





SNOZONE'S ESG STATEMENT 2024

A RESPONSIBLE BUSINESS

			
<p>Environment</p> <ul style="list-style-type: none"> ✓ We operate with 100% renewable electricity which is 100% traceable and through operational disciplines, reduce our consumption year on year. ✓ All venues operate with 100% LED lighting. ✓ Through long standing supplier arrangements we operate with zero single use plastics in our venues. ✓ Our capital investment programme is geared towards decarbonisation initiatives. ✓ In partnership with Tree Nation, we plant trees in areas of the world where reforestation is needed. 	<p>Social (People)</p> <ul style="list-style-type: none"> ✓ We operate to the highest standards of health and safety in the workplace and maintain an environment that supports our team's mental health and wellbeing. ✓ We champion diversity, equity and inclusion within our workforce and foster a safe and inclusive environment where everyone is respected, valued and heard. ✓ We promote learning and development within our team and pledge to continually invest in their personal and professional growth through; consistent appraisal, training, good communication and transparent reward and recognition. 	<p>Social (Guest)</p> <ul style="list-style-type: none"> ✓ We deliver a wide range of activities suitable for everyone regardless of age, ethnicity, gender identity, sexual orientation, disability or socio-economic background. ✓ We support the school curriculum with an array of on and off slope activities that include both academic assessments and practical sessions that encourage good citizenship. ✓ We are the only European operator to manage and run a disability snow school and we aim to grow participation through accessibility, each year. ✓ We champion women in sport and actively work to increase participation. ✓ In the UK we work in partnership with Sense- the charity for deafblind adults and children and in Spain, Cris Contra el Cancer- a children's cancer charity, to raise funds and awareness at every opportunity. 	<p>Governance</p> <ul style="list-style-type: none"> ✓ We uphold the highest standards of integrity and focus on risk management to ensure our operating and accounting procedures are fully compliant to all statutory requirements. ✓ All our policies and procedures including but not exclusive to; recruitment policies, child & vulnerable adult safeguarding, accessibility and remuneration are regularly reviewed and evolved. ✓ We adhere to all health, food and fire safety legislative requirements providing a safe and monitored environment for our team, members and guests. ✓ We only work with suppliers and partners who operate within the guidelines of the Modern Slavery Act and the Anti-Bribery and Corruption Act.

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 stakeholders by integrating Environmental, Social, and Governance considerations into our business strategy. Our commitment to sustainability is reflected in our actions, policies, and decision-making processes. This statement brings together an overview of our overall approach to doing the right thing incorporating recommendations from the Sustainability Accounting Standards Board (SASB), the taskforce on Climate related Financial disclosures (TCDF) and the Science Based Target Initiative (SBTI).

ENVIRONMENTAL RESPONSIBILITY:

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



Hornsea 1 WindPower
 This is to certify that
Snozone Limited
 Uses electricity that is 100% generated from
 Hornsea 1 Wind Farm
 Supply Period 01/10/2023 - 30/09/2026
 Signed *Mark Rose*
 Mark Rose, Director, Sales & Marketing
 on behalf of TotalEnergies Gas & Power
 business.totalenergies.uk
 Date 17/10/2023


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 decarbonisation capital investment programme.

We track 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 REDUCES UTILITY CONSUMPTION VERSUS THE BASE YEAR OF 2019

Electricity consumption reduced by

18%



Gas consumption reduced by

20%



Water usage reduced by

18%



In 2024, Snozone reduced electricity consumption by 18% versus this base year, reduced gas consumption by 20% and water usage by 18%.

Due to the nature of our electricity supply, we have no carbon reportable under GHG guidelines and protocol, however, through a kwhr conversion (including gas), we reduced total carbon tonnage by 555 tonnes v 2019.



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

Our rolling capital investment programme over the past 5 years has been wholly geared towards decarbonisation.

In 2024, we invested in several initiatives that vastly improved our trading efficiencies.

We invested £0.250m in 3 new blast coolers 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.

This installation was the third phase of a 4-year plan to improve the efficiency of our key plant output with the planned replacement of the original coolers.

Following last year's installation of voltage optimisers at our Yorkshire and Madrid venues we installed a unit at our Milton Keynes venue in April contributing to a material consumption reduction of electricity.

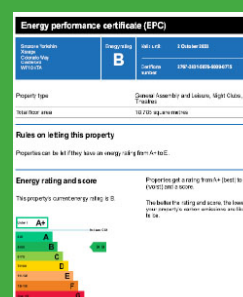
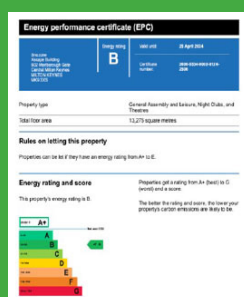
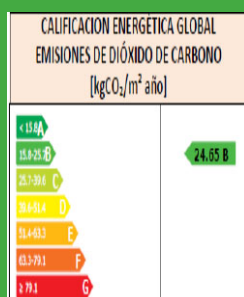


These Optimisers ensure that the plant and machinery is only supplied with the power they need, thus eliminating over-power wastage drawn from the network which is commonly found in most businesses subconsciously over-powering their equipment.

We further improved the installation of our ski slopes throughout 2024, using 3D scanners to pinpoint areas where energy could escape and renewing or replacing insulating materials, which was a considerable project. In addition, the UK venues installed 4 sets of new airlock doors to the slopes which further insulates slope side operations. We also installed a new AHU unit at Milton Keynes which should benefit the venue by a reduction of almost 90,000Kwhrs per year, drawing out humidity created by guest usage.

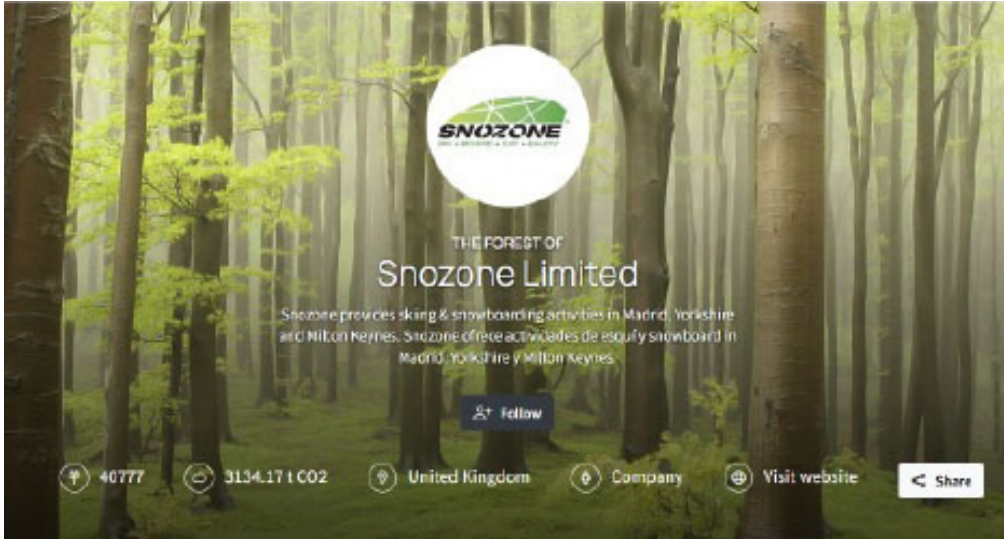
In April 2024, Milton Keynes attained a (B) EPC rating. All three venues now attain this level and this reflects how much more efficient we are than comparable leisure stock despite the requirement we have to operate large freezers to produce and maintain real snow.

All Snozone venues are fully fitted with LED lighting and in 2024, Madrid undertook a de-lamping project to remove unnecessary lighting. This completed the 2-year project for the group in further reducing consumption.



At Snozone, we operate our own fully licenced restaurants; The Alpine Kitchen. Our coffee provider (River Coffee) delivers their supplies in electric vehicles and their product comes in biodegradable packets. Our soft drinks supplier, Britvic deliver all our soft beverages in 100% recyclable glass bottles.

We eliminated all single use plastics from our restaurants in 2021 and this matter now extends to the receipt of clothing and merchandise at our on-site gift and equipment shops



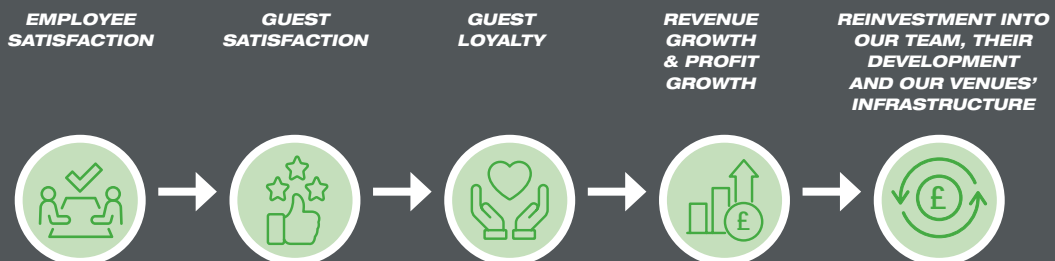
Since partnering with Tree Nation in 2021, a leading worldwide tree planting scheme, we have now planted over 40,000 trees in areas of the world where reforestation and bio-diversity is needed. This has off-set over 3,100 carbon tonnes.

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.

SOCIAL IMPACT:

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 best depicted in our Service Profit Chain.

THE SERVICE PROFIT CHAIN



We believe that if we fully engage our team, they will in turn engage our guests and provide an outstanding guest experience. This delivers the income we then convert to profit through strong operational disciplines. This profit is then put back into our business, enabling us to:

- Pay our team materially above the national minimum wage.
- Invest in accredited training for our team.
- Invest in the infrastructure of our venues.

Our success is conditional upon the well-being of our team, guests, and the communities in which we operate. We prioritise diversity and equity within our workforce; foster a safe and inclusive environment where everyone is valued, respected and heard.

These are challenging economic times. To continue to attract and retain talent at a non-managerial level, we continued to pay 6% above the 2024 minimum wage at our entry level and will do so again in 2025.

We 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 items such as bills, essential outgoings, or savings (with a 50% cap). It then deducts any expenditure from their next pay at zero cost.



Hiring

The benefit of available wages within a week of working has been a significant contributor to our attraction v other local employers offering similar wages.



Employee Wellbeing

Reducing the stress of financial pressures supports a reduced absence rate and improves the overall wellbeing of our team.



Employee Retention

The real-time financial benefit of Wagestream has helped the reduction in our attrition during the key Winter season.



Financial Education

Access to guides, webinars, templates designed to support users with financial education and practical tools.



Understanding Pay & Hours

Our team can see and understand their hours worked weekly, thereby resolving any queries before month-end.



Retail Discounts

Enrolled members receive discounts on their weekly grocery shopping with major partners such as Tesco, Morrisons, M&S, Sainsburys.



Encouraged to Save

Enrolled members can save directly into Wagestream savings account – to date team have saved over £5,000.



Benefits Checker

Check any Government benefits available based on pay / circumstances. Proving particularly valuable for part-time workers.



THE FULL ACCESSIBILITY OF OUR FACILITIES ENTITLED US THE ACCREDITATION FOR THE FOURTH SUCCESSIVE YEAR AS A DISABILITY CONFIDENT EMPLOYER.

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 system, structured department meetings and a training programme geared towards developing the future careers of all our team.

We also strongly believe in developing our team and our training programme is geared towards the dual importance of developing our team members in 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.





88%

of our team are "very satisfied" or "extremely satisfied" in their place of work.

Source: Bi-annual survey.



86%

of our team would recommend Snozone as a place to work.

Source: Bi-annual survey.



79%

annual team retention.

In 2024 we retained 79% of our core team. (The national average in the leisure industry is 47%). 31% of our team have been with us for 5 years or more.



65%

of our team gained certified or accredited training in 2024, ranging from barista training to ski instructor BASI Level 2.



57%

of our management team have been promoted from within via our internal pathway of development.



56%

of our management team are female and our gender pay gap has been reduced to 2.2%.



9%

of our team have a registered physical disability or mental impairment.

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 communities or varying needs and diversities.

We are the only European operator to own and self-manage a Disability Snow School and in 2024, we proudly welcomed and tutored over 2,500 guests in the UK and Spain who have physical disabilities or mental impairments, a marked increase of 72% v 2023. We performed further outreach in our communities throughout the year, to engage guests who otherwise may not have attended our venues due to the perceived barriers to entry in snow sports.

In recognition of this we were nominated as a finalist at the UK National Learning Disabilities and Autism Awards.



The National
Learning Disabilities
& Autism Awards
2024

FINALIST

We have partnered with the charity Sense, the foundation that supports deafblind children and adults, since 2014 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 2024 we increased our support, including providing accessibility to many guests associated with the charity. We were delighted to be invited to the opening of their new hub in Loughborough in March, in the presence of their patron, HRH Princess Anne.



We are also proud supporters of Sunflower, which seeks to provide recognition to those with hidden disabilities who may require additional support. The teams at our venues are trained in various capacities to appropriately approach, engage and assist guests by wearing the lanyard that signifies this.



SNOZONE BRAND STANDARDS

To deliver a differential advantage in service over other leisure operators in an extremely congested marketplace, our framework of operation, the 'Snozone Brand Standards' exist to provide both a productive way of working and a consistently enhanced guest experience.

In 2024, 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 first time ever with an approval rating climbing to 86%. Madrid's approval rating at the point of acquisition was 58%, therefore demonstrating the fantastic progress made by our team in Spain and the implementing of our core brand standards since becoming part of Snozone in 2021



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

Snozone
 ●●●●● 4,634
 Milton Keynes, Buckinghamshire, England
 4,634 reviews and opinions

Snozone Madrid
 ●●●●● 861
 Arroyomolinos, Community of Madrid, Spain

Snozone
 ●●●●● 2,580
 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 assessed 18% more students in 2024 versus the prior year.

In addition, 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 by accentuating good citizenship; offering off-slope modules such as a certificated 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 resulted in Snozone being voted Best Sporting Venue at the School Travel Awards in 2017, 2021, 2022 and again in 2024. Other finalists in our category in 2024 were prestigious organisations such as: Manchester City FC, The London Stadium, Manchester United FC, The Wave and The Lee Valley VeloPark. The awards are illustrious and in other categories, other winners included: The Imperial War Museum, Disneyland Paris, Legoland Windsor, Chester Zoo and Shakespeare's Globe Theatre London.

We were also awarded accreditation for the Learning Outside the Classroom kitemark again in 2024. This kite-mark recognises businesses and organisations who can provide educational experiences to the same standard or higher as those taught in the traditional classroom environment. This council body is funded by the Department of Education.



**IN ADDITION TO SNOZONE'S:
'EDUCATION@SNOZONE' SUITE OF
ACTIVITIES, IN 2024 WE ALSO BECAME
AUTHORISED TO DELIVER THE SCOUTS
AND GIRL GUIDES SNOW BADGE.**



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

Snozone lead the sector in enabling women and girls to engage in or return to sport and therefore an active lifestyle. There are several social factors that prevent women and girls adhering to and participating in sport ranging from how the activity is marketed, how it is taught (and by which gender) and also post-activity reasons—hugely disproportionate to men and boys. We believe in doing our bit to address these disparities. We have supported Sport England's 'This Girl Can' campaign since its launch in 2015.



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

On International Women's Day on March 8th, we gave away over 470 free ski and snowboard lessons to women and girls throughout the day and continued to pay special attention to their adherence to the lesson pathway. Above average retention rates culminated in 1,357 lessons being realised.

A key proponent in creating an inclusive environment is maintaining a strong awareness in our recruitment strategy. We always look to encourage women to become ski and snowboard Coaches and provide assisted support in their training to do so. These are traditionally male environs, yet we were proud to attain an equal gender split of Coaches in 2022 and were close to repeating this again in 2024.



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 further ensure that our employee handbook is maintained as a living document.

We engage with our stakeholders regularly, seeking their input and maintaining open lines of communication.

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 obviously high-risk activities given the gradient and velocity involved in the sport and we are passionate about the execution of solid health and safety practices throughout our venues in both the guest and the team space.

Snozone are independently audited, randomly and unannounced by a leading UK Health & Safety auditor and the venues returned scores of over 94% for total compliance zero critical marks. Extremely high scores.

Food safety is also a prime area of concern for Snozone in the UK as we own and operate our own fully licenced restaurants – The Alpine Kitchen - with revenues now exceeding £1m.

Both UK restaurants were audited by the EHO in 2024 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.

Snozone has solid inbuilt controls that ensure our policies, such as our Major Incident Management Plan is not only updated annually, but training is delivered each April across all three venues involving all team members.



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 ESG 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 - FEBRUARY 2025