



SERVIGROUP

HOTELES

Quality Policy

HOTELES SERVIGROUP is a hotel group established in Benidorm, operating 18 hotels with over 10,000 beds across the Spanish provinces of Castellón, Alicante, Murcia, and Almería, employing up to 2,000 direct staff during peak season.

Our aspiration is to become a benchmark in the sun and beach tourism market along the entire Mediterranean coast, delivering value-added services to our guests as a key differentiating factor within the sector, with particular emphasis on conducting our operations as sustainably as possible for the benefit of our destinations. We aim to lead in customer satisfaction and service, offering our guests the opportunity to enjoy an exceptional holiday experience.

Senior Management is firmly committed to the continuous improvement and effectiveness of the Quality Management System across our hotels, with the active involvement of all personnel. This commitment also extends to fulfilling customer requirements and those of other interested parties, including applicable legal and regulatory obligations.

This policy serves as a framework for Management to establish and periodically review quality objectives, aligned with the following principles:

- To become the leading hotel group for sun and beach tourism along the Mediterranean Coast.
- To maintain and enhance customer satisfaction through daily improvement and the delivery of quality service that meets expectations.
- To foster employee satisfaction by supporting their personal and professional development through continuous learning, promoting a work environment of mutual respect and support, encouraging interdepartmental cooperation and communication, and recognising the value of a job well done.
- To continuously invest in the growth, maintenance, and improvement of our facilities, adapting to new technologies, while meeting both customer expectations and legal requirements, thus strengthening the group's competitiveness within the international tourism sector.

Benidorm, 1 June 2025.

Mr. Jose M^a Caballé Horta
President of Servigroup Hotels