JEDI & HUMAN RIGHTS POLICY

Our differences make us stronger. Our values bring us together

At Brøchner Hotels, hospitality is about making people feel welcome. That principle guides not only how we meet our guests, but also how we work with colleagues, candidates, suppliers, partners and the communities around us.

We believe that diverse backgrounds, perspectives and experiences make us better. They challenge our thinking, strengthen our decisions and help us create exceptional experiences for others. What brings us together is our shared commitment to Responsibility, Passion and Care.

Respecting human rights is fundamental to who we are and how we do business. We strive to create environments where people feel valued, heard and treated fairly. We believe that every person deserves to be treated with dignity, fairness and respect, and we are committed to ensuring equal treatment and opportunity for all, regardless of age, gender, nationality, ethnicity, disability, sexual orientation, religion or socioeconomic background.

We recognize that fairness is not always about treating everyone the same. People have different starting points, experiences and needs. That is why we work to remove barriers, create equitable opportunities and embed these principles into our recruitment, development and day-to-day decision-making.

This commitment applies to our policies and practices across our hotels and head office, towards our guests, and in the communities where we operate.

We are committed to understanding how our business affects people. Across our operations, relationships and value chain, we work to identify and address actual and potential impacts on people. Through ongoing human rights due diligence, we seek to understand where people may be negatively affected and take action to prevent, reduce and address such impacts.

We know that good intentions are not always enough. We therefore listen, learn and take responsibility when barriers, unfair treatment or human rights concerns arise. Where we identify that our actions have caused or contributed to harm, we are committed to helping make things right, addressing the root cause and taking action to prevent it from happening again.

Our commitment comes to life through the choices we make every day. We:

- Treat people with respect, fairness and care.
- Create opportunities for people to grow and succeed, feel safe and included
- Welcome different perspectives and challenge each other constructively.
- Listen, learn and continuously improve.

Creating an inclusive culture is not the responsibility of a policy. It is the responsibility of all of us. Our leaders are expected to lead by example, create environments where people can thrive and ensure that everyone is treated fairly and respectfully.

Like everything we do, this commitment is a work in progress. Executive Management is responsible for ensuring that these principles are reflected in how we make decisions, work together and run our business. As part of our annual review, progress is reported to the Board of Directors, helping us learn, improve and ensure that this commitment continues to reflect who we are, what we stand for and the impact we aspire to have.

We commit to respecting human rights in line with internationally recognized human rights principles, including the UN Guiding Principles on Business and Human Rights, the Universal Declaration of Human Rights and the ILO Declaration on Fundamental Principles and Rights at Work.

This commitment is supported by our JEDI action plan, which outlines concrete objectives, responsibilities and actions to advance inclusion, equity and respect for human rights throughout our organization and is available to all employees.

Together, we create a culture where people feel welcome, valued and able to be themselves, because belonging should never depend on fitting in.

POLICY OWNER: People & Culture Manager

NEXT REVIEW: 2027

APPROVED BY: CEO Brøchner Hotels A/S

Nickolas Bjørg

APPROVAL DATE: 28. oktober 2026