



LA SULTANA IMPACT
ASSESSMENT 2023

The annual assessment report summarizes the quantitative impacts of our operations on sustainability and complements our Conservation & Sustainability philosophy brochure.

We strive to be transparent about the weight of our operations and challenge ourselves to improve our practices, minimize and gradually offset the impact of our operational activities.



1. 2023'S SUSTAINABLE ACHIEVEMENTS



Earthquake appeal

Following the 8th of September 2023 earthquake, our priority has been to gather resources to help those affected locally. We have selected three charities close to our heart and able to act quickly on the ground in the Atlas Mountains, the epicenter. We are proud of our immediate financial contributions to help those most affected.

New earth-friendly investment

Following last year's great achievement at La Sultana Oualidia, we invested in the same water production unit for La Sultana Marrakech. Based on our estimates, we now avoid over 78,000 glass & plastic bottles being carried around by trucks.

Organic Garden

To offer the best flavor in every dish and to reduce our carbon footprint, we produce our own organic vegetables on our land at La Sultana Oualidia. In 2023, we produced 4 637 kg of vegetables and herbs representing 32% of our needs. We produced large quantities of zucchinis, carrots, lettuces, tomatoes, and a wide variety of crops with over 50 references grown in the garden.

Cultural celebrations & Nature protection

When staying at La Sultana, each guest receives a complimentary *Architectural Heritage tour* in Marrakech and an *Introduction to local Flora & Fauna* in Oualidia. It gives our guests the keys to embark upon a journey of initiation to the Morocco of today.

Through a wide range of experiences, guests are understanding the country they visit and learn from their journey. We are very proud to have taught Moroccan cuisine tricks to 630 cooks in progress and to have guided over 40 guests to a private bird watching safari in the lagoon.

Weeva & Pristine Mood on our side

We are proud to partner with Weeva and Pristine Mood to help us track data and achieve our goals in Sustainability and challenge us for more initiatives.

2. CARBON FOOTPRINT SUMMARY



Carbon Footprint

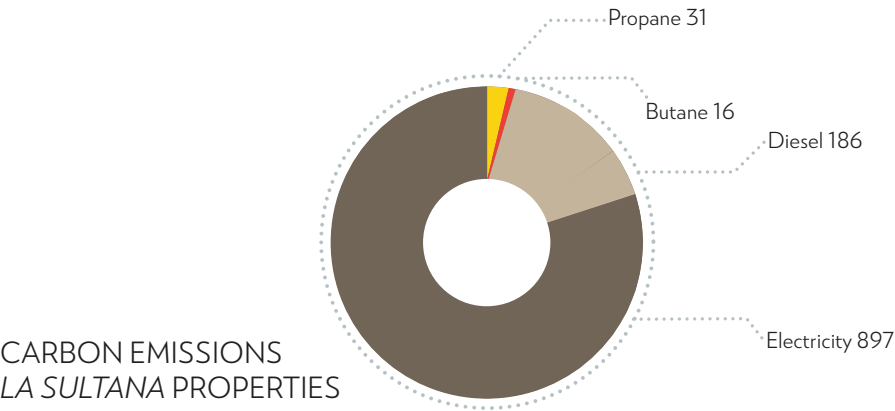
Our total carbon footprint for 2023 is 1,130 tons of CO2 for the operation of both La Sultana Marrakech and La Sultana Oualidia (total carbon footprint for 2022 was 1,027 tons of CO2).

This year's operations increased the total carbon footprint by 10% compared to last year's emissions. Most of this increase, due to higher energy consumption, largely reflects a 16% increase in the number of room nights. On a 'per room-night' basis, emissions were down 5% compared to last year.

TABLE 1: DIRECT EMISSIONS

La Sultana properties 2023		Electricity «A»			Diesel (Stationary) «B»			Propane «C»			Butane «D»			Total A+B+C+D
		Kw/h	cost/MAD	MTCO2	L	cost/MAD	MTCO2	Kg	cost/MAD	MTCO2	Kg	cost/MAD	MTCO2	MTCO2
La Sultana Marrakech		678090	780 402	474.0	35000	454 822	100.3	5328	67 750	16.7	4608	15 758	13.8	605
La Sultana Oualidia		605857	708 547	423.5	29873	389 452	85.6	4590	57 054	14.3	672	2 117	2.0	525
	Total	1283947	1 488 949	897.5	64873	844 274	186.0	9918	124 804	31.0	5280	17 875	15.8	1130

TABLE 2: TYPE OF DIRECT EMISSIONS



The management of our carbon footprint is a key component of our commitment. We collect and report data on all our properties’ activities and equipment that emit greenhouse gases.

Per room-night comparisons

Another useful approach for comparing the carbon footprints of each property is to interpret the emissions through a measure of ‘per-unit’ emissions such as per occupied rooms. This is defined as:

$$\frac{\text{Total carbon footprint}}{\text{Total occupied rooms}}$$

In 2023, the carbon footprint per occupied room of La Sultana Marrakech was 87KgCo2 and 204KgCo2 at La Sultana Oualidia, compared respectively to 88kg and 220kg in 2022. On a ‘per room-night’ basis, emissions were down 5% compared to last year.

Water

La Sultana Marrakech used 9,663 cubic meters of water in 2023. At the same time, La Sultana Oualidia utilizes solely desalinated sea water which is, once used, 100% recycled below ground and as such the impact of this natural resource is nil.

Water in M3		2023	2022
La Sultana Marrakech		9 663	11 232
La Sultana Oualidia		-	-
	Total	9 663	11 232



Creation of a **Positive Impact** for La Sultana

We have converted our CO2 emissions to a Dirham value using a conversion factor of MAD350 per ton of CO2¹. We pledge to allocate 50% of our carbon emissions evaluation to a Positive Impact fund to finance earth-friendly projects and charities. Our financial contribution fosters activities that have positive impacts for Moroccan people and communities.

^[1] We, at La Sultana, decided to set a long-term internal price on carbon to invest in sustainable development projects. The cost of 350 MAD per ton of carbon emissions, in line with yearly report on carbon credit pricing, is used to better understand the impact of our operations and incentivize low carbon innovations within each property, cutting our company’s energy use and carbon pollution. Sources: Gold Standard, “Carbon pricing: setting internal price on carbon” & 8 Billion trees, “Carbon credit pricing”, January 2023:

In 2023, our fund for Positive Impact represents 198 000 MAD (50% of 1130t *350 MAD). Due to the exceptional circumstances of the earthquake Morocco endured, we have exceeded our expenses to reach 352 000 MAD spent on regenerative projects and third parties’ charities (+154 000 MAD compared to our initial commitment).

in MAD	2023
Mitigation project	
Water production La Sultana Marrakech	120 000
Earthquake support to team members affected	102 000
Charity financial support in addition to guest’s contributions	
Les enfants Dar Boudiar	40 000
Education for all	40 000
Travel Link Foundation	20 000
Biodiversity regenerative project	
Beach clean-ups (Oualidia)	30 000
Total expenses on regenerative projects and third parties	352 000

Mitigation project – water production

La Sultana is proud to have invested 120 000 MAD this year to implement a water production unit for still & sparkling water at La Sultana Marrakech.

Earthquake support to team members

La Sultana has provided financial contributions to team members having suffered major damages in their homes to help them bounce back.



Charities

In 2023, La Sultana has committed to an exceptional contribution of 100 000 MAD to help three Charities capable of helping those most affected by the earthquake in the Atlas Mountains.

- *Les Enfants Dar Boudar*

Dar Boudar has set up an appeal to enable them to repair damage to the children's house and have the capacity to support orphans due to the earthquake.

- *Education For All*

Education For All set up an earthquake crisis appeal to enable them to repair damage to their boarding houses in the Atlas Mountains and provide emergency support to the students and their families.

- *Travel Link Foundation*

Travel Link Foundation will use funds to provide immediate and essential relief to local associations in a number of severely affected villages in the Atlas mountain, in the form of food and medical supplies.

Biodiversity regenerative project - Beach clean-ups

La Sultana invests in the natural reserve of Oualidia, working on the protection of birds and on cleaning of the shores. As well as the daily clean-up near the property, each year, the whole team allocates one full day to clean the lagoon. This represents a budget of MAD 30 000 in wages & equipment to make a significant impact for the natural reserve and the population of Oualidia.

Thanks to the team efforts, we collected 6,5 tons of trash in 2023.



PLANS FOR THE FUTURE:

We are anticipating the following projects for 2024

- . Following up on earthquake aftermath and continuing our support to Charities
- . Electric car charging unit in Oualidia
- . Electricity consulting to diminish our consumption



Thank you for reading our progress in our Sustainability journey!