

SNOZONE'S ESG STATEMENT 2026

At Snozone, ESG is not just a set of principles; it's an integral part of how we operate and we are dedicated to creating long-term value for our team, our guests and our ownership by integrating Environmental, Social, and Governance considerations into our business strategy.

ENVIRONMENTAL RESPONSIBILITY:

We recognise the impact of our operations on the environment and are committed to minimising our carbon footprint. We strive to reduce energy consumption and promote the use of sustainable resources.



ALL OF SNOZONE'S ELECTRICITY IS 100% RENEWABLE, 100% TRACEABLE AND HAS NO ELEMENT OF BIOMASS.

The UK venues source electricity from the Hornsea North Sea wind farm, about 90 miles from the Snozone Yorkshire venue.

In Madrid 65% of our power is sourced from a mixture of wind and nuclear energy with 35% supplied by 1,600 of our own solar panels, which were purchased in 2022 as part of our capital investment programme.

We measure our progress on consumption reduction against 2019 (our base year) when we committed to playing our part in the Paris Accord's pledge to reduce global warming to no more than +1.5 degrees per annum by 2040.

SNOZONE REDUCED UTILITY CONSUMPTION IN 2025 VERSUS THE BASE YEAR OF 2019

2025 V 2019

Electricity consumption reduced by

19%



Gas consumption reduced by

27%



Water usage reduced by

14%



2025 V 2024

Electricity consumption reduced by

3%



Gas consumption reduced by

9%

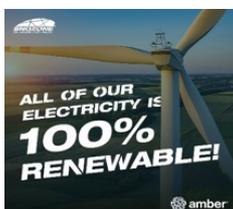


Water usage reduced by

1%



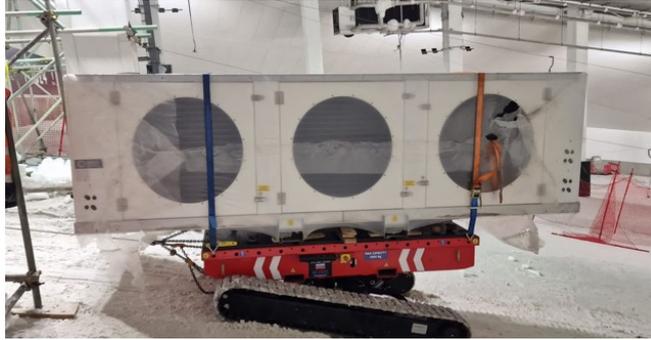
Due to the nature of our electricity supply, we have no carbon reportable under GHG guidelines and protocol, however, through a kWh conversion (including gas), we reduced total carbon tonnage by 766 tonnes last year v 2019.



Of course, making snow in the summer months- and maintaining it- requires consumption, such is the nature of our business- and we have a firm focus to reduce this usage.

Our rolling capital investment programme over the past 4 years has been geared towards decarbonisation and improving the efficiency and effectiveness of our plant and machinery.

In 2025 we invested £0.250m in 2 new blast cooler units at our Milton Keynes venue, which are not only more efficient in their power, but will also regulate temperature outflows to a superior standard than previously. This means that we generate less power now to maintain temperatures.



We further improved the insulation of our ski slope in Madrid throughout 2025, using 3D scanners to pinpoint areas where energy could escape and renewing or replacing insulating materials, which was a considerable project.

Madrid now has an EPC rating of 'A' and our two UK venues hold a 'B' rating, this reflects how much more efficient we are than comparable leisure stock.

We own and operate two fully licenced restaurants at our UK venues; The Alpine Kitchen.

In 2025 we eliminated 80% of all single use plastics from our restaurants and will aim to eliminate 100% in 2026.



The forest of

Snozone Limited

Snozone provides skiing & snowboarding activities in Madrid, Yorkshire and Milton Keynes. Snozone ofrece actividades de esquí y snowboard in Madrid, Yorkshire y Milton Keynes.

United Kingdom <http://www.snozoneuk.com>

Trees	Followers	Following
68,218	5,085	2,445

Since partnering with Tree Nation in 2021, a leading worldwide tree planting scheme, we have now planted over **65,000 trees** in areas of the world where reforestation and bio-diversity is needed. This planting has covered 63 hectares and has off-set 4,858 carbon tonnes.



One tree is planted for every 38,000 visits to our website, rendering our website application as 100% carbon neutral. We plant two trees for every guest who joins our Snozone membership scheme and when specific lessons are booked on our learning to ski or snowboard pathway, helping to off-set emissions from visitation.



OUR PEOPLE:

With over 300 employees throughout the UK and in Spain, people are at the very heart of our business and the principles by which we operate are depicted in our Service Profit Chain.

THE SERVICE PROFIT CHAIN

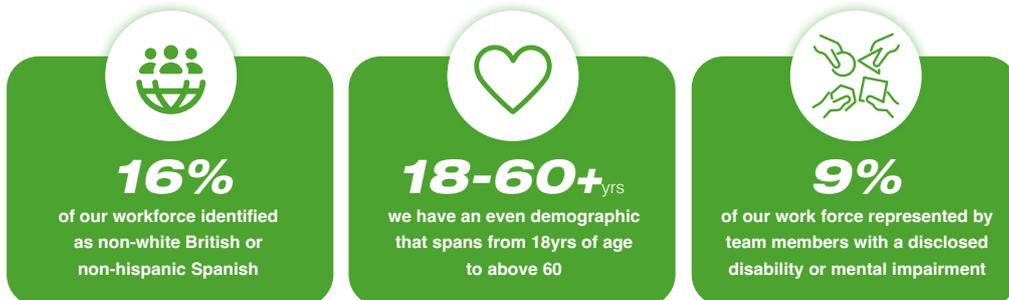


These are challenging economic times. To continue to attract and retain talent at a non-managerial level, we continued to pay above the 2025 minimum wage at our entry level and will do so again in 2026.

We also continued to partner with Wagestream a financial well-being platform for hourly paid team members, widely used in the retail, leisure and hospitality sectors.

This application enables our team to manage their earned pay as the pay-month progresses for essential outgoings, or savings (with a 50% cap). It then deducts any expenditure from their next pay at zero cost.

We aim to ensure that our workforce remains representative of society as a whole and monitor the demography of our team to establish this.





WE ATTAINED ACCREDITATION AS A DISABILITY CONFIDENT EMPLOYER FOR THE FIFTH SUCCESSIVE YEAR BECAUSE OF THE ACCESSIBILITY OF OUR FACILITIES.

We believe a key motivator to be 'the job itself' and we strive to continuously provide our people with the tools to do their job. This includes a meaningful and consistent bi-annual appraisal process and a thorough training programme, geared towards providing our team with skills that will add value to them and their future -with accredited and certified training- and in disciplines that will add benefit to the business.



59%

of our work force gained accreditation or certification through modules ranging from BASI Adaptive Coaching qualifications to First Aid training, Mental Health Awareness and BASI Ski Instructor Level 2.



62%

Developing our own team to progress to more senior roles is a key objective of ours and 62% of our management team have come through an internal pathway.

In 2025 we sponsored 6 of our management team through The Institute of Leadership and Management's (ILM) Level 3 and Level 4 courses and the Chartered Institute of Management (CMI) Level 5.

Such was the success of our overall training programme, in 2025, we returned lower absence-through-sickness rates of **4.9%** of working days (the national average is 6%, according to ONS stats).

Motivation can also be ably measured in a business's annual team retention (excluding seasonal workers) and Snozone's was **83%** against a national average of **47%** in the leisure sector. Further to this, **39%** of our team have **over 5 years** of continued service. Our gender managerial gap exceeded 2025's zero balance.



20 / 17

We now have 20 female and 17 male Managers across the group



3%

The overall gender pay gap for the group now stands at 3%

Twice a year we measure satisfaction in the work place. In 2025, 83% of our team declared they were either very satisfied or extremely satisfied in their place of work.



OUR GUEST COMMUNITIES:

“WHEN WE SAY SPORT FOR ALL WE MEAN SPORT FOR ALL”.

In the UK, we operate 2 of the 5 indoor real snow slopes and in Spain, our Madrid operation is the only indoor venue in the country. Our primary catchment area in both countries extends to a 1 hour 35-minute drive time with a secondary reach of up to 4 hours plus and so, we serve many diverse communities.

We are the only European operator to own and self-manage a Disability Snow School and in 2025, we proudly welcomed and tutored over 1600 guests with physical disabilities or mental impairments.

We performed further outreach in our communities throughout the year, to reach guests who otherwise may not have attended our venues due to the notable barriers to entry into snow sports.



Since 2014, we have partnered with the charity Sense, the foundation that supports deafblind children and adults and in 2022 were awarded their 'Partner of the Year' award- not just for fundraising but also for the awareness we have brought to such a great charity.

Throughout 2025 we increased our support, welcoming more guests and their carers than ever before and increased awareness for the charity with social media mechanics. We proudly raised over £2000 too.

We are also supporters of Sunflower, which seeks to provide recognition to those with hidden disabilities who may require additional support.



In 2025, we were once again awarded with the “Travelers Choice” kite mark by Trip Advisor, for the fourth year in a row in the UK. Our Madrid venue was also awarded this accreditation for the second time, with Madrid’s approval rating climbing to 89%. Madrid’s approval rating at the point of acquisition was 58%, therefore demonstrating the fantastic progress made by our team in Spain.



AWARDED WITH THE "TRAVELERS CHOICE" KITE MARK BY TRIP ADVISOR, FOR THE FOURTH YEAR IN A ROW

Snozone

5,342
Milton Keynes, Buckinghamshire, England
5,342 reviews and opinions

Snozone Madrid

1,470
Arroyomolinos, Community of Madrid, Spain

Snozone

3,057
Castleford, England



EDUCATION@SNOZONE:

Snozone has a wide-ranging education programme and in our UK venues, we are an accreditation centre for the snowsports components of GCSE and A' level PE. This means that schools do not have to go abroad and incur great expense to get their students qualified.

We are also now accredited to facilitate and assess skiing and snowboarding as part of the Duke of Edinburgh Bronze award.



We have a bespoke course for children and students that develops resilience, teamwork, self-awareness and most importantly confidence called The Polar Experience. This is an on-slope problem solving challenge with a classroom session to conclude that runs for half a day. We provide this experience at great value for money to schools.

Snozone's award winning School Holiday camps, recognised in 2019 by Daysoutwiththekids.com (with an award for Best UK Family Visit) supports the school curriculum further, in accentuating good citizenship; offering off-slope modules such as a first aid course for children called Mini Medics, conversational Spanish lessons and sign language lessons- all of which are delivered by our teams.

The combination of all our educational initiatives has seen Snozone recognised as "Best Sporting Venue" at the School Travel Awards in 2017, 2021, 2022 and in 2024. In 2025 we won the award for the 5th time.

Other finalists in our category included Manchester City FC, Wembley Stadium and The Lee Valley VeloPark.

The awards celebrate businesses that deliver Learning Outside the Classroom to a standard either equal to or better than traditional classroom environments.

In 2025 we attained Learning Outside the Classroom accreditation for the fourth year. This council body is funded by the Department of Education.



WE HAVE SUPPORTED SPORT ENGLAND'S 'THIS GIRL CAN' CAMPAIGN SINCE ITS LAUNCH IN 2015.

Snozone lead the indoor snow sports sector in enabling women and girls to engage in or return to snow sports and therefore maintain an active lifestyle. There are several social factors that prevent women and girls both engaging in and participating in sport ranging from how the activity is marketed, to how it is taught and a number of social pressures, hugely disproportionate to men and boys – and we strongly believe in doing our bit to address these disparities.



INTERNATIONAL WOMENS DAY

IN 2025 WE GAVE AWAY OVER 470 FREE SKI AND SNOWBOARD LESSONS TO WOMEN AND GIRLS ON MARCH 8TH



GOVERNANCE EXCELLENCE:

Transparent and ethical governance is the foundation of our operation. We uphold the highest standards of integrity, accountability, and compliance.

Our governance practices are designed to promote fairness, mitigate risks, and ensure responsible decision-making. This includes responsible remuneration for our team, reflecting market conditions, the current cost of living crisis and paying above the minimum wage.

We do not contract with any supplier unless they have signed up to the Modern Slavery Act and our Anti-Bribery and Corruption Policy.

Skiing and snowboarding are high risk activities and we are determined to ensuring our Health and Safety practices are upheld to the highest possible standard.

Both UK restaurants were audited by the EHO in 2025 and were awarded 5-star food safety ratings- the highest attainment.

Given the high volume of children's activities we provide and facilitate, all employees are subject to successful Disclosure and Barring Checks (DBS) and our safeguarding of Children and Vulnerable Adults is maintained by a CVA Officer and supported by a full Safeguarding Policy.



CONTINUOUS IMPROVEMENT

We understand that the journey towards sustainable and responsible business practices is ongoing. We are committed to regular assessments, setting ambitious goals, and continually improving our performance. By staying adaptive and responsive to emerging challenges, we aim to lead by example in the pursuit of a more sustainable and equitable future.

NICK PHILLIPS

MANAGING DIRECTOR - MARCH 2026