsets.

Our deep connection to nature has driven our commitment to enhancing our environmental and social responsibility. Aware of the impact of luxury hospitality on the environment, we continuously strive to redefine sustainable luxury, blending elegance with eco-conscious practices to minimize our footprint while delivering an unparalleled guest experience.

II. OUR ESTABLISHMENT

During the renovation of the Royal Champagne Hotel & Spa, it was essential to preserve a part of the building's rich history. While most of the structure was rebuilt, two façades were carefully preserved as a tribute to the former post house.



To ensure longevity and harmony with the surrounding vineyards, noble and locally sourced materials were used, blending seamlessly with the existing regional architecture. The ambitious renovation project was entrusted to Reims-based architect Giovanni Pace.

Given the cultural and historical significance of our establishment, we

made it a priority to retain these elements, incorporating subtle nods to its past throughout the design.

Our Michelin-starred restaurant, Le Royal, was conceived as a tribute to the women who played a role in Napoleon's life. In its refined and intimate ambiance, guests will find portraits of the influential women who marked the Emperor's journey.

The hotel's logo features the Cavalier of the Royal Army Regiment, a figure who frequently passed through the Royal Champagne.



Nestled within a Natura 2000 protected area, our hotel benefits from a pristine natural environment, rich in biodiversity. Surrounding us are the Champagne hillsides, designated as a UNESCO World Heritage Site in 2015 as a "Cultural Landscape" a recognition that underscores both the historical and aesthetic value of our region. In 2025, Champagne will celebrate 10 years since its UNESCO inscription, and the Royal Champagne Hotel & Spa was proud to be among the organizers of this major event.

III. OUR CONVICTIONS

At Royal Champagne Hotel & Spa, we aim to focus our efforts on causes that are especially close to our heart. For this reason, we have chosen to concentrate our commitment on three main causes:

- The environment
- Women's rights
- Children's rights



The success of our establishment, as well as the appeal of our region, is strongly tied to nature.

The success of the hotel is directly linked to the global reputation of Champagne and the Champagne region, so it is our responsibility to contribute to its preservation. We must be aware of environmental challenges and our regional impact.

We are committed to creating more environmentally-friendly operations, as we are convinced that nature will return what we give to it. The view from our rooms over the vineyards, the breathtaking sunrises and sunsets, the birds singing in the early morning... these are all aspects that we hold dear and want to protect, while also sharing them in the hope of inspiring others to follow our

approach.

To implement these beliefs, we have a very symbolic motto: "Take care of our World."

As a luxury establishment, guest satisfaction and comfort are our top priorities. We want every moment spent with us to be memorable.

To make this possible, we believe that our vision should not be solely centered on our guests, as their experience extends beyond the time they spend in our hotel.

For us, caring for our guests also involves paying special attention to the community, the planet, and our employees. It is essential, therefore, to adopt a 360-degree approach.

Every day, we strive to strengthen our commitment to the aforementioned causes by implementing meaningful actions and supporting local programs that help preserve our environment and promote the well-being of the local community.

IV. OUR ACTIONS

As we are unable to participate in every key event throughout the year related to our three main pillars, we make an effort to donate to charities that are dear to us and support causes we care about.

The associations we support, through financial or material donations, include:

- Champagne Ardenne Nature Environnement
- Ressourcerie Récup'R
- L'institut LISE
- Polyclinique de Courlancy
- Institut Godinot
- La Fondation des Femmes
- Centre Européen Gustave Roussy
- Solid'Hair
- Hôpital Américain des enfants de Reims
- Innocence en danger
- Action enfance
- Lycée Stéphane Hessel
- Ecole élémentaire et maternelle Hautvillers
- Les Restos du Cœur
- France Cancer
- Association des Gouvernantes Générales de l'Hôtellerie
- L'Agence de Développement Touristique de la Marne
- Planet Elements
- Galavante's Foundation
- L'amicale des écoles de Mardeuil
- L'Amicale des sapeurs-pompiers de la Marne
- 4L Trophy 2027
- Association Roseau
- Reims Tourisme
- Comité des loisirs de la gendarmerie d'Epernay
- Action enfance

1. Waste sorting

Environmental protection goes through small daily gestures that can seem insignificant but that can still have a major impact when added to each other. The entire hotel is equipped with LED light bulbs allowing us to reduce our energy consumption. We also added motion detectors in public spaces and staff only areas to avoid energy waste.

Waste sorting is mandatory, but we decided to go further than regulations by collecting cigarette ends and cork caps.

As our approach is still young, we prefer to move slowly but surely to ensure respect of our actions. That is why we are only collecting employees smoking areas cigarette ends for the moment.

To do so, we partnered with the French company Tchaomégot® specialized in

ashtrays production and revalorization of cigarette ends. We use a dedicated ashtray to collect all cigarette ends that are going to be treated waterless and chemical-free in Tchaomegots®'s factory. This treatment allows to get rid of all harmful substances and recover 97% of matter, corresponding to the filter. That material is then reused to create thermal insulation for construction or textile industries. Since its installation in 2024, we collected 106 920 cigarette ends, allowing the fabrication of 30 kilograms of thermal insulation and saving 53 460 cubic meters (m³) of water and avoiding the emission of 374 kilograms of CO₂!

For cork caps recycling, we partnered with Papillons Blancs en Champagne. The association is implanted in Marne for over 70 years and accompanies people with a disorder on a lifetime scale, from the early stages of childhood to elderly ages. Its aim is to favour social acceptance, autonomy and personal fulfilment of each human being. Our cork caps collection contributes to the total 45 tons cork caps revalorized into thermal insulation by the association while making professional fitting easier for disabled person.

2. Local highlights

We believe the best way to reduce our environmental impact and strengthen our approach is to take part in special local events dedicated to our environment.

Since 2022 we have taken part in different events we value and seem to have a great impact on raising consciousness regarding Earth's health and the need to take great care of it.

Each year, we reiterate Earth Hour participation in partnership with Champillon's Townhall. During this event, the city's lights are shut off for an entire hour.

On our side, we turn off the lights for the whole evening, offering a warm atmosphere thanks to candle lights. For the occasion, our Chef crafts a seasonal and locally sourced menu. Since 2025, this candle light dinner is elaborated in association with the cuvée Réserve de la Terre from Telmont Champagne House, fully grown through organic farming methods.



Earth Day allows us to demonstrate our commitment through a donation representing 10% of the revenue generated that day, in support of the C.A.N.E association – Champagne-Ardenne Nature Environnement. Since 2025, a signature cocktail "Make It Green!" is specially crafted by our barman chef for the occasion. For each cocktail sold, 9€ are donated to the association Planet Elements, committing companies for our planet's regeneration.

To make sure our approach makes sense, it is essential to aim for continuous improvement through participation in new events.

In 2024, we participated in the Digital Cleanup Week, extension of the Digital Cleanup Day. The goal is to raise awareness concerning the environmental impact

of digital technology, invisible but still very real.

For the occasion, we challenged our employees to spend an internal e-mail free day. We also offered awareness raising sessions on digital devices' impact ending with a quiz to encourage them to use technology in a responsible and sustainable way.



Our planet's protection passes through biodiversity balance, widely permitted thanks to pollinators insects such as bees. To take part in the protection of those essential animals, we have seven beehives allowing us to produce our own honey, available in our boutique, at breakfast and in our Pastry Cheffe's desserts. Thanks to that, we were able to produce a total of 148kg of honey in 2025, for our guests only.

3. For the women's cause

As we mentioned before, taking care of our customers goes with taking care of our community.



In October, we put in the spotlight women suffering from breast cancer. In 2023, we offered a discussion session between our female employees and Emilie Daudin alias The Brunette, business owner, blogger and podcaster hit by a triple negative cancer in 2020 to untie tongues on that taboo subject, and the importance of simple gestures to detect first signs of the cancer.

For the whole month, a signature dessert is offered as well as a special cocktail crafted for the occasion. Part of the sales of those articles, as well as our boutique's Pink Corner items, Spa treatments, rosé Champagne and nights are donated to associations supporting cancer research, such as COMPASS program for Gustave

Roussy center, first facility to fight cancer in Europe, or even LISE institute as well as women suffering from breast cancer.

We wish to strengthen our commitment through more than financial donations. That is why we deliver our signature pastries to Gustave Roussy Center and Courlancy's polyclinic for women suffering from breast cancer and caretakers supporting them in a lifetime fight.

In 2024 we also collaborated with the association #DonneTonSoutif to collect our female employees' bras to donate to women suffering from breast cancer and caretakers with financial difficulties. A total of 55 bras were collected at the Royal Champagne Hotel & Spa!

As we believe there is always more we can do, our commitment to Pink October continues to grow. Since 2025, we have been collaborating throughout the month with Rare Champagne, a Champagne House that shares our values and commitment to the cause.

Our desire to involve our employees in every step of this initiative remains at the heart of our approach. This year, we are once again inviting our employees to take part in the 10 km Reims race alongside the Royal Team. Each participation contributes to increasing the financial donation made to the Institut L.I.S.E.

In 2026, we will take our commitment one step further with a final event at The Royal Champagne Hotel & Spa, bringing together and highlighting all of the hotel's Pink October initiatives. During this event, the total amount of our financial donation to the Institut L.I.S.E. will be announced.

At Royal Champagne Hotel & Spa, we want to put women in the spotlight for more than one day. According to that, we dedicate them the entire month of March. In 2024, our pastry Cheffe, Claire Santos Lopes, worked with 5 feminine figures in the hotel to craft a special dessert for each of them. To mark our commitment, 1€ per dessert is donated to La Fondation des Femmes, association fighting against domestic violence and gender equity.

We take time to master our actions on strong and impactful events, but we still have progress to do, and a great number of actions can still strengthen our commitment.

4. Children's rights

Children are our future. It is essential to protect their rights and give them the keys to continuing the work we start today.

At Royal Champagne Hotel & Spa, we believe that every child has the right to enjoy end-of-year festivities.

To help that, we organize a toy collection in November for our partner Restos du Coeur® so that every child can have a magical Christmas. That toy donation is accompanied by a financial donation to support the association fighting for minorities protection.

We also wish to support children suffering from diseases. To provide a joyful and festive environment, each year, we deliver Christmas trees to decorate the American Hospital for Children in Reims.

Since 2025, we have been committed to encouraging sensory discovery and developing children's relationship with food. As part of this commitment, we take part in the "Semaine du Goût", a key initiative dedicated to introducing children to the richness of taste and the importance of food education.

During this special week, our Executive Chef, Christophe Raoux, leads interactive workshops in elementary schools, giving children the opportunity to explore different flavours, textures, and ingredients in a fun and engaging way.

5. For our guests

a. Energy

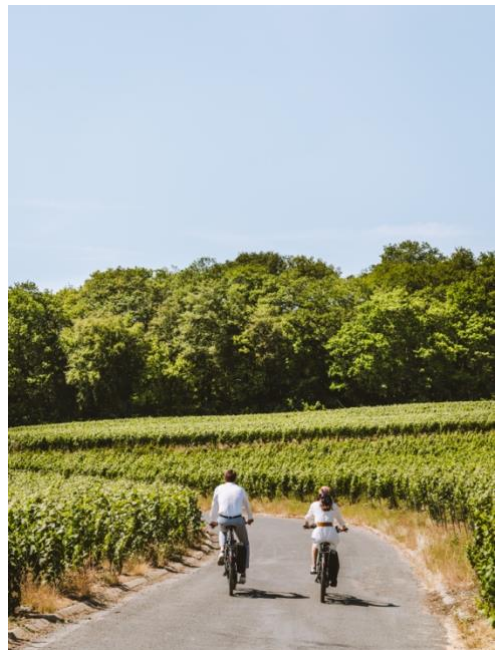
Environmental and societal issues are increasingly affecting more people, including our guests. In response to their growing interest in sustainability, we have implemented a series of actions to demonstrate our commitment and offer them the opportunity to participate in this journey during their stay.

To begin their eco-friendly experience, we offer guests the option to request an electric or hybrid vehicle for airport transfers.

We also highlight environmentally conscious activities, such as electric bike rides and horseback riding, to explore the Champagne region while respecting its natural beauty.

In 2025, approximately 45% of the activities booked by our guests were electric bike rentals. For the coming years, we plan to increase communication about these eco-friendly activities, encouraging more guests to choose these sustainable options.

To further support this initiative, we have dedicated an entire page in our concierge book to "Green" activities, making it easier for guests to discover and engage with the eco-conscious experiences we offer.



b. Water

At Royal Champagne Hotel & Spa, we understand water is a precious resource and are committed to its preservation. To minimize water usage, we strategically water our hotel plants only during early morning or late evening, avoiding rainy days and the hottest parts of the day. In our bathrooms, we've installed aerators on all sinks and showers to regulate water flow, reducing consumption without compromising comfort.



Additionally, our toilets feature dual-flush systems to further conserve water.

We encourage responsible usage by changing bed linens and towels every three days. However, guests preferring more frequent changes can simply place a compressed capsule block on their bed. These eco-friendly blocks are locally made just minutes from the hotel and are available for purchase in our boutique. This approach not only helps conserve water but also supports local artisans and craftspeople.

c. Paper

At Royal Champagne Hotel & Spa, we wish to reduce our paper consumption. Upon guests' arrival or departure no paper-made documents are used. All information is transmitted through a tactile tablet and invoices are only printed upon customer's request.

To give our customers the opportunity to follow our paper consumption reduction will, we offer newspaper reading using Press Reader®, app allowing access to different digital newspaper.

d. Packaging and other products

In order to reduce our waste's impact, we give priority to package-free or compostable packaging amenities. We are currently working on coffee and cream packages that are not yet biodegradable.

To further reduce waste and increase our positive impact, full-size, refillable cosmetic products have been introduced in every guest room, replacing individual single-use amenities.

6. To go further

The implementation of an environmental policy induces working with service providers involved in such an approach.

That is why we naturally decided to collaborate with MyBlend and Clarins Precious in our spa. Like us, the group supports environmental cause, women's rights and children's rights.

The Royal Champagne Hotel & Spa not only shows a strong commitment to the environment but also to culture and local community, allowing to bring to life our region and our hotel.



That is why we encourage every guest discovering the Champagne region to respect its terroir and population. We drive them towards guides sharing Champagne and its monuments story.

V. IN THE KITCHEN

Our Chef works with our food suppliers on a delivery pallets recovery system in order to limit our waste production.

As we wish to give priority to short food channels and reduce pollution, an aromatic garden was installed on our terrace, allowing our chefs to harvest their own aromatic herbs.



We care about our customers' commitments, that is why both our restaurants, and our bar offer vegetarian and vegan options to content animal defenders customers.

Commodities' responsible consumption is important to us. We adapt bread and pastries orders to our occupancy rate. Leftovers are made available for employees to end their meal, or to eat a snack during a break. Moreover, our Chefs also give a second life to leftover bread by transforming it into croutons. Their vision is simple: reduce waste and revalorize as much as possible.

Our gourmet customers can order take-away dishes, in order to reduce food waste or to enjoy our Chef's generous cuisine surrounded by beautiful vineyards. To respect this precious environment, we choose recyclable tableware.



VI. FOR OUR EMPLOYEES

We are aware that our employees have a major part to play in the success of our approach. It is essential to involve them in every step of it. Upon their arrival, they are given a reusable bottle to stay hydrated all day without generating waste and spoiling water by use of multiple glasses.

We are convinced that their participation and respect for our approach passes through the comprehension of it. We take advantage of the integration day to introduce our commitments, as we do all year round.



Additionally, our employees are invited to awareness raising sessions about environmental subjects as well as training sessions to help improve expertise.

Aware of students' difficulties finding accommodation, every trainee and apprentice are offered accommodation near the hotel.

As our employees' well-being is our priority, we make sure that every one of them is held informed of safety rules in risky areas. We regularly offer sitting relaxing and revitalizing massage sessions to provide a short break during a work day.

VII. FOR THE FUTURE

It is important that our clients trust us in the building process of our CSR policy. To achieve this, we have worked collectively to build a strong and comprehensive CSR strategy, with the ambition of obtaining one of the leading environmental certifications in luxury hospitality: Green Globe. Our environmental, social and corporate performance will be assessed to highlight every effort.



We also plan to do a carbon footprint evaluation. Undoubtedly, we are doing everything we can to meet legal obligations existing in France regarding CSR et Sustainable Development, but we wish to go further. It is clear that what is mandatory today for a small number of companies will be mandatory for all companies tomorrow. During the hotel's renovation, the environmental approach, still in progress, had not emerged and some points were not thought to merge with such an approach. For example, our heating system currently operates using an oil-fired system. Aware that this solution is not aligned with our environmental ambitions, we are actively working towards its complete replacement by 2030. It will be replaced by a heat pump system, using more sustainable energy sources and significantly reducing its environmental impact.

We also aim to contribute more broadly to promoting the richness of our region and its terroir. To achieve this, we are developing a sourcing policy that places greater emphasis on regional products, particularly in our gastronomic offering. By working more closely with local producers, we aim to showcase the exceptional quality and diversity of our region while strengthening our commitment to more responsible sourcing.

We are convinced that a CSR policy development is essential. But we also think it can grow faster through a virtuous circle. If each individual takes care of our planet, the collective effort will end up paying and our impact will only be wider.



A stylized, handwritten signature in blue ink, appearing to read "Vincent Parinaud".

Vincent Parinaud
General Manager
Royal Champagne Hotel & Spa