

## Corporate Social Responsibility Policy

Corporate Social Responsibility (CSR) refers to the way in which a business regulates itself in order to ensure that all of its activities positively affect society as a whole. A CSR policy aims to guarantee that the company works ethically, foregrounding its fundamental concern for human rights as well as the social, economic, and environmental impacts of what it does as a business. The business should meet or exceed the baseline criteria established by relevant statutes. If legislation doesn't exist in a particular area, the company should proactively adopt best practices to accommodate a given need or solve an urgent issue.

### Blue Lagoon Iceland - Sustainability at our core

Sustainability echoes through every dimension of Blue Lagoon's ongoing evolution. Sustainability is manifest in respect for one another as much as it is manifest in respect for the environment. Our values are We Care, We Respect, We Bring Joy, We Inspired, We Create Memories. They are embedded in the company's culture and apply to both the Blue Lagoon staff and its guests.

### Introduction to Blue Lagoon Corporate Social Responsibility (CSR)

Corporate Social Responsibility is a major component of Blue Lagoon's operations. Since its establishment, the company has embraced corporate social responsibility, approaching the issue from multiple angles according to changes in business and society. Our ultimate goal is to integrate CSR into our core business strategy.

We support sustainability in most areas of our operations, aspiring to a cooperative, harmonic relationship with society. We aim to be a role model within the tourism industry and provide guidance to others regarding corporate social responsibility.

We established a multidisciplinary internal CSR Committee. This committee develops a comprehensive CSR strategy, helps our entire organization understand and embrace our principal CSR initiatives, and strengthens our social and environmental performance with multiple projects and continuous improvement.

## Employees

Blue Lagoon's staff is the company's most valuable resource. Our employees are the foundation of the unique visitor experience and their contribution ensures the company's continued success.

All employees consider themselves unforgettable hosts and strive to provide our guests with excellent service.

Staff training and education is a key factor in Blue Lagoon's success. A clear training plan gives all employees an equal opportunity to improve their skills and increase their knowledge at work.

Physical and mental health are the foundation of wellbeing. Employees are given ample opportunities to exercise regularly. In addition, the company conducts annual health checkups and vaccinations. The entire Blue Lagoon experience and related work procedures are risk-assessed with regards to safety, health, and the environment, and the appropriate controls are implemented to minimize the risk of accidents. The company has defined, documented, and practiced emergency response to major operational risks. For more information, read our Health & Safety Policy.

Blue Lagoon strives to foster an egalitarian workplace and has established a gender equality plan with the aim of assessing employees on their own merits—regardless of gender, race, creed, or other criteria. Since 2018, Blue Lagoon has been certified by the ÍST 85:2012 Equal Wage Management System, commonly known as the Equal Pay Standard. For more information, read our Human Resource Policy.

## Guests

We continuously enhance our guest experience, increasing efficiency and reducing environmental impact. We aim to improve customer satisfaction by elevating the quality of our services in accordance with the needs and desires of our guests. We ensure the safety and quality of our offerings through continuous risk assessment of operations and activities. We commit to clear, transparent communications with our guests, using not only our online channels but also face-to-face engagement through the Blue Lagoon customer experience. For more information, read our Quality Policy.

### **Environment**

Blue Lagoon operates in full compliance with Icelandic laws and regulations, and continuously seeks new ways to reduce the local and global impact that our business has on the environment. By preserving our natural surroundings, in partnership with other companies and associations, we bring benefits to our local communities and maintain the sustainable development of Blue Lagoon. The company operates in harmony with nature and our approach focuses on utilizing our resource streams to their fullest, in a sustainable manner. Blue Lagoon is a signatory to a cooperative agreement with the Reykjanes UNESCO Global Geopark. This agreement increases sustainability and protects and maintains the Reykjanes environment. For more information, read our Environmental Policy.

### **Community engagement**

Blue Lagoon supports the local communities of the Reykjanes Peninsula with numerous philanthropic projects focused on sports and youth clubs, as well as cultural, health, and environmental affairs. For many decades, Blue Lagoon has been conducting peer-reviewed research on the Blue Lagoon ecosystem, sustainability, and the bioactive elements of geothermal seawater. Striving to be a leading example of sustainability, our mission is to continuously expand the knowledge of our unique natural resource and openly share it with the local and global community. The efficacy of Blue Lagoon geothermal seawater in combination with Blue Lagoon skincare for treating psoriasis is supported by the findings of our peer-reviewed research. As a result, natural psoriasis treatments at the Blue Lagoon Medical Clinic have been endorsed by the Iceland Ministry of Health. For many years, the company has offered Icelandic residents psoriasis treatments free of charge. Also, the company trades goods and services from local suppliers, aiming to increase sustainability and ensure that the future value of the operation will be fully utilized to protect and maintain the Reykjanes environment.