

Rezidor awarded 2016 World's Most Ethical Hotel Company for the 7th consecutive year.

March 31, 2016

The Rezidor Hotel Group, one of the most dynamic hotel companies in the world and a member of the Carlson Rezidor Hotel Group, has been recognized by the Ethisphere Institute, the global leader in defining and advancing the standards of ethical business practices, as a [2016 World's Most Ethical Company®](#) for the 7th consecutive year. Additionally, since four years it is the only Belgium company who has achieved this status.

This year marks the tenth anniversary of Ethisphere and the World's Most Ethical Companies designation, which recognizes those companies who align principle with action, work tirelessly to make trust part of their corporate DNA, and in doing so, they shape future industry standards by introducing tomorrow's best practices today.

Being a seven consecutive year honoree underscores Rezidor's commitment to leading ethical business standards and practices, ensuring long-term value to key stakeholders including customers, employees, suppliers, regulators and investors.

"The Ethisphere award is a great recognition of our efforts in creating and maintaining strong corporate compliance standards, governance procedures and an inspiring work environment for our people to thrive in. It salutes our robust responsible business program built around three key focus: Think Planet, Think People, Think Together. Receiving the World's Most Ethical Hotel Company award for the 7th consecutive year is an honor for all 40,000 Rezidorians." – said Wolfgang M. Neumann, President and CEO of The Rezidor Hotel Group.

"Companies rely on Ethisphere to continually raise and measure the standards of corporate behavior. Those that demonstrate leadership in areas like citizenship, integrity and transparency create more value for their investors, communities, customers and employees, thus solidifying a sustainable business advantage," explained Ethisphere's Chief Executive Officer, Timothy Erlich. "Congratulations to everyone at The Rezidor Hotel Group for being recognized as a World's Most Ethical Company."

The World's Most Ethical Company assessment is based upon the Ethisphere Institute's Ethics Quotient™ (EQ) framework developed over years of research and vetted and refined by the expert advice from Ethisphere's World's Most Ethical Company Methodology Advisory Panel. The EQ offers a quantitative way to assess a company's performance in an objective, consistent and standardized way. The information collected provides a comprehensive sampling of definitive criteria of core competencies, rather than all aspects of corporate governance, risk, sustainability, compliance and ethics.

The full list of the 2016 World's Most Ethical Companies can be found at <http://ethisphere.com/worlds-most-ethical/wme-honorees/>.

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About The Rezidor Hotel Group

The Rezidor Hotel Group is one of the most dynamic hotel companies in the world and a member of the Carlson Rezidor Hotel Group. The group features a portfolio of 450+ hotels in operation and under development with 100,000+ rooms in 80 countries.

Rezidor operates the core brands **Radisson Blu** and **Park Inn by Radisson** in Europe, the Middle East and Africa (EMEA), along with the Club Carlson loyalty program for frequent hotel guests. In early 2014 and together with Carlson, Rezidor has launched the new brands **Radisson RED** (lifestyle select) and **Quorvus Collection** (luxury). Rezidor has an industry-leading Responsible Business Program and was awarded one of the World's Most Ethical Companies by the US think tank Ethisphere.

In November 2006, Rezidor was listed on the Stockholm Stock Exchange. Carlson, a privately held global hospitality and travel company, based in Minneapolis (USA), is the majority shareholder.

The corporate support office of The Rezidor Hotel Group is based in Brussels, Belgium.

www.rezidor.com

About Rezidor's Responsible Business program

Rezidor's ambitious and award-winning Responsible Business program dates back to 1989. The program's three core areas ensure that we care for our guests, our people and our planet and act in an ethical way: **Think Planet**: minimizing our environmental footprint; **Think People**: taking care of the health and safety of guests and employees; and **Think Together**: community action and business ethics.

Innovative offerings like **Meetings Minus Carbon** by Club Carlson for Meeting Planners allow our clients to have a responsible stay in all Carlson Rezidor hotels worldwide.

Rezidor has received numerous awards and accolades for being an innovative leader in sustainability practices, responsible business, and its safety and security program. More than 78% of our hotels across EMEA are already eco-labelled, and we are committed to rising to 100%. Since 2010, the group has maintained its recognition as one of the Most Ethical Companies Worldwide (by Ethisphere Institute).

In 2014, the group's CEO also announced the company's focus on developing more **women in leadership** position, as part of its employee value proposition (**Our Promise**). This is the group's proactive mission to bring about a truly positive change in the company's Diversity and Inclusion culture, aiming to have 30% of its senior leadership position taken up by women.

Rezidor has been subscribed the UN Global Compact since 2009 and is a signatory to the UN CEO Water Mandate.

For more on Rezidor's Responsible Business, visit www.responsiblebusiness.rezidor.com.

About the Ethisphere Institute

The Ethisphere® Institute is the global leader in defining and advancing the standards of ethical business practices that fuel corporate character, marketplace trust and business success. Ethisphere has deep expertise in measuring and defining core ethics standards using data-driven insights that help companies enhance corporate character. Ethisphere honors superior achievement through its World's Most Ethical Companies® recognition program, provides a community of industry experts with the Business Ethics Leadership Alliance (BELA) and showcases trends and best practices in ethics with the publication of *Ethisphere* magazine. More information about Ethisphere can be found at: <http://ethisphere.com>.

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