



IHG[®] HOTELS & RESORTS

Scaling Goodness

IHG Communities Report
East Asia & Pacific



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IHG HOTELS & RESORTS

Welcome message

Welcome to our second IHG Communities Report, and our first for the East Asia & Pacific Business Unit. In this report, we take a close look at the efforts and results that IHG Support Centre and hotel teams have achieved throughout EAPAC's diverse and vibrant geographical area. I am sure that like me, you'll enjoy learning more about the impressive partnerships we have created, and the number of people that have benefitted as a result.

As we discover on the next page of the report, 2024 produced some remarkable results. Almost 12,000 colleagues throughout IHG Support Centres and hotels across EAPAC contributed over 32,000 hours to help local communities – and directly benefitted over 334,000 people in doing so. That is a fantastic achievement, and something we are immensely proud of.

One of the themes of this year's report is 'scaling goodness'. Each project reminds me again of

the strong leadership we have across our teams, working at all levels of the business.

Whether the partnerships are in Bangkok, Jakarta or Tokyo, Ho Chi Minh City, Saipan or Melbourne, our teams demonstrate how True Hospitality encompasses the exceptional experiences delivered in IHG hotels – and the way we extend that care to our communities.

Best wishes,

A handwritten signature in black ink that reads "Rajit Sukumaran".

IHG EAPAC Communities in Numbers

DIRECT BENEFIT

334,948

Number of individual **people**
directly benefiting from the work
of the projects

FOOD DONATIONS

142,675 kilograms
of food donated, that
is equivalent to **32**
Asian elephants



WASTE COLLECTED

The total number of **bags**
of waste collected

32,075

VOLUNTEERING HOURS

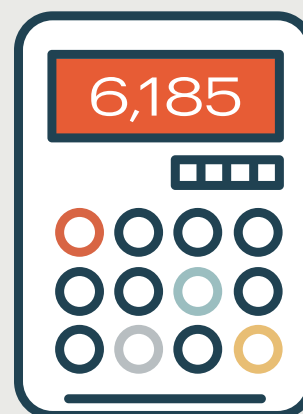
The collective number of **time contributed** for
activities

ACTIVITIES

480

Number of **distinct**
community activity types

SCHOOL SUPPLIES

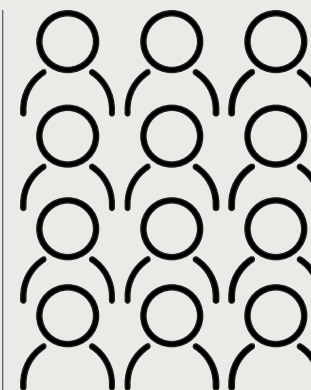


Number of **school supply**
items donated

CHARITIES SUPPORTED

382

Number of **distinct**
charities supported
across EAPAC



PARTICIPATION

11,954

Total number of **IHG**
colleagues involved in all
activities across EAPAC



TREES PLANTED

6,787

COLLEAGUE FEEDBACK

97%

SAID

"After this project, I
feel more connected to
IHG's purpose of **True**
Hospitality for Good"

"Because of this activity,
I am more likely to
recommend IHG as a
great place to work."

BLOOD DONATED

3,675 litres

All of these numbers are from 1 January to
31 December 2024.

All the data in this report is reviewed and
assured by B4SI.

Tackling hardship head on

IHG Hotels & Resorts is one of Australia's most-loved hotel companies: and thanks to its nationwide communities partnership with leading social enterprise OzHarvest, IHG is also actively helping address the country's most pressing hardship problems head on too.





As Matthew Tripolone, Managing Director Australasia & Pacific for IHG explains, during the 'Giving for Good' month in September 2024, IHG and its partners not only donated \$1 from every room night booked to OzHarvest – they also successfully donated a remarkable 120,872 pre-cooked meals nationwide, in just one month.

As Matt explains, when IHG went seeking in 2019 to “really ramp up” their contribution to the IHG communities agenda, OzHarvest Australia stood out as the best partner. “We were able to have two great brands come together with a common vision – of how IHG, as a hotel company could be a hotel partner for OzHarvest. And it really worked.”

Founded in 2004, and now dubbed Australia’s leading food rescue organisation, OzHarvest connects 2,610 food donors with 1,500 charities



nationwide, helping deliver 280 million meals to vulnerable people in need. “They have a senior executive team that is incredibly capable, and have all the necessary facilities required,” he notes. “So we’re operating with a fantastic partner, with a cause we are deeply passionate about and committed to.”

Ramping up the partnership meant being assured that “we could achieve a whole list of really great outcomes with one partner,” he said, and creating protection mechanisms to ensure that IHG has

been able to prevent food wastage, and in doing so, give it to those in need. Donated food is either given directly to those in need in the community; used in local markets that serve under-privileged people; or served at OzHarvest's unique Sydney restaurant, Refettorio: "Essentially it's about providing a dignified dining experience for underprivileged people," he says. "I've taken some of my team to dinner there to experience it – it's a wonderful place."

IHG also plays a fundamental role in Nourish, a cookery training programme. "We are able to be a part of the sponsorship programme there, whereby some of the students, once they graduate with a certificate in cookery, we can help find them a placement in one of our hotels."

The company's 58 hotels actively provide OzHarvest with cooked meals, while many staff also use their two volunteer work days per year helping out at OzHarvest, including servicing the market and packing hampers. He says the feedback from this exposure to the programme is "quite heartbreaking" for many who realise the scale of need in their own community.

The partnership has also extended to other markets with IHG working in close collaboration with KiwiHarvest, JapanHarvest and VietHarvest. For those looking to explore and scale their

"Choose a programme with values aligned to yours: and an initiative where you are set up to make an impact in that space. So OzHarvest for us was very natural, because of the food element and the training element."

MATTHEW TRIPOLONE
MANAGING DIRECTOR
AUSTRALASIA & PACIFIC, IHG



own successful community partnerships, Matt suggests that organisations keen to make a difference, should resist the temptation to immediately start at a scale they cannot support: "Start small and see what works for your organisation, because it's very little point putting your name for something if there's no tangible benefit."

"Choose a programme with values aligned to yours: and an initiative where you are set up to make an impact in that space. So OzHarvest for us



was very natural, because of the food element and the training element.”

Seeing the opportunity to scale the partnership was really a chance for IHG throughout Australia to help power the OzHarvest programme. “It’s a big part of the DNA of everyone within IHG. And I know, from going to a lot of the OzHarvest events,

that they feel exactly the same about us as a partner.”

“We have the hotels, with the kitchens, the produce, and the teams they need: and they have in turn created a national opportunity for us to really do good in that space. Our people feel good about it, guests feel good about it, and we really make a difference. So it’s a wonderful partnership.”



Partnership at a glance

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The OzHarvest partnership has now expanded to include other international markets, with IHG working in close collaboration with KiwiHarvest, JapanHarvest and VietHarvest.

120,872

The number of pre-cooked meals nationwide that IHG donated to OzHarvest during ‘Giving For Good’ month in September 2024, equivalent to \$1 from every room night for 60,436 room nights.

Uplifting lives is a family affair

The story of Saab Shares is an end-to-end tale of Indonesian family resilience. Launched in Jakarta by sisters Elena and Sabrina Bensawan, the initiative takes a hands-on approach to helping to uplift the prospects of some of the country's poorest families. Now thanks to its expanding partnership with IHG, that great work is reaching families in far-flung corners of the vast archipelago.





When you hear the backstory of Jakarta's Bensawan sisters, who as teens launched their fledgling NGO to take on the city's endemic poverty cycle, what strikes you most is that Elena and Sabrina set out to tackle the problem hands-on: "We imagined a cycle that would persist if no action was taken" they note. As they visited Jakarta's poorest homes, they determined that what was missing was an approach that directly engaged struggling mothers to help elevate their children and families from poverty.

These were indeed the core drivers that appealed to IHG in 2023 as they sought to amplify and define their community ambitions in Indonesia in the form of one strong partner. According to Regia Jahja, General Manager, Holiday Inn Resort Baruna Bali and Holiday Inn Express Baruna Bali, it was Saab Shares' sense of focus and urgency that spoke to the core priorities of IHG. "We shortlisted several organisations that were most aligned with our focus," she explains. "We wanted to focus on empowering mothers together with a focus on children and health. Saab Shares had the most aligned shared vision with IHG, in terms of their passion and focus."



Fast forward to today, and the NGO has helped more than two million beneficiaries in Indonesia, specifically helping underserved families out of poverty, in particular families with terminally ill children. In the process, the IHG partnership has likewise gone from strength to strength, as the global hotel leader utilises its national network of

properties, to in turn help the Saab Shares mission scale into Sumatra and Bali in 2024.

“The support from IHG is critical, to ensure a collaborative effort, not only from one person or one region. And so in that way, everyone is taking part in this movement.”

REGIA JAHJA
GENERAL MANAGER, HOLIDAY INN RESORT
BARUNA BALI AND HOLIDAY INN EXPRESS
BARUNA BALI

Aside from hands-on emergency care, training and skills development play a major part in the uplift mission of the project. Regia has been delighted with the creative ideas from hotel teams: for example, the past year saw Holiday Inn Resort Baruna Bali and Holiday Inn Express Baruna Bali conducting virtual Mandarin Lessons, as well as creating virtual Basic Safety Trainings, together with Cooking and Make Up lessons. Meanwhile, Hotel Indigo Bali Seminyak Beach purchased high-end products from Saab Shares' village artisans for their VIP welcome amenities, while Holiday Inn Lampung Bukit Randu also



showcased Saab Shares' boutique products in their gift shops.

In expanding the NGO's mission of community-based maternal empowerment through houses of learning across Indonesia's vast archipelago, IHG has helped scale the good deeds of the Java-based NGO, spreading benefits to villages on the islands of both Kalimantan and Sumatra. Communication has been the key to the flourishing partnership, Regia says. "From our side, we communicate our expectations quite clearly. And equally, they're willing and open, to discuss and adjust accordingly."

Having seen IHG scale the Saab Shares project nationally, Regia is well positioned to offer advice to others seeking to scale up their community support offerings in a demonstrable way. Her biggest piece of advice? Get to know your partner first. "It's just like any business partner: you need to know who you're working with," she notes. "Are their goals really in line with what you want to achieve? If there's a different vision, then it will not work."

As befitting the two-way partnership, Regia sees IHG hotel teams becoming more involved in the project mission. "We tell our teams, 'this reaches this many families, or this many children: these villages in Sumatra, or those in Kalimantan'.



So they know exactly what they are doing, and who they are doing it for. And they know, 'I am part of this good cause'. And they feel good about it." Into 2025 and beyond, Regia sees the potential to further scale the project through partnerships with more IHG properties. "The support from IHG is critical, to ensure a collaborative effort, not only from one person or one region. And so in that way, everyone is taking part in this movement."



Partnership at a glance

800

The Saab Shares collaboration has scaled from the wider Jakarta region, to other parts of Indonesia including Lampung, Kalimantan and Bali, positively impacting 800 families in 2024.

Milestone momentum for Japan

While it is a well developed market, modern Japan has its share of community challenges. As the IHG presence passes a key milestone, the company is determined to make a more structured community engagement approach into a reality.





Fresh from securing an important business milestone within the Japan market, IHG is now looking to build on their existing community efforts. At the end of 2024, IHG reached the important milestone of 50 properties across its suite of brands, including the first Six Senses, Vignette Collection and Garner branded properties.

“Debuting three new brands in this vibrant market demonstrates the great growth momentum we’re building here: and we remain on track to double our estate in the country in the next few years,” said Abhijay Sandilya, CEO, IHG ANA Hotels Group Japan, and Managing Director for Japan & Micronesia, IHG.

He is equally determined that this momentum be applied to broadening the company’s partnership efforts within the community too: “Given that Japan is the third-largest economy in the world, with high per capita GDP, IHG hotels have historically supported worthy causes outside the country, particularly in developing parts of Asia. Yet now that we have the necessary momentum and brand profile, we also want to have a broader community profile as well.”



Scratch beneath the surface, and even the world’s most prosperous countries have people in need. In 2024, IHG hotels supported an array of local charities in the community, helping provide support in areas ranging from the environment and food security, to frontline skills training and mental health support.

One partner organisation, TELL Japan, has for 50 years provided lifeline support for those in need of urgent counsel. These confidential services, available in Japanese and English languages, commonly provide much-needed assistance, particularly for those who may be suicidal, or are victims of domestic-violence.

TELL Japan was IHG’s chosen nationwide partner in 2024 for ‘Giving for Good’ month: colleagues from the hotel group’s Support Centre, as well as individual hotels, joined TELL’s ‘Step Up Challenge’

to help raise funds. By walking between the group's hotels, more than 170 colleagues from the Kanto and Kansai regions walked over 21,837 steps per person, matching the number of suicides in Japan. IHG was in turn the leading corporate fundraiser, providing 436,780 yen to the efforts.

Rising global cost-of-living pressures in recent times have hit Japan too. Though the nation does not experience the extreme poverty seen in other parts of the world, it is estimated that 20 million Japanese people struggle to put three nutritious meals a day on their family tables.

Currently around one in seven children nationwide cannot access three square meals of rice per day. In response, Japan has seen a rising number of 'children's cafeterias', offering free meals to children, and highly-subsidised food for their parents. The first of these cafes opened in 2012, and they now number over 10,000 nationwide. Most cafes rely on donations to exist: in 2024, several IHG hotels in Tokyo sent staff along to the canteens, to help them cook hot and nutritious food onsite.

Another important cause is helping those families whose children have been hospitalised with serious illnesses: thanks to Ronald McDonald House, emotional, physical and financial support are provided to these families, whose lives have already been irrevocably turned upside down.



"We have seen at a national level, a rising community effort in Japan to help children in need," says Abhijay.

"As in other parts of EAPAC, we are embarking on a journey to find a partner to help us work towards a nationwide communities project. Due to regional fragmentation, that structure is less common currently – but we are keen to help make a more structured community engagement approach into a reality. And in turn, to help consolidate and scale the good work that can be achieved within the community."



Partnership at a glance

3,712,290

The total number of steps walked by over 170 IHG colleagues from the Kanto and Kansai region. Each colleague walked 21,837 steps - a figure which also equals the number of suicides in Japan.

Love, laughter and life-saving

Vietnam's Blue Dragon Children's Foundation is a living example of an important community project that has grown and developed into a successful nationwide effort. Thanks to a growing partnership with IHG, the project is now reaching more children in need than ever.



Launched 21 years ago, Blue Dragon Children's Foundation now plays a vital role in helping rehabilitate street kids in the fast-growing nation of Vietnam. IHG is now a strong founding supporter of the project: from initially lending support at a hotel-specific level in Hanoi, the last three years have seen IHG broaden its support for Blue Dragon as part of becoming a force for good in the wider community.

"Our entire Vietnam team has worked to support and grow this amazing project year-round, providing funding, training, and a variety of two-way activities," explains Vivek Bhalla, Managing Director for South East Asia & Korea, IHG. "The IHG-Blue Dragon partnership is a great model of how to 'scale goodness' at all possible levels." In 2023, IHG committed to help assist over 10,000 disadvantaged young people in Vietnam, through education and skills training. A second agreement was signed in 2024 to support around 3,500 disadvantaged children and youths in Dien Bien province in northwest Vietnam.

In keeping with this growing partnership, successful two-way regional exchanges have



taken place. These include two groups of Blue Dragon youths travelling to Singapore for career orientation, leadership and cultural exchange, which included spending time with IHG general managers and hotel teams. "After last year's trip, several students were so inspired that they went back, worked hard and earned scholarships for their education," Vivek says. "So we're seeing the tangible impact."

Focus and passion have been key to the scaling of the Blue Dragon partnership. "They're very clear



in what they want to achieve,” Vivek explains. “Co-CEO, Do Duy Vi, is confident that within 10 years, they can end major forms of human trafficking in Vietnam. That’s a powerful statement, which shows the confidence and success they’ve had across many parts of Vietnam.”

“Blue Dragon is confident that within 10 years, they can end major forms of human trafficking in Vietnam.”

VIVEK BHALLA
MANAGING DIRECTOR,
SOUTH EAST ASIA & KOREA, IHG

Conducting rescues for young victims of human trafficking arose from a recognition of need. Blue Dragon has conducted over 1,700 successful rescues, including cross-border operations in China, Cambodia, Myanmar, and Laos. To tackle the issue at its root, the Foundation works in human trafficking hotspots, including Dien Bien and Ha Giang provinces in northern Vietnam, to strengthen the resilience of vulnerable communities.

A 2024 volunteering expedition to Blue Dragon’s Hanoi headquarters, highlighted the level of



Photo credit: Blue Dragon Children's Foundation.



passionate, proven talent the project attracts on both sides of the partnership. “These are young highly-educated individuals, some of whom left successful jobs in banking or K-Pop marketing,” Vivek explains. “Speaking to them, you know they’re all aligned in that shared goal.”

For guests, hearing breathtaking stories of rescues that pluck young people from dangerous lives, inside brothels for instance, can feel like a scene from a movie. Yet when you visit this real-life support centre, a call from someone who has found youngsters living in crisis, reminds you just how life-and-death these stories are.

Viewing real-life problem solving up close – with follow-up efforts in legal advice, therapists, rehabilitation and career advice – can be life-changing for those directly supporting this cause: “Everyone from IHG I’ve spoken to, who has spent time with Blue Dragon, has really joined in that purpose as well. They really see us as partners now. And we’ve expressed to them, that where they see gaps, we’re here to help.”

Because Blue Dragon makes the best possible use of funding support, many volunteers are needed for activities like arts and crafts, through to dancing and career development. Many of them are former street kids who lend support to today’s rehabilitation.

“It’s a very positive thing when you enter the place,” Vivek shares. “Thinking of street kids and indentured labour, you’d assume it’s a very sad place. But it’s a place of positivity, optimism – and a lot of laughing,” he describes. “And as such, seeing that real hope and joy up close, is something that really stays with you.”



Partnership at a glance

180

Following Typhoon Yagi in September 2024, IHG mobilised rapidly, extending support to over 180 families, by providing food and toiletries, emergency shelter, home repairs, and kickstart income for the worst-affected families.

3,500

Children and youths in Dien Bien province who were supported in 2024 with skills training, career orientation workshops, scholarships and educational assistance.

A Force For Good

Organisations we support across EAPAC:

- | | |
|---|--|
| 1
Australia
OzHarvest | 10
Thailand
Foundation for the Blind in Thailand under the Royal Patronage of H.M. the Queen |
| 2
Fiji
St Mina Children's Home | 11
Cambodia
AllKids |
| 3
French Polynesia
Te Mana O Te Moana | 12
Malaysia
Rumah Bakti Nur Syaheera |
| 4
New Zealand
KiwiHarvest | 13
Maldives
Blue Marine Foundation |
| 5
Papau New Guinea
Port Moresby General Hospital | 14
Indonesia
Saab Shares |
| 6
Vanuatu
Animals Vanuatu Association | 15
Singapore
APSN |
| 7
Japan
TELL Japan | 16
Philippines
Project PEARLS |
| 8
Saipan
Mariana Islands Nature Alliance (MINA) | 17
Vietnam
Blue Dragon Children's Foundation |
| 9
Guam
Guam Hotel & Restaurant Association (GHRA) | 18
Laos
Vimaan Suan Foundation Animal Recovery Centre |





Find out more about IHG's responsible business plan,
Journey To Tomorrow, which aims to shape the future of
responsible travel with those who stay, work and partner with us.

www.ihgplc.com/en/responsible-business/journey-to-tomorrow