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Statement of Support

I am pleased to confirm that the Crowne Plaza Copenhagen Towers reaffirms its support of the Ten Principles of the United Nations Global Compact in the areas of Human Rights, Labour, Environment and Anti-Corruption.

The principles of the UN Global Compact have gradually been merged and systematized by our own policies and procedures, framed by the management standards DS 49001 (CSR) and ISO 14001 (Environment). We have continued our uncompromising commitment to our vision of running a profitable business while living up to our social, environmental and economic responsibilities.

Allan L. Agerholm

Managing Director/CEO

Crowne Plaza Copenhagen Towers

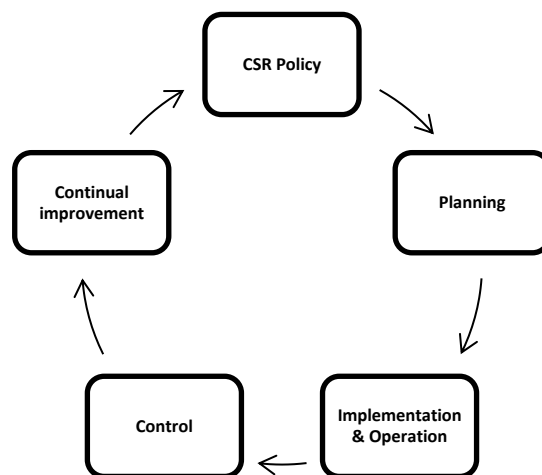
CSR at Crowne Plaza Copenhagen Towers

At Crowne Plaza Copenhagen Towers, we strive to be a pioneer in sustainable development in the international hotel industry.

We believe that running a profitable business and living up to our social, environmental and economic responsibilities are, and must continue to be, compatible goals. To this end, it is the responsibility of everyone working at Crowne Plaza Copenhagen Towers to ensure that:

- We will always choose the most sustainable solution, as long as it makes sense and adds value.
- We will abide by local laws and international legislation. This includes the respect and support of internationally acclaimed human rights including, but not limited to, the four core labour rights.
- We will continue to support the 10 principles of the UN Global Compact.
- We will “walk the talk” and embed CSR into our operational processes.
- We will use our position in the marketplace to raise awareness of CSR and help facilitate change to minimise impact on the environment and our community.

Alongside the commitments formulated above, our CSR Policy can be divided into five principal segments based on an on-going materiality assessment. The following model represents Crowne Plaza’s CSR Management System Model, based on the Plan-Do-Check-Act system.



Good Governance & Business Ethics

How we treat our guests, customers and business partners and how we manage our company sustainably.

Our commitment

- We will aim to develop strong relationships with our guests, customers, suppliers and other business partners. Through continuous dialogue, we will increase our knowledge and understand our stakeholders' future concerns and thereby maximize our impact on and promote CSR in all our business activities.
- We will conduct our operations in accordance with the principles of fair competition and will abide by all applicable regulations.
- We will apply a zero-tolerance approach with respect to corruption, extortion and bribery.
- We will provide high standards of service to our guests and customers, and will provide several channels for complaints to ensure their concerns are efficiently addressed on those occasions where there is a problem.

Objectives, actions implemented and measurable outcomes

In the year to come, we will continue to develop and maintain our fundamental governance structure. In addition, we also aim to be recertified next year in accordance to DS 49001.

We will also focus on strengthening our stakeholder engagement process. Engagement with our stakeholders is important to us and we keep an open line of communication through various channels. Our key stakeholders, with whom we have an on-going dialogue includes, but is not limited to customers, guests, employees, unions, NGO's and suppliers.

Plans for 2015

In 2015 we would like to engage with our stakeholders in an even more structured manner.

Workplace

Where we work, how we recruit and how we work with our staff.

Our commitment

- We will work with our employees and other relevant stakeholders to ensure the best possible physical and psychological work environment.
- We will embrace diversity and view it as a key strength of our business.
- We will give equal treatment to all employees and will not tolerate any form of discrimination.
- We will support employees with training and opportunities for promotion to help them reach their potential and maximise their contribution to our company strategy.
- We will recruit, employ and promote employees on the basis of objective criteria, their qualifications and abilities required for the job to be performed.

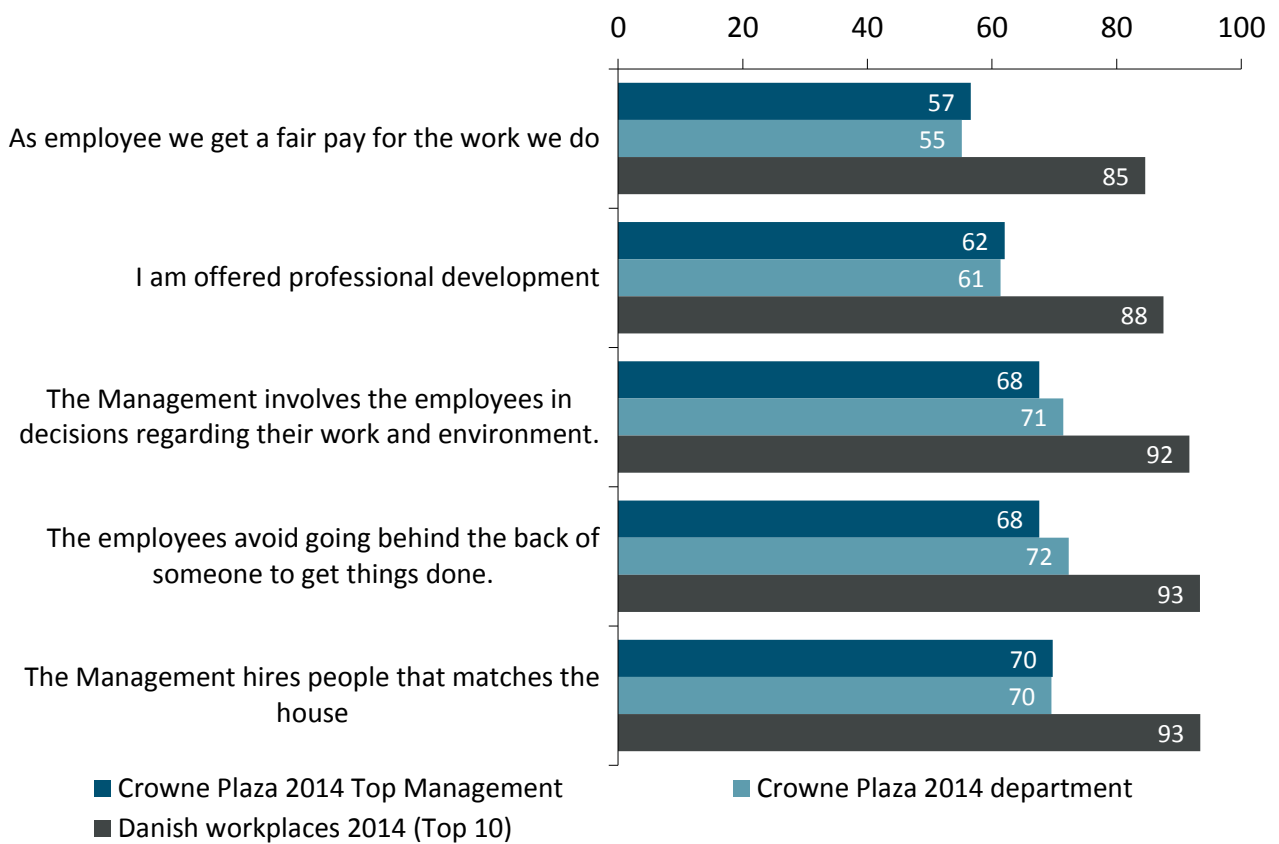
Objectives, actions implemented and measureable outcomes

We have continued to implement initiatives to foster a culture of inclusion and to promote fair treatment and equal opportunities for all. At present, we have permanent employees representing 40 nationalities in our hotel. In addition, our employee gender ratio is 46.4% (w)/ 53.6% (m).

Some key results from our 2014 employee survey conducted by Great Place To Work can be seen below:

Comments:

1. We initiated with an external consultants "Great Place to Work" to measure the job satisfaction of our employees. The survey was completed in September 2014 with participations of 75 %. Our target was 75 %



In 2014 we have continued our “What’s on your mind” mailbox. The purpose of this mailbox is for employees to share any feedback they might have with management, on an anonymous basis, if they so wish.

At Crowne Plaza we also believe in taking special considerations for our elderly employees, as many may no longer be able to physically handle a demanding full-time job. We thus commit to engaging in dialogue with employees over the age of 60, to discuss any needs or requirements they might have, which could make their job easier. We hope that this company policy not only will be of benefit for our elderly employees, but that it will also to support continuity and inclusiveness in our company.

Plans for 2015

1. During 2014 we have merged with AC Hotel Bella Sky Copenhagen and Bella Center and our overall plans for the Crowne Plaza Training Wheel will be represented as BC Academy for all levels of employees (trainees, employees, team leader, junior Management and Management Team). We strive to achieve a strategic overview of demand for personal development with implementation of BC Academy during 3. And 4. Quarter 2015.
2. Plans for 2015: We are committed to start training sessions with our Junior Management in order to give the leaders additional skills and knowledge of our industry and BC Hospitality Group. We will strive to start up in the 1. Quarter of 2015. Furthermore we have plans of starting up a team building session for the new Management Team of 8 leaders.

We will also take a more professional approach to measure the job satisfaction of our employees. We will continue to be a part the Great Place To Work survey and we are striving for a better position compared to 2014.

Responsible Supply Chain Management

How we procure and how we work with our suppliers.

Our commitment

- We will only purchase goods and services which are required and suitable for carrying out the purposes of business for Crowne Plaza.
- We will aim to ensure that the best value for money is being obtained and that its resources are being used to the greatest benefit.
- We will work towards a system of ensuring that our suppliers and business partners are environmentally responsible, are not complicit in any violations of human rights or labour rights and do not participate in or permit corruption in all its forms.
- We will in all dealings with suppliers and potential suppliers, seek to preserve the highest standards of integrity, objectivity, fairness, efficiency, courtesy and professionalism and will look to suppliers to set similar standards.

Objectives, actions implemented and measureable outcomes

Our Supplier Code of Conduct is sent out to all our contacted suppliers as part of our procurement procedure. 87 % have signed the Code of Conduct to show their commitment to live up to our ethical requirements, in comparison to 86 % signed in 2013, showing that we are maintaining this area and growing it slightly.

We have also conducted a risk analysis of our entire supplier base, categorising them as low, medium or high risk. This provides us with a better understanding of the social and environmental challenges our suppliers face, so that we know which areas to focus on when in dialogue with these suppliers.

Plans for 2015

We recognise that managing our supply chain responsibly is not without challenges. We will continue to focus our efforts on purchasing responsibly and working actively with our suppliers to ensure progress in terms of our long term goal. Using our supplier risk analysis we will look into means in which we can apply this risk analysis to better focus our responsible supply chain efforts.

Environment & Climate Change

How we approach environmental sustainability and climate change.

Our commitment

- We will generally apply a precautionary approach to the environment and climate change.
- We will continue to improve our environmental performance and will implement environmentally friendly solutions, wherever it makes economic and environmental sense and without compromising the experience of quality and comfort which our hotel offers.
- We will make the most efficient use of our energy, water and other natural resources, promoting conservation and savings wherever possible.
- We will optimise our waste reduction through recycling and limiting our use of hazardous material where alternatives are available, economical and suitable.
- We will incorporate environmental considerations into our procurement decisions and raise environmental awareness among our employees and key stakeholders.

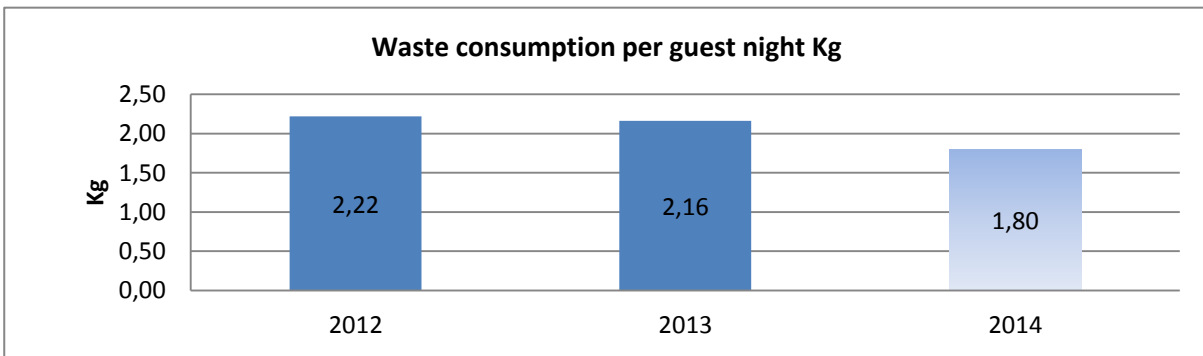
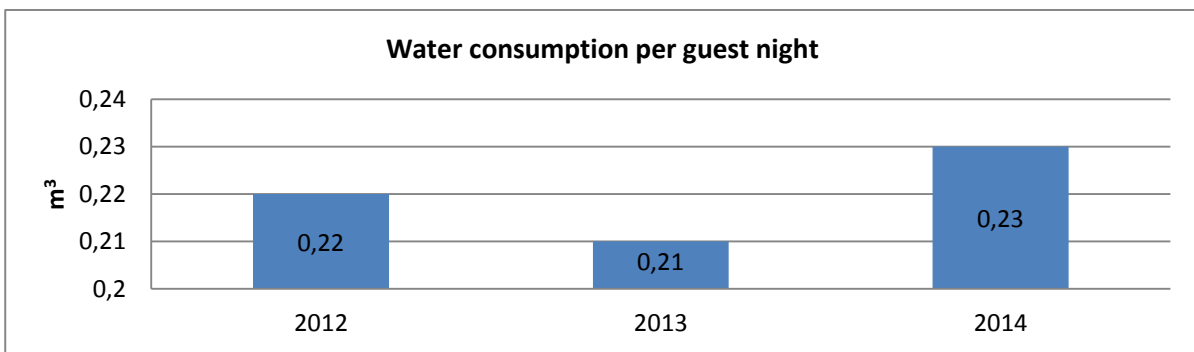
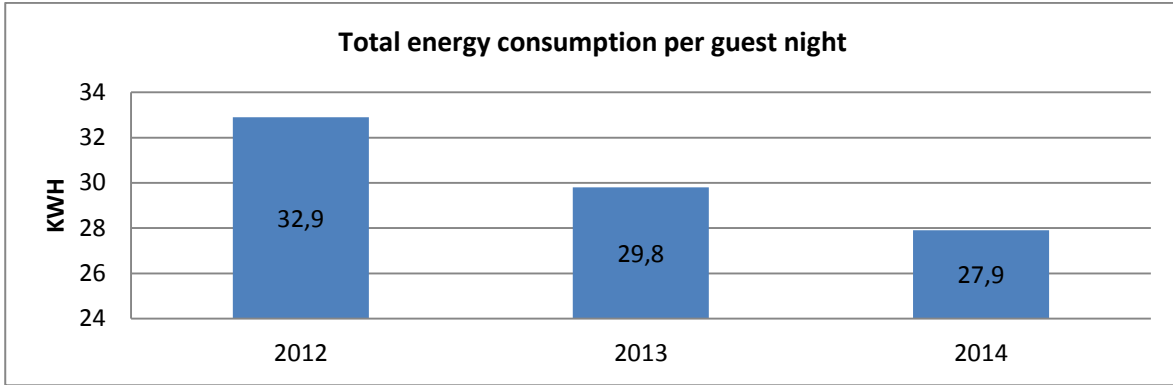
Objectives, actions implemented and measureable outcomes

We are very proud to not only be recertified in accordance to DS 49001 (CSR), but also ISO 14001 (environment) for our entire company.

As planned we became Green Mobility Lease certified in 2014.

We are very proud to have accomplished the highest Green Engage certification - *Level 4 Leader*. Green Engage is Intercontinental Hotel Group's (IHG) online sustainability system in which hotels can monitor, manage and reduce waste, water and energy consumption. The system automatically generates reports and benchmarks so the hotel can compare its performance with other IHG hotels. Crowne Plaza Copenhagen Towers is one of only 2 hotels in the world that has achieved this level.

A new cleaning system, called Viima, is currently being introduced in the hotel. Due to advanced microfiber technology chemical free is made possible. The use of Viima makes it possible to improve not only the quality of the cleaning, but also improves the working environment, the health of our staff and of course the environment.



Plans for 2015

In terms of total energy consumption, we have a long term goal of 22 Kwh per GN in 2017.

We aim to invest on changing the led bulbs that are already saving a lot of energy, to new technology halogen incandescent bulbs in all locations of our hotel.

Our main focus for 2015 will be to compile and initiate a waste reduction plan with objectives, and action plans on the basis of the data we have been collecting in 2014.

We will implement a channel to avoid the food waste and instead donate all food to organizations in charge of distributing to the people that live on the streets.

Community

How we engage with the community as a vital part of our responsible commercial activity.

Our commitment

- We will regularly engage with our local community as a means to assist and address our key business objectives and community needs for mutual benefit.
- We will through local partnerships, support our local community and stimulate the local economy by providing jobs, apprenticeships and trainee positions to people who may face added obstacles in finding work, to help them develop skills and find employment.
- We will invest resources in the community through mutually beneficial partnerships, contra-deals and sponsorship agreements with key local stakeholders.

Objectives, actions implemented and measureable outcomes

We have continued to focus on diversity in our recruitment of staff. In collaboration with Copenhagen municipality, the hotel has provided internships and jobs for candidates coming from diverse cultural and religious backgrounds, who all face problems in finding employment. In 2014, Crowne Plaza has accommodated 20 candidates in trainee positions and 12 apprentice positions.

Our CEO has been appointed a seat in the Business Forum for Social Responsibility (VFSA) by the Danish Minister of Employment. VFSA consists of Danish business executives, who work to integrate CSR on the political agenda, particularly in relation to strengthening the role of marginalised groups in the Danish labour market. The group participates in public debates and campaigns and initiates pilot projects to find new ways to include marginalised groups in private and public Danish companies.

Plans for 2015

In the year to come, Crowne Plaza will continue to provide opportunities for those candidates who wish to improve their job-skills and to provide employment opportunities whenever possible.