

FIVE ▶

CUSTOMER AWARENESS MEASURES

Issued by the Group General Manager

MEASURES TO RAISE CUSTOMER AWARENESS

www.fiveglobalholdings.com

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Tourism has a large impact on the experience of its guests, community and the environment in which it is operated. It is paramount for any organization with direct contact with guests and communities to be conscious of social and environmental requirements.

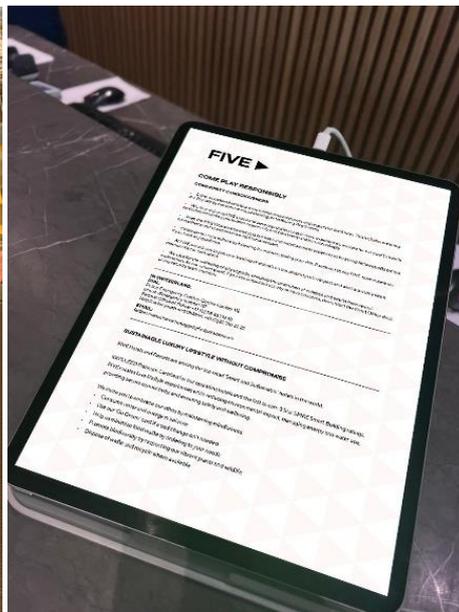
FIVE in its endeavour to promote sustainability is focused on enabling guest experiences harmoniously integrated with sustainability. This entails raising awareness of socially appropriate and environment-friendly behaviour to avoid any form of negative social and ethical impact of tourism.

At FIVE, we have implemented the following measures to raise customer awareness –

- a. **CUSTOMER AWARENESS DURING CHECK-IN** – FIVE has incorporated a flyer for customer awareness as a part of guest check-in performed at the facilities through digital iPads. This flyer indicates the behavioural conduct expected from guests to be socially responsible in form of non-smoking in rooms, non-usage of illicit substances, responsible drinking, prevention of child sex and forced adult sex tourism and environment-friendly behaviour.



Example of iPad Display in Dubai Hotels



Example of iPad Display in Zurich Hotel

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COME PLAY RESPONSIBLY

COMMUNITY CONSCIOUSNESS

- Enjoy recreational activities while maintaining awareness and respect for local rules. This includes ensuring you stay safe by not consuming, possessing, or trafficking illegal items.
- Whether enjoying FIVE's food and beverage outlets or epic room experiences, we care for our guest's health and safety reminding you to drink responsibly and plan transportation accordingly.
- Keep the FIVE Vibe alive by enjoying our hotel and entertainment experiences by asking fellow guests before taking their pictures and maintaining mutual respect.
- Celebrate the local culture by following its manners during your visit. Reach out to any FIVE team members if you have any questions.
- At FIVE, we ask you to join us in treating all animals on our property with respect and alert a security team member if a concern arises.
- We care for the wellbeing of all people by ensuring the protection of children and adults from sexual exploitation. As our valued guest, if you see suspicious activity or have concerns, do contact the Front Office desk or any security team member.

IN DUBAI:

DIAL:

Dubai Police-Control Center of Human Trafficking:

+971 4 608 2347

Hotline for labour complaints: 800 5005

Hotline for human trafficking issues: 800 7283

Dubai Police: 999

EMAIL:

htccc@dubaipolice.gov.ae

SUSTAINABLE LUXURY LIFESTYLE WITHOUT COMPROMISE

FIVE Hotels and Resorts are among the top rated 'Smart and Sustainable' hotels in the world.

100% LEED Platinum Certified for our operating hotels and the first to earn 3 Star SPIRE Smart Building ratings, FIVE curates luxe lifestyle experiences while reducing environmental impact, managing energy and water use, providing secure connectivity, and ensuring safety and wellbeing.

We invite you to embrace our ethos by maintaining mindfulness:

- Consume water and energy in balance
- Use our 'Go Green' card if a bed change isn't needed
- Help us minimize food waste by ordering to your needs
- Promote biodiversity by respecting our vibrant plants and wildlife
- Dispose of waste and recycle where available

Customer Awareness Document Featured on iPad Displays and Guest Registration Contracts for Dubai

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IN SWITZERLAND:

DIAL:

Police Emergency Control Centre number 112
or non-Emergency number 117
Federal Office of Police: +41 (0) 58 463 13 10
Helpline for youth and children +41 (0)22 310 22 22

EMAIL:

fedpol.menschenschmuggel@fedpol.admin.ch

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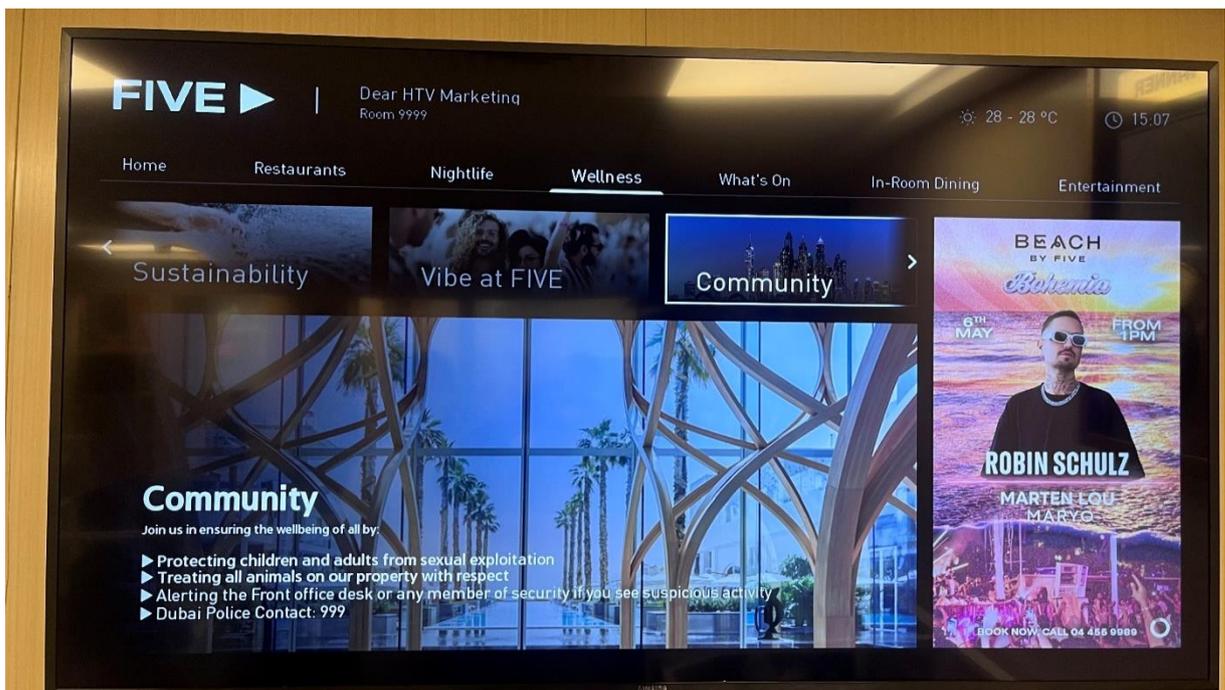
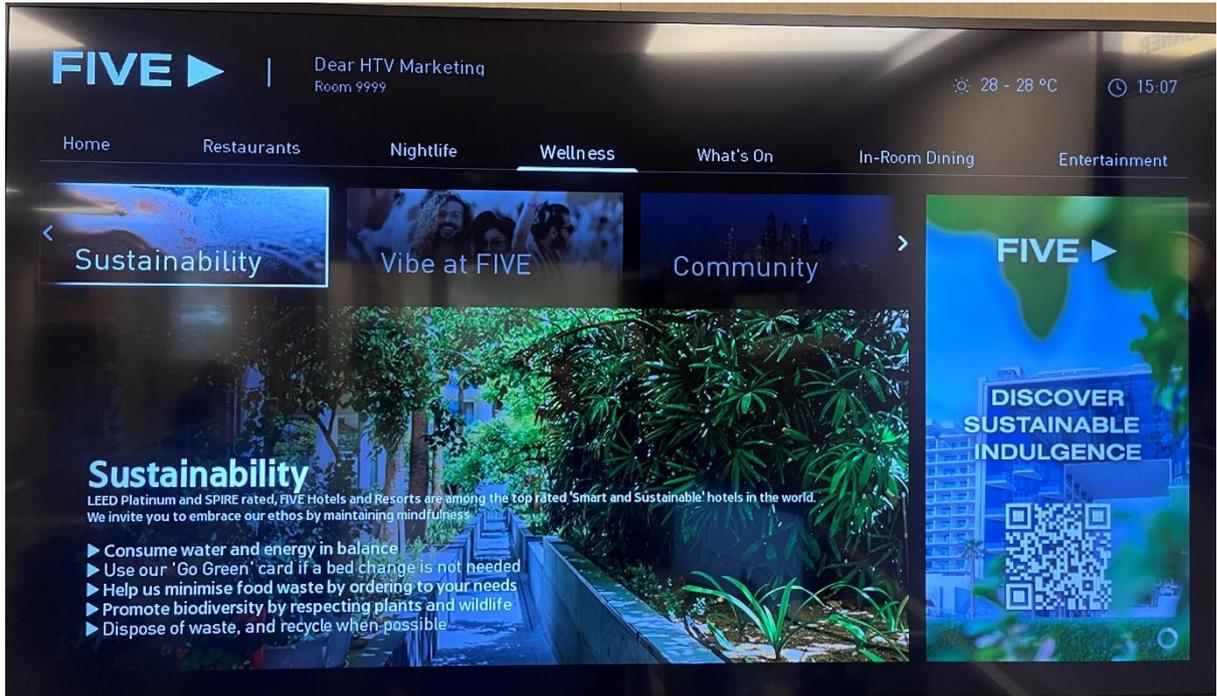
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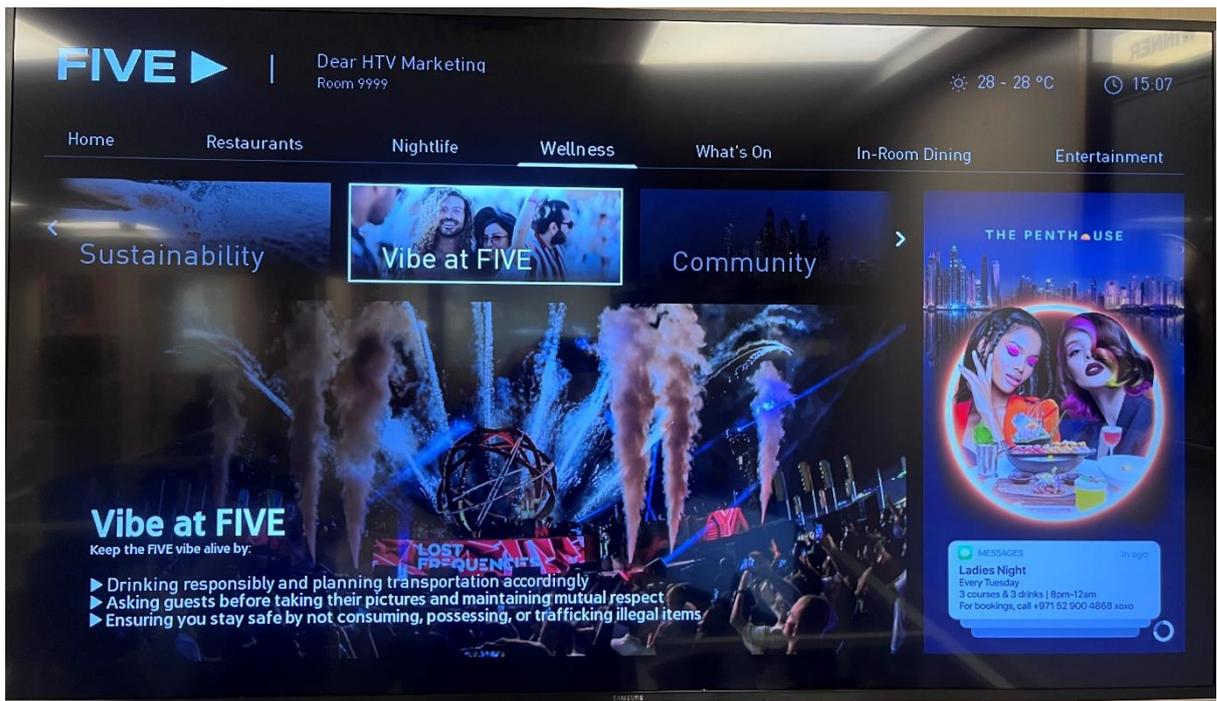
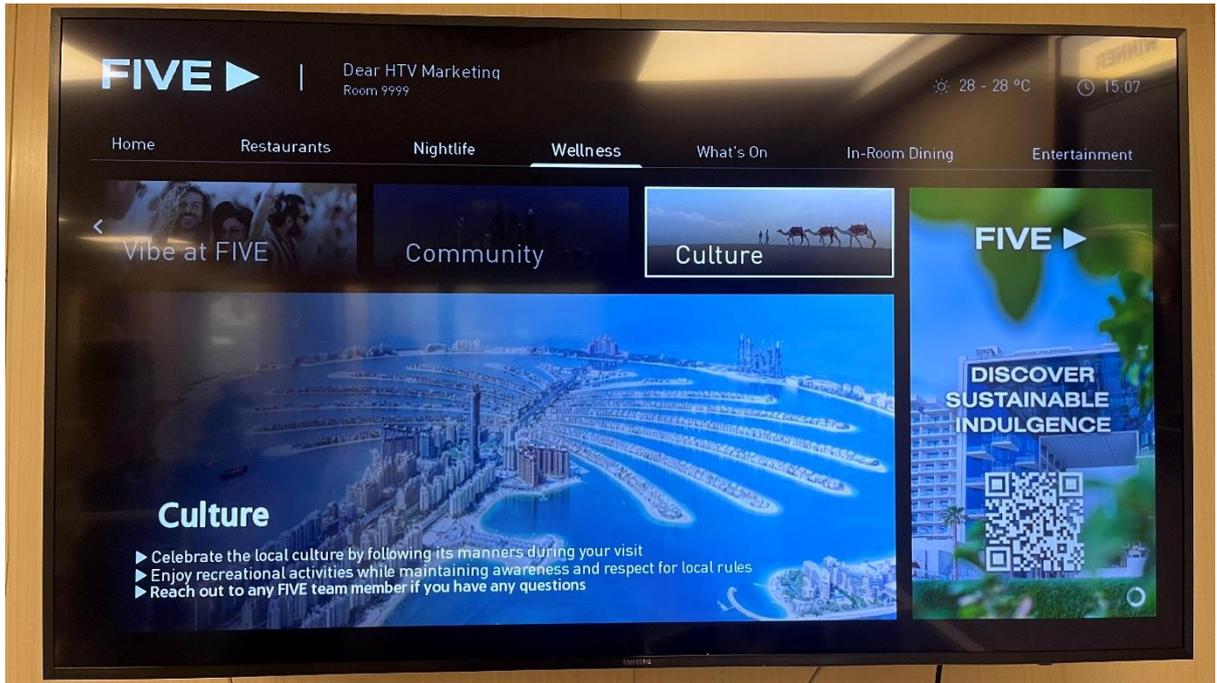
Customer Awareness Document Featured on iPad Displays and Guest Registration Contracts for Zurich

- b. **DISPLAY ON IPTVs** – FIVE has incorporated graphic displays for the above-mentioned topics on IPTVs in guest rooms at all its hotels. On switching on the display TVs, the guests can view page displays on the TVs on various topics on socially acceptable and environment-friendly behaviour along with the informational resources to ensure safe and secure stay for themselves and others.

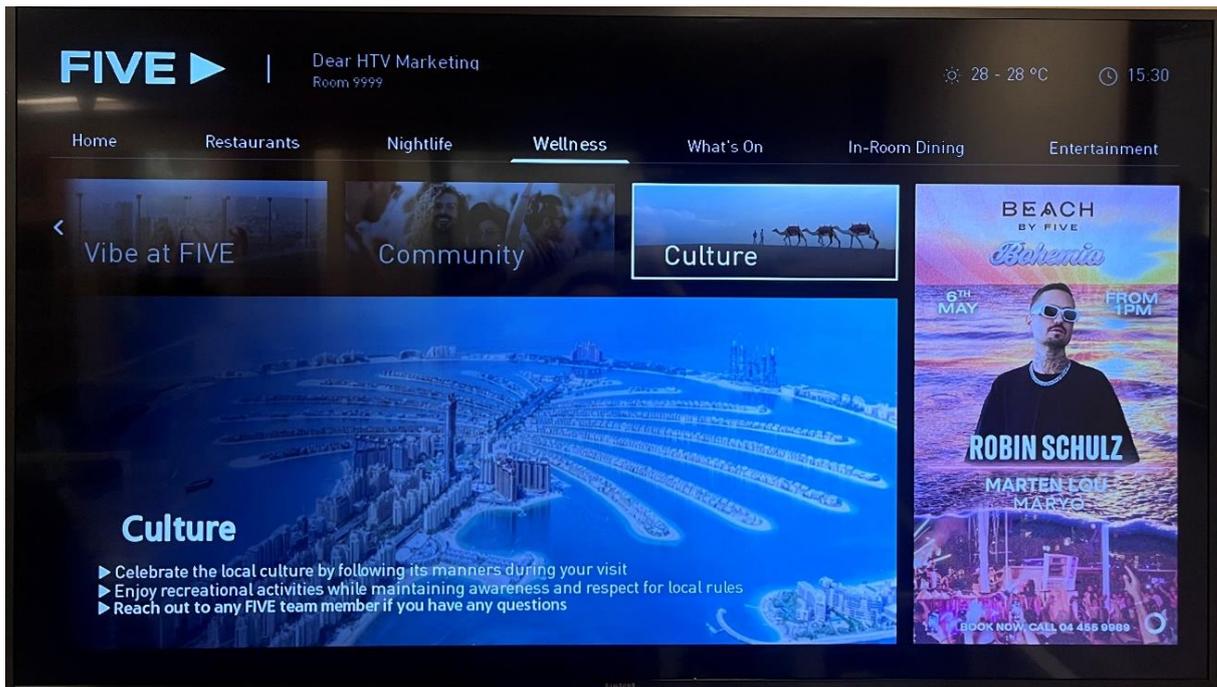
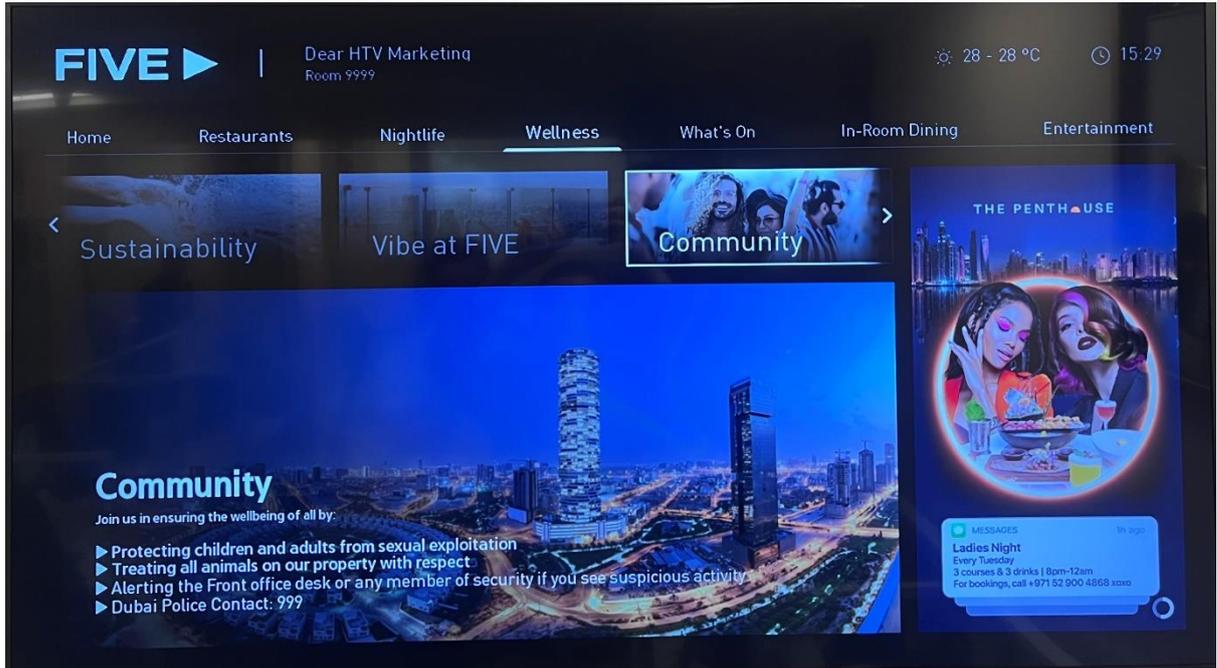
FIVE Palm Jumeirah

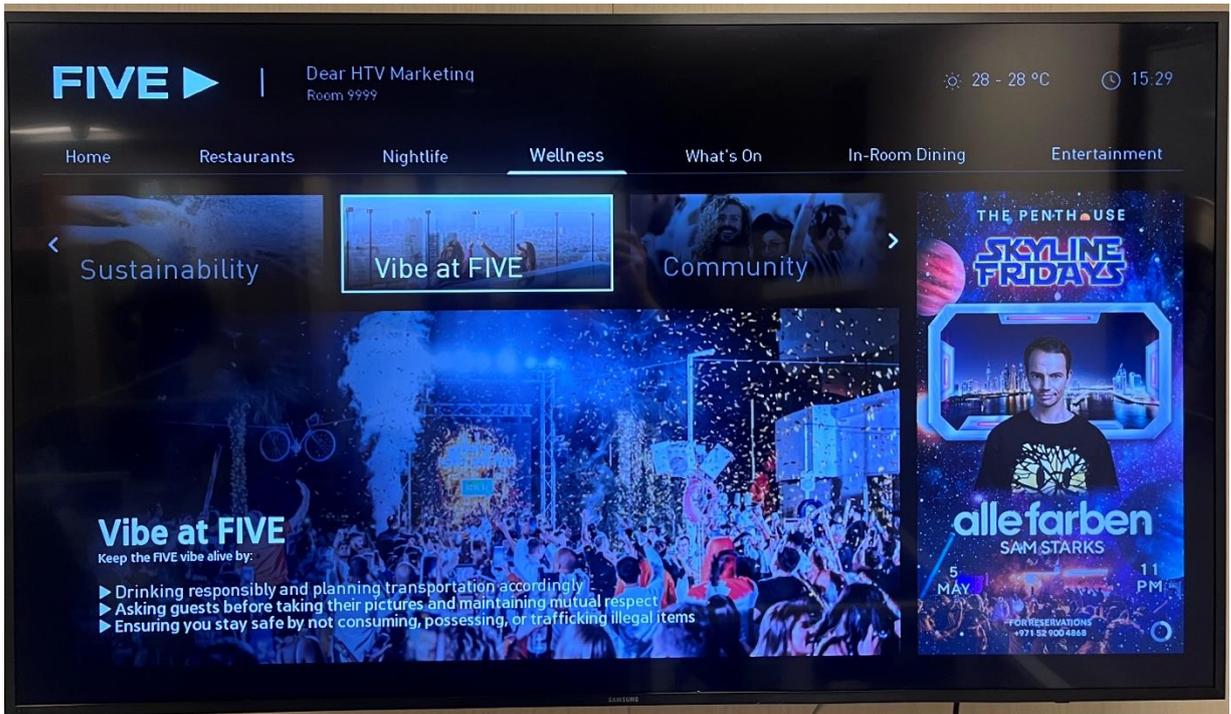
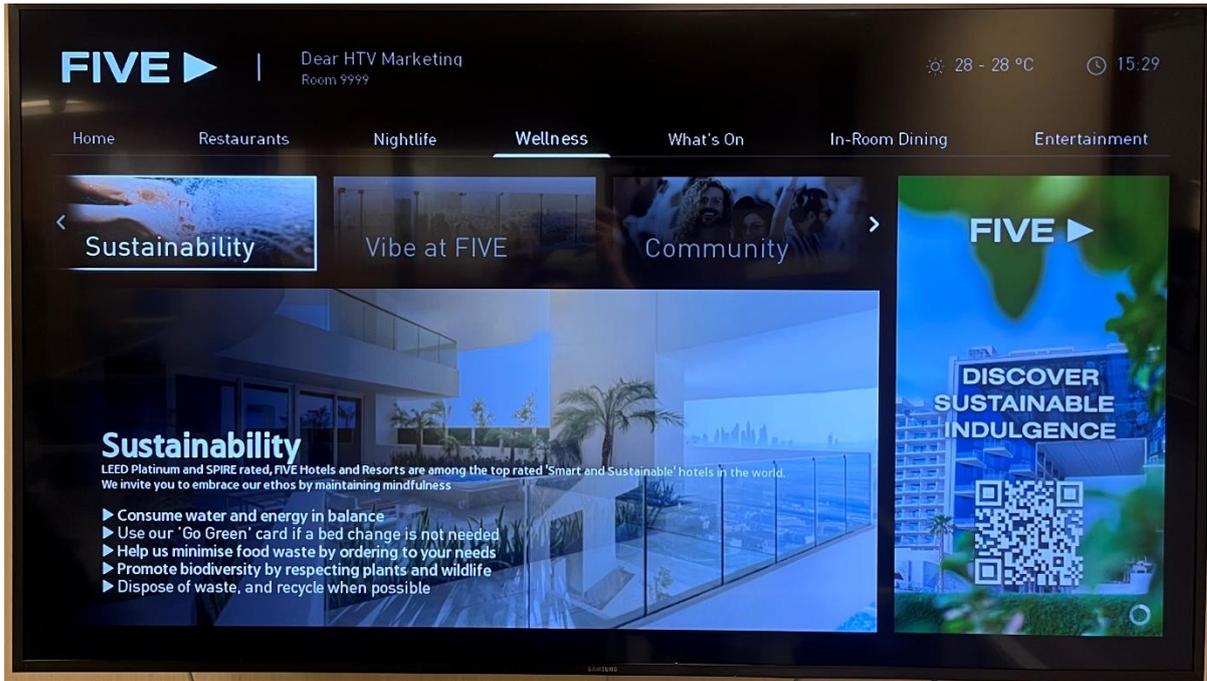


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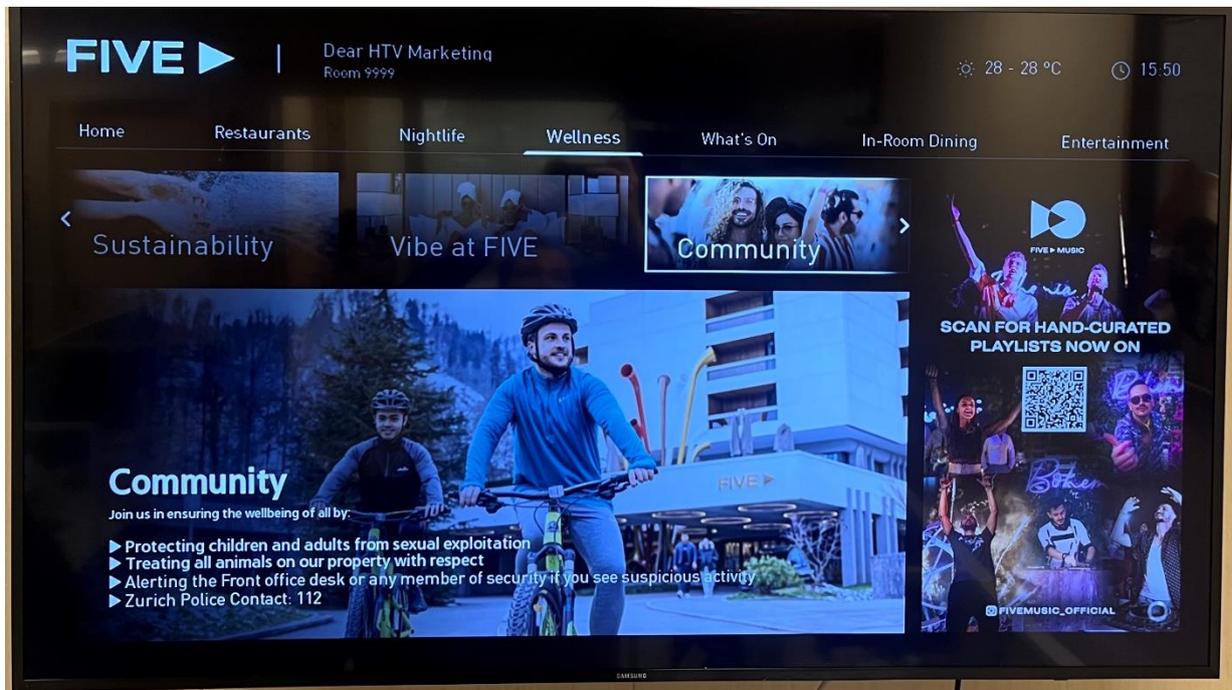
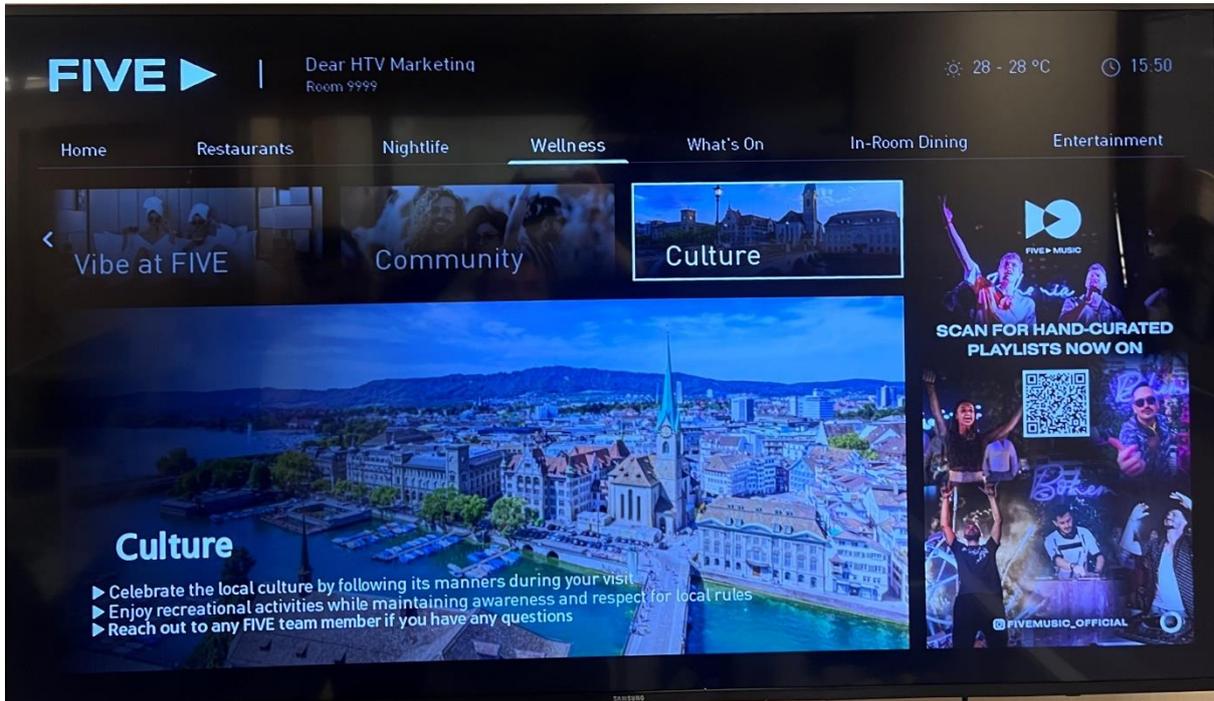


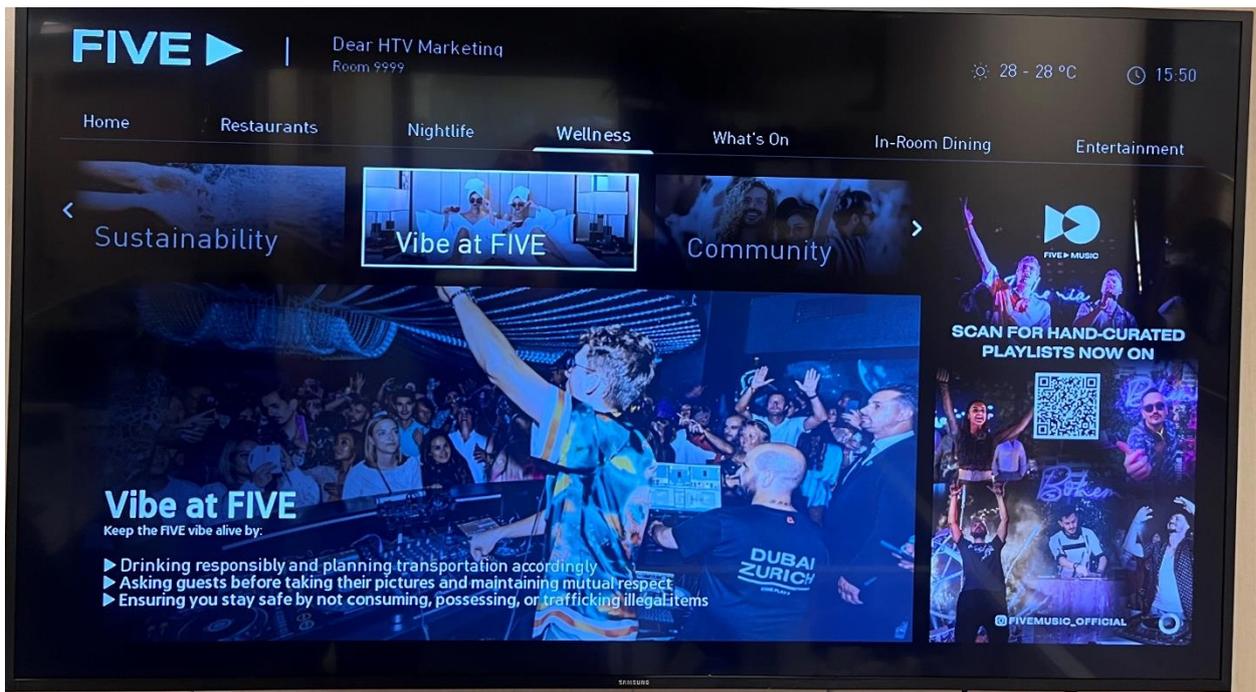
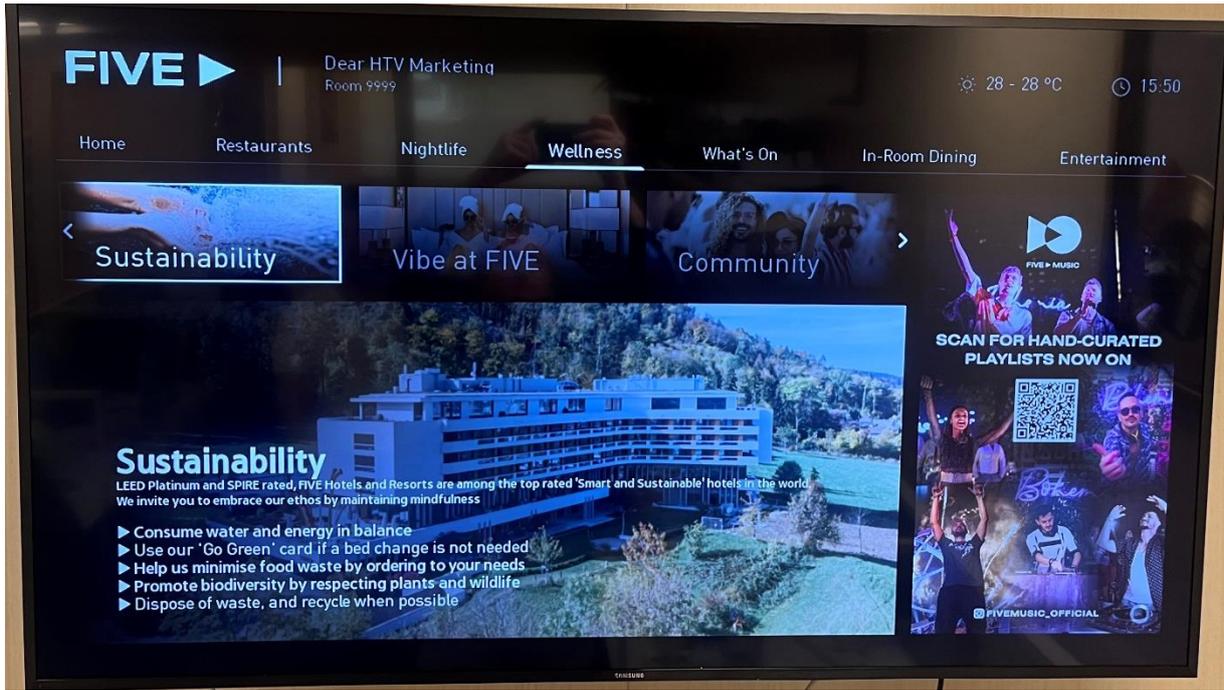
FIVE Jumeirah Village





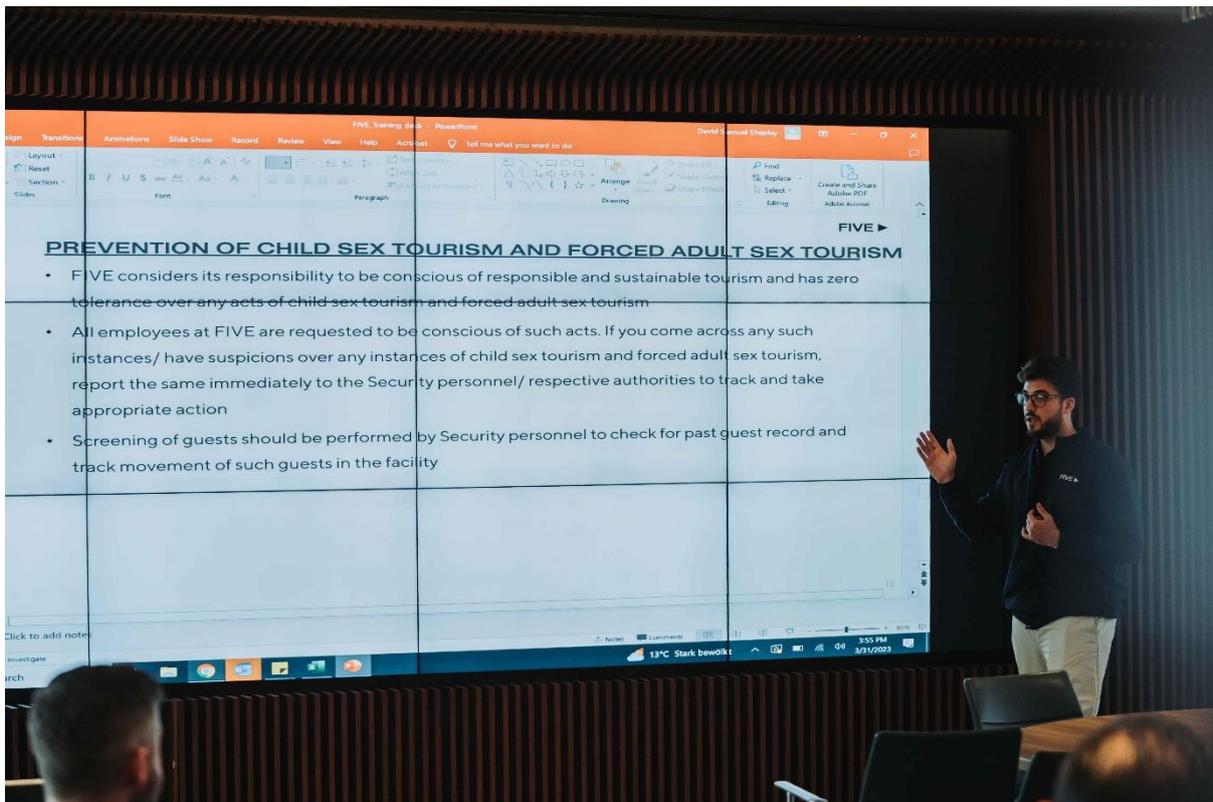
FIVE Zurich





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- c. **EMPLOYEE TRAINING ON CUSTOMER AWARENESS** – All departments with employees involving direct interaction with guests such as Front Office, Housekeeping, Security employees are trained at the time of induction and refresher trainings to understand what behaviour can be construed as socially acceptable and environment friendly and what conduct may be followed to raise awareness / inform guests in case of any conflicts. This may be in relation to local manners, consent for taking photographs, refrainment from any form of illicit trafficking and environmentally friendly behaviour.

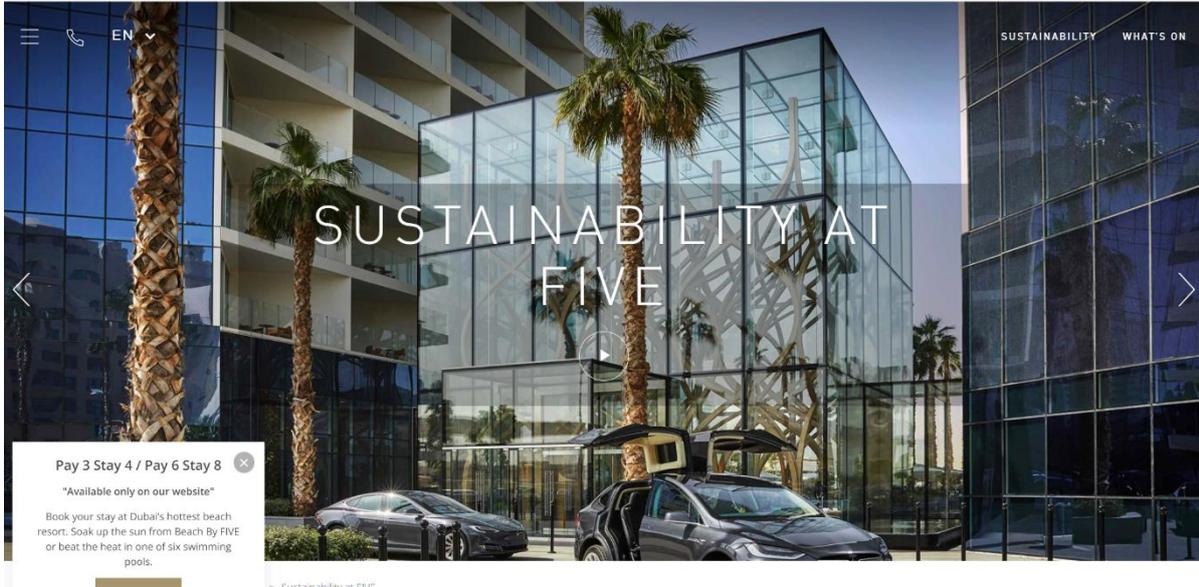


Training on prevention of Child Sex Tourism and Forced Adult Sex

- c. **PROMOTION ACTIVITIES** – As a part of FIVE’s initiative for marketing and branding, FIVE advocates the principles of sustainability and proper conduct for all its stakeholders (including employees, contractors, suppliers, and guests) through its communication on online platforms (including company website) to express its key focus to sustainability.

Website Content

FIVE Palm Jumeirah



FIVE Jumeirah Village



Home > Sustainability at FIVE

Sustainability at FIVE interweaves throughout the complete customer experience.



FIVE Zurich



Home > Sustainability at FIVE

Sustainability at FIVE interweaves throughout the complete customer experience.



FIVE Global Holdings



All FIVE hotel websites include a dedicated Sustainability tab on the top right of the website and a respective page to provide overall and hotel-specific information on the company's sustainability. FIVE's Sustainability website includes videos linked to FIVE customer journey films and net zero electricity prototypes for future renewable energy projects. A perusal of the website provides customer awareness and information against FIVE's sustainability measures and strategy.

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Housekeeping Amenities and Customer Awareness on Sustainability



‘Go Green’ Cards in all FIVE Hotels raise awareness on water conservation and provide guests opportunity to change linens on an as-needed basis

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FIVE's implementation of glass bottling has helped to reduce plastic consumption on a large scale. The guest room bottles are accompanied by an awareness tag promoting green procurement and consciousness.

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Customers are made aware of adhering to culturally and socially acceptable conduct in dress and appearance.

- d. **ENCOURAGING GUEST FEEDBACK** – FIVE obtains guest feedback as a part of its check-in and check-out surveys to understand guest satisfaction on FIVE’s services and amenities provided. FIVE has incorporated measures to also obtain any feedback or guest suggestions on sustainability to obtain inputs from the community and implement best practices across the organization.

 **Five Palm Jumeirah Dubai** ★★★★★
[Palm Jumeirah, Dubai](#) [Show on map](#)
 Travel Sustainable Level 3
FIVE Palm Jumeirah Dubai boasts its own private beach as well as 5 outdoor swimming pools, including a 55m long option, running through the heart of the resort.
Superb **9.1**
19,901 reviews
Location **9.3**
[Show prices](#)

FIVE ►



Five Jumeirah Village ★★★★★

[Dubai](#) · [Show on map](#) · 17 km from centre

🌿🌿🌿 Travel Sustainable Level 3

Situated in Dubai, 8 km from Dubai Autodrome, Five Jumeirah Village features accommodation with a restaurant, free private parking, an outdoor swimming pool and a fitness centre.

Superb 9.1
37,865 reviews

Show prices



FIVE Zurich - Luxury City Resort ★★★★★

[Wiedikon, Zürich](#) · [Show on map](#) · 3.7 km from centre

🌿🌿🌿 Travel Sustainable Level 3

FIVE Zurich - Luxury City Resort has a restaurant, free bikes, a seasonal outdoor swimming pool and fitness centre in Zürich.

Superb 9.0
1,212 reviews

Show prices

FIVE's strong presence on Booking.com as home to the most reviewed hotel in the world (FIVE Jumeirah Village) comes with it a visible association of sustainability with the "Travel Sustainable Level 3" badges assigned to all its properties.