



Sustainability Report

OUR JOURNEY TO A SUSTAINABLE FUTURE

BAUR AU LAC

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Foreword

CHRISTIAN VON RECHENBERG
& TEAM

At Baur au Lac, tradition and a focus on the future have always gone hand in hand. Our commitment to sustainability is the result of a long-term development: In 2007, we began comprehensively modernising our building technology systems. Since then, we have continued to develop our energy concept, with the clear goal of reducing emissions and using resources efficiently. Since 2008, all areas of the building have been systematically renovated and optimised for energy efficiency.



The Green Globe certification in 2023 was also an important step for us. It confirms that we are on the right track and motivates us to stay the course.

We are also taking the next step in terms of infrastructure: Since 2025, heat pumps have ensured a reliable heat supply while providing an efficient alternative to fossil fuels that also conserves resources.

Another focus is on our employees. Support for apprentices was further expanded, and our workplace culture was regularly reviewed. The latest Great Place to Work® survey shows a satisfaction rate of 84%, reflecting a positive trend. The findings directly inform specific improvement initiatives.

Sustainability is an ongoing commitment and is embedded across all areas of our organisation. In our effort to continuously develop our services, the Green Globe certification serves as a framework.

We invite you to join us on this journey – with vision and a shared commitment to responsibility.

Kind regards,
Christian von Rechenberg and the Baur au Lac team

A rich history

The Baur au Lac has been setting standards in the international hotel industry for more than 180 years. It is situated in Zurich, Switzerland, in a uniquely privileged location in its own park, on the shores of Lake Zurich, yet just a stone's throw from Paradeplatz, the bustling banking centre and all the major cultural and tourist attractions.

1844

In 1844, Johannes Baur, inspired by the beauty of the Alpine landscape, laid the foundation for the extraordinary hotel on the shores of Lake Zurich. He transformed a former war port into a stylish residence that quickly became a destination for guests looking for a private retreat and peace and quiet.



Johannes Baur, 1844

1852

In 1852, Johannes Baur was succeeded by his son Theodor and in 1890 the Cologne hotelier Karl Kracht, married to Theodor's daughter Emmy, took over the management. Under a new family name but with the same family ethos, the hotel's tradition has continued to this day.

1854

Just ten years after the opening, the Baur au Lac was a jewel that exceeded all expectations with its luxurious charm and captivated the European nobility right from the start. Among the illustrious guests were Empress Sisi of Austria, who spent an entire summer here, as well as the Russian Tsarina and the German Emperor Wilhelm II.



Kracht family, 1901

1898

Under the leadership of Karl Kracht, the Baur au Lac underwent a major expansion in 1898, increasing its footprint to 17,000 square metres, including 1,400 square metres of landscaped gardens.

1914

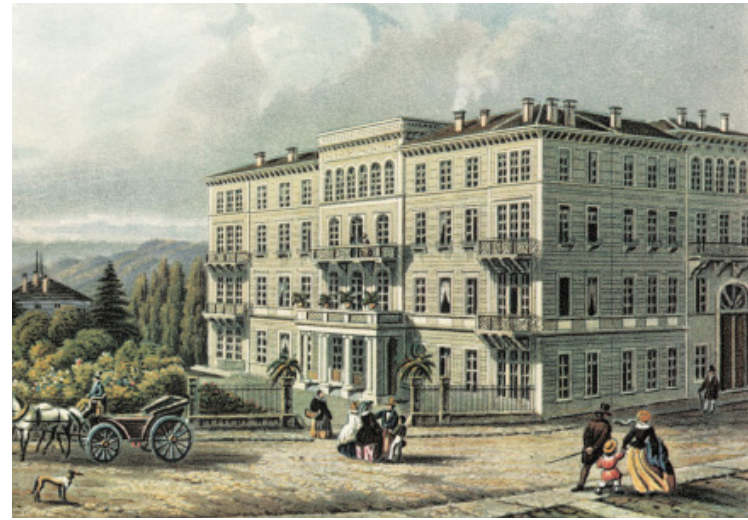
After Karl's unfortunate death in 1914 and shortly after the completion of the new pavilion, his nephew Hans Kern took over the management during this difficult time.

1917

At the age of just 20 and 25, Karl's sons Fritz and Hermann Kracht succeeded him as managing directors.

1949

1949 marked the beginning of a transformative period of renewal under Charles Kracht.



Baur au Lac, 1850

1990

The ongoing renewal, driven by the pursuit of perfection, continued in 1993, when Andrea Kracht, together with his mother Marguitta and sister Gabrielle, carried out one of the largest renovations in the history of the Swiss hotel industry.

2019

In 2019, we reached a historic milestone: 175 years of uninterrupted excellence as one of the oldest five-star hotels, still owned by the founding family.

2022

Since summer 2022, Marguitta Kracht, together with her father Andrea Kracht, has managed the hotel in the seventh generation. This marks a fresh chapter in our long tradition of first-class hospitality. It is a modern reinterpretation of the esteemed heritage of the Baur au Lac.



Marguitta Kracht and her father Andrea Kracht.

Facts & figures

The following points summarise the most important facts & figures of the Baur au Lac.

- 5-star superior hotel in the heart of Zurich
- 119 rooms and suites (including 28 Junior suites and 18 suites)
- Around 400 employees from 60 different countries
- 365 days of hotel operation per year since 1896, 1844-1895 exclusively in the summer season
- Hotel park
- Five seminar and event rooms, including “Le Petit Palais”
- Historic hotel hall “Le Hall”
- Baur’s Brasserie & Bar, opened in 2019
- Marguita restaurant with terrace, opened in 2024
- Company-owned wine business, “Baur au Lac Vins”, with four wine boutiques

AFFILIATIONS AND MEMBERSHIPS

The Baur au Lac is one of the “Leading Hotels of the World”, a global alliance of over 400 luxury hotels and one of the “Swiss Deluxe Hotels”, the association of Switzerland’s leading five-star hotels.



LOCAL AND INDUSTRY-SPECIFIC ASSOCIATIONS

Through our involvement in local and industry-specific associations, we foster the exchange of knowledge and resources, promote sustainable solutions and contribute to the regional economy.

**Zürich,
Switzerland.**



 **HotellerieSuisse**
Zürich und Region

**ZÜRCHER
BAHNHOFSTRASSE**
VEREINIGUNG SEIT 1955

ABOUT THE REPORTING

The Baur au Lac publishes an annual sustainability report, with this being the third edition. The reporting period runs from 1 January 2025 to 31 December 2025. The information relates to the Baur au Lac hotel operations as well as the restaurants Marguita, Baur’s and Le Hall of H. Krachts Erben AG. No external audit has been carried out.

If you have questions or feedback regarding the report, please contact Tiziana Dib, Sustainability Manager: t.dib@bauraulac.ch



Grossmünster, Zurich

Sustainability strategy

SUSTAINABILITY VISION

“We are shaping a future where hospitality, environmental awareness and social responsibility are in harmony: for future generations and unforgettable Baur au Lac moments.”

Our vision combines established methods with a forward-looking approach. The goal is to take a leading role in sustainability within the Swiss hotel industry – not through loud communication, but through consistent action. The focus is on environmental, social and economic responsibility – interconnected and firmly anchored in everyday life.

SUSTAINABILITY MISSION

“We take responsibility – through conscious action, transparent processes and strong collaboration.”

Sustainability is not an add-on, but a part of our identity. We create a work environment that is built on trust, diversity and development. At the same time, we focus on resource-efficient processes and develop our offer with care and a focus on what counts. Clearly defined goals and measurable progress ensure that good intentions lead to real impact.



Baur au Lac entrance

FIELDS OF ACTION

The sustainability strategy of Baur au Lac is oriented towards clearly defined fields of action. These provide a framework for the key topics and integrate sustainability into both day-to-day operations and business decision-making.

The following sections provide an overview of the key measures and the further development of sustainability activities within these fields of action.

- ENVIRONMENT & RESOURCES

The targeted reduction of emissions and waste, as well as the efficient use of energy, water and materials, form the basis of our environmental efforts. By continuously optimising our operations, we conserve resources, minimise environmental impacts and protect biodiversity and natural habitats.

- EMPLOYEES & SOCIETY

Fostering a respectful and supportive working environment, along with the personal and professional development of our employees, are key priorities. At the same time, community engagement is actively strengthened, local partnerships are nurtured and sustainability is embedded in everyday life through open and transparent communication. Responsible stewardship of cultural heritage and local values is an integral part of this.

- GOVERNANCE & RESPONSIBILITY

Sustainability is systematically integrated into structures, processes and decision-making mechanisms. This includes responsible procurement, clear responsibilities and

alignment with recognised standards and certifications, in particular the Green Globe certification. Long-term investment decisions, transparent processes and responsible use of resources are also incorporated into corporate governance.

MONITORING AND EVALUATION

The sustainability initiatives at Baur au Lac are regularly reviewed and further developed both internally and externally. Progress is continuously monitored and incorporated into the ongoing development of the business.

The Green Globe certification provides an external framework for evaluation and structure, and its requirements guide the sustainability activities. This supports the systematic improvement of our environmental, social and corporate governance practices.

CLEAR RESPONSIBILITIES

The Green Team, consisting of 13 employees from various departments, works together with the department heads on the development and implementation of sustainability initiatives. It supports internal training, facilitates certification processes and drives continuous operational improvement. This process is led by the Sustainability Manager.

Interest groups

The most important interest groups and stakeholders for the Baur au Lac are defined as follows and, in some cases, explained further below:

- GUESTS

Hotel guests are at the heart of the Baur au Lac's corporate development. In order to fulfil the growing demand for sustainable offers in the accommodation and catering sector, the services are constantly being adapted. At the same time, guests should be given the freedom to influence how sustainably their stay is organised.

- EMPLOYEES

Employees are also crucial for sustainable development. They are trained to implement environmentally-friendly practices and continuously improve them with the help of the Green Team. Their commitment and satisfaction foster a positive working culture and contribute to the long-term success of the hotel.

- PARTNERS AND SUPPLIERS

The hotel maintains long-standing partnerships, which are characterised by open communication. An agreed supplier code promotes sustainable practices. In addition, the Baur au Lac attaches great importance to social responsibility by requiring fair working conditions and ethical business practices.

- OWNER

Since its founding in 1844, the hotel has been owned and run by seven generations of the same family. Their commitment and strategic decisions shape the hotel's long-term vision and values. Ownership allows and promotes sustainable development by providing the necessary financial resources, which contributes significantly to the hotel's stability and success.

- CITY OF ZURICH

The city of Zurich is deeply committed to sustainable development. Zurich promotes renewable energy, improves public transport, maintains and expands green spaces and operates efficient waste management. These measures make Zurich an important partner, since both parties are committed to a sustainable future.

- HOTELLERIESUISSE INDUSTRY ASSOCIATION

The HotellerieSuisse association is a co-signatory of the Swiss Tourism Sustainability Charter and attaches great importance to this issue.

Employees & social sustainability

OUR EMPLOYEES

Around 400 people from nearly 60 different countries are employed in Baur au Lac. In 2025, four apprentices successfully completed their vocational training, while four new apprentices began their training. In total, 10 apprentices were in training during the reporting year in the professions of Restaurant Specialist, Cook, Hospitality and Housekeeping Specialist, and Commercial Specialist, all leading to a Swiss Federal Vocational Education and Training Diploma (EFZ).

Additionally, 38 interns from various hotel schools completed their practical work at Baur au Lac. One trainee's graduation as the top graduate in the canton highlights both her dedication and the high quality of training provided by our vocational trainers. Baur au Lac also invests specifically in the development of young talent. In 2025, efforts to attract apprentices were further expanded, including a stronger presence at career events, the use

of apprenticeship portals and collaboration with the Vocational Training Office. The range of training courses was also further developed and expanded. During the reporting year, 22 work-experience weeks were held, giving young people practical insight into the hospitality industry. The training programme takes into account individual backgrounds and provides personalised support to promote equal opportunities throughout the training process.

OUR TEAM IN NUMBERS

	Number Employees (headcount)	Number Full-time equivalents (FTE)	Turnover in % (net turnover)
2023	400	345	38.33
2024	410	364	32.02
2025	408	358	31.66

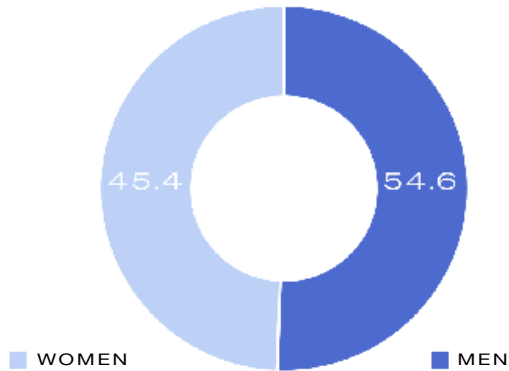
Baur au Lac & Baur au Lac Vins employees

In 2025, the net employee turnover rate was reduced further. In the long term, the aim is to achieve an employee turnover rate of around 25%, in line with the industry benchmark for the hospitality sector (hotel and catering).

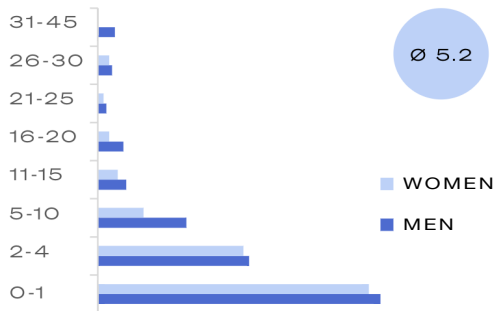


Staff party, 2025

GENDER IN %



LENGTH OF SERVICE IN YEARS



Baur au Lac & Baur au Lac Vins employees

Feedback is also systematically collected when employees leave the company. The exit interview process was further developed and supplemented by an anonymous, confidential feedback survey. The feedback is reviewed and evaluated in consultation with HR and used to identify areas for action and, where necessary, implement improvements to the working environment.

COMMUNICATION

Internal communication at Baur au Lac is conducted through the Share au Lac platform and digital information screens located at staff entrances. These channels ensure that employees receive timely access to relevant information, news and documents.

As part of the regular General Management Talks, the General Manager provides information on current developments and answers employees' questions. Additionally, in the annual kick-off meeting, all employees are informed about strategic goals and priorities by members of the Executive Committee.

WELL-BEING

The Baur au Lac attaches great importance not only to the well-being of its employees, but also to its new employees having a successful start in their new working environment. The onboarding process was further developed in 2025 and optimised based on feedback. A key element is Welcome Day, which now takes place on the first day of work and introduces new employees to the company, the processes and the corporate culture. Departmental rotations also help employees develop a broader understanding of internal processes.

Direct personal dialogue is a key part of the leadership culture. Managers are approachable and foster open dialogue, including through talent and development meetings, where employees are also encouraged to provide feedback to their line managers.

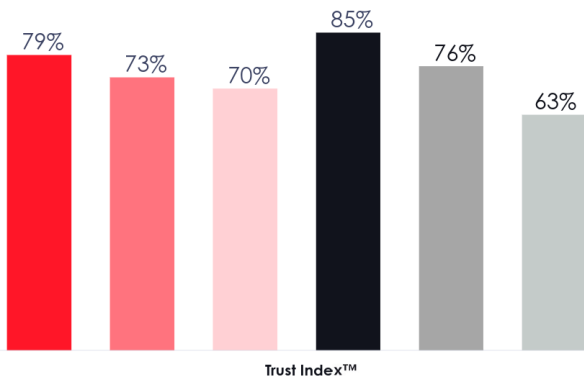
WORKPLACE CULTURE

To assess the workplace culture, a comprehensive employee survey was conducted again in 2025 in collaboration with Great Place to Work®. The Trust Index serves as a key indicator for measuring the quality of the workplace culture. Team satisfaction was at 84%, thus three percentage points above that of 2021 and nine percentage points above the value in 2019.



Following the survey, workshops were held with the Executive Committee and the management staff to jointly analyse the results and derive relevant measures.

Trust Index = Quality of the workplace culture



Average of the 60 questions on the GPTW survey

- Baur au Lac 2025
- Baur au Lac 2021
- Baur au Lac 2019
- 2025 CH Best Medium (100-249)
- 2023-2025 CH Hospitality
- CH Representative 2024

Great Place to Work

CONTINUING EDUCATION & EMPLOYEE INVOLVEMENT

Baur au Lac places great importance on the professional and personal development of its employees. In 2025, 43 internal training sessions were offered, and employees were also supported in undertaking individual professional development courses. An annual training plan covers safety/security, leadership and job-specific topics and supports the team's long-term professional development. This includes three German language courses offered at different proficiency levels.

In addition, the management team further refined and clarified its strategic direction in 2025. Management workshops conducted with an external partner helped align strategic objectives and support leadership team development.

Employees are actively involved in relevant decision-making processes, and a culture that encourages openness about mistakes helps ensure that lessons learned are used constructively to drive continuous improvement.



Management workshop

Internal career progression reflects this commitment: 37 internal promotions in 2025 underscore the importance of talent development within the company.

SAFETY & HEALTH

The safety and health of employees and guests are key priorities at Baur au Lac. During the reporting year, two evacuation drills were conducted, with all employees participating. Additionally, regular training sessions on safety and prevention were conducted, including a fire safety training session held outdoors. Continuous investment is made in ergonomic workplaces to support employee health and well-being in day-to-day work.

Health promotion initiatives are also actively encouraged. As part of the “Bike to Work” initiative, four teams participated, collectively completing 184 cycling-to-work days and covering approximately 3,000 kilometres. Participation promotes sustainable mobility, physical activity and employee well-being.

EMPLOYEE EVENTS & BENEFITS

Appreciation and a strong sense of community are key elements of Baur au Lac’s workplace culture. These values are fostered through regular team events and the conscious recognition of employee benefits, service anniversaries and professional achievements, helping to create a positive working environment.

Baur au Lac also offers its employees a wide range of benefits and discounts, including attractive accommodation rates, preferential offers at partner hotels, contributions towards health insurance and discounts in the areas of dining, sports and culture. These benefits support employees in their daily lives and help strengthen their long-term commitment to the company.



At the annual Future Day, school-age children gained insight into various job profiles in the hotel industry.

SHARING EXPERIENCES

Baur au Lac regularly participates in industry-specific peer exchange groups, including those organised by Swiss Deluxe Hotels.

These platforms facilitate professional exchange, benchmarking and discussions on current developments in the hospitality industry. They support knowledge sharing, foster innovation and enable the early identification of emerging trends and their integration into your operations.

SOCIETY, CULTURE & COMMITMENT

Baur au Lac is committed to supporting social initiatives, cultural activities and sustainable business practices across a wide range of areas.

As part of the “Tasting not Wasting” event, the hotel – together with the Swiss Food Bank – actively commits to combating food waste. A menu is created using rescued food, and all proceeds from the event, together with additional donations, are given to the organisation.

Baur au Lac also supports social and charitable events, including the Kispi Ball and the Christmas Tree Lighting, during which donations are collected for Zurich Children’s Hospital. Furthermore, the hotel is committed to supporting cultural initiatives, including exhibitions such as Art in the Park, which provide artists with a platform to showcase their work.

There is also a partnership with the “Historic Lake Zurich Boats” foundation for the preservation of the historic electric motorboat Tugenia, which was built in 1904. The partnership contributes to the preservation of regional cultural heritage and supports responsible cultural tourism.



Art in the Park 2025/Jean-Marie Appriou

Environment & resources

BIODIVERSITY IN URBAN AREAS

The private park at Baur au Lac makes an active contribution to urban biodiversity and the local urban climate. The historic collection of trees – including a giant sequoia, century-old plane trees, a ginkgo, a blue Atlas cedar and a tulip tree – is maintained using natural methods and without the use of chemical treatments. In addition, an herb garden was planted next to the bee house in 2024. The seasonal herbs are used in the Marguitta kitchen and contribute to shorter supply chains.

Since 2016, Baur au Lac Park has been home to four bee colonies comprising more than 80,000 honey bees of the subspecies *Apis mellifera carnica*. The bees contribute to pollination in urban areas with a foraging range of up to three kilometres. The annual honey yield is 80 to 160 kg. During major events such as the Street Parade, the bee colonies are temporarily relocated to protect them from the effects of vibrations.



Baur au Lac Hotel Park



Bee house in the hotel park

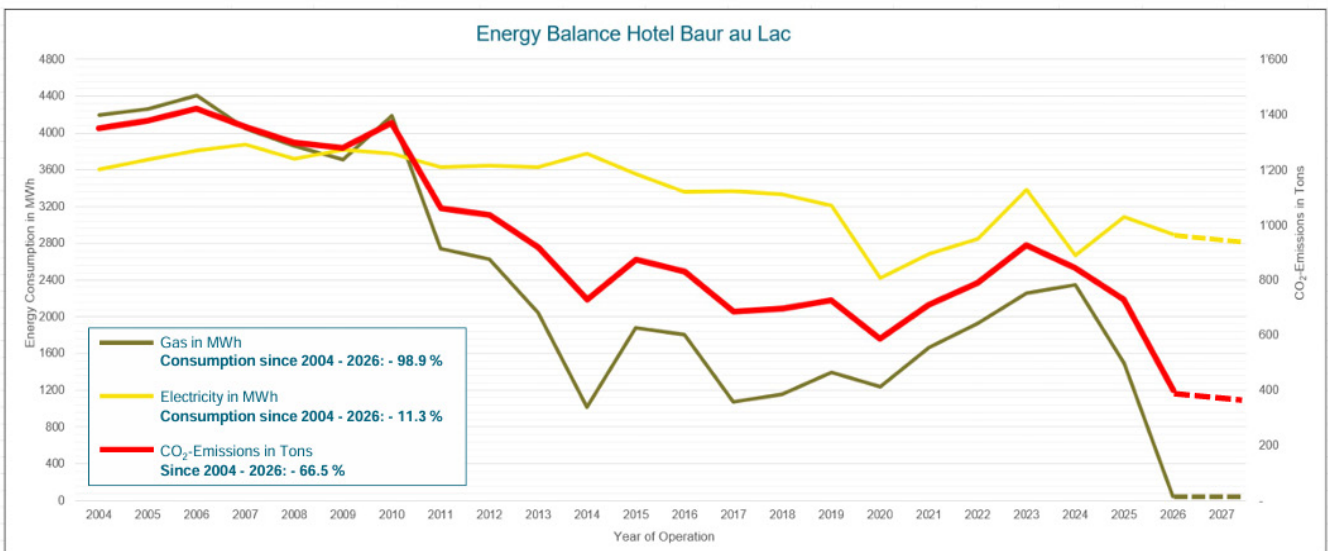
CLIMATE & EMISSIONS

As part of the climate strategy, Baur au Lac collaborates with the Energy Agency of the Swiss Private Sector (EnAW) to systematically record and reduce emissions in line with requirements.

The development of energy consumption and greenhouse gas emissions described above is the result of continuous renovation and optimisation measures in building operations. Key measures include replacing fossil fuels, implementing renewable heating and cooling technologies such as heat pumps, improving energy efficiency and sourcing electricity from hydropower.

As part of ongoing renovations, building technology systems were modernised, energy-efficient appliances were used, and LED lighting and demand-controlled control systems for light, indoor climate and ventilation were introduced. These measures permanently reduce energy demand, while also helping to cut down on direct greenhouse gas emissions.

Fluctuations throughout the year are influenced by factors such as weather conditions, occupancy levels and the phased implementation of individual measures.

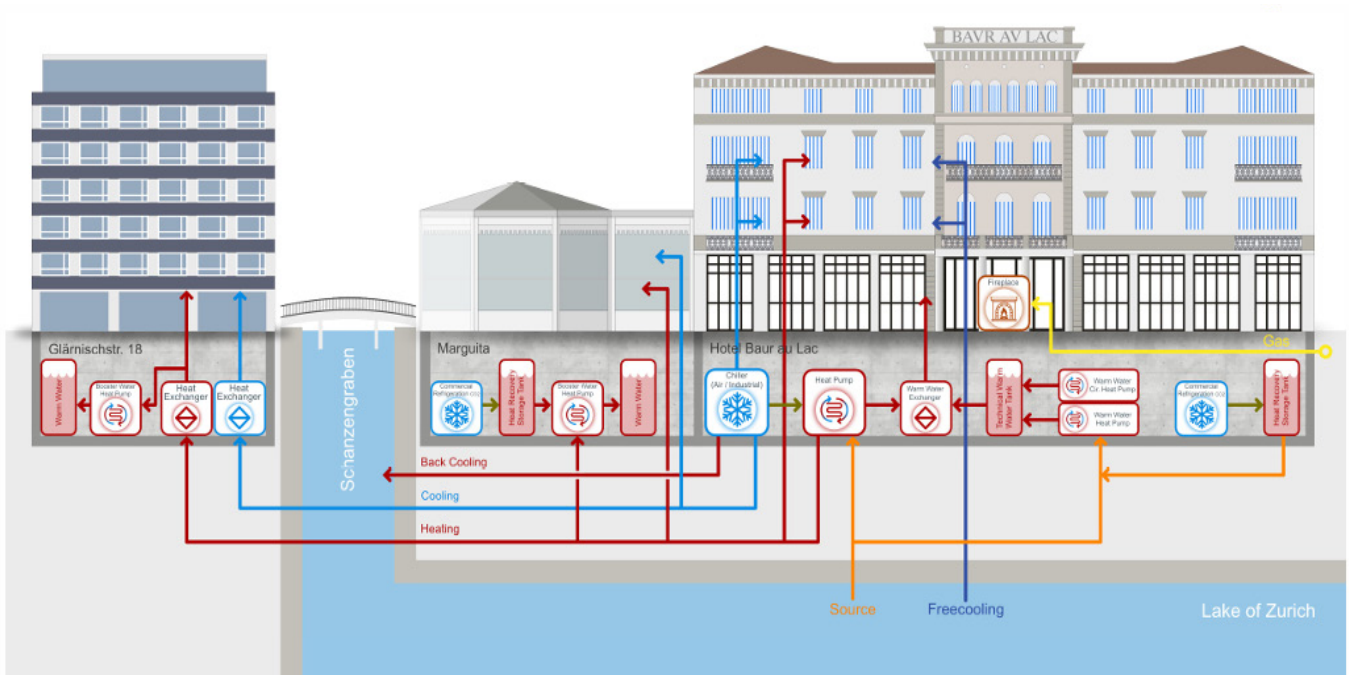


Baur au Lac Energy Balance Sheet, prepared by RMB Facility Management.
Carbon emissions from natural gas.

HEATING & COOLING

The Baur au Lac has been using Lake Zurich water for energy-efficient cooling of the building since 2001. Lake water is drawn, filtered and used for cooling the building systems due to the constant temperature in the depths of the lake, before being returned to the lake.

Since 2025, heat pumps using water from Lake Zurich have provided the building's heat supply. The closed-loop system enables the efficient use of natural resources and significantly reduces reliance on fossil fuels.



Baur au Lac heating and cooling system, prepared by RMB Facility Management.

WATER

The back-of-house areas of a hotel include all the rooms behind the scenes. In these areas, flow restrictors have been installed in the water taps. This measure allows considerable water savings of about one-third less water being consumed per tap. This corresponds to savings of about six litres of water per minute.

Since autumn 2023, hotel guests have been able to use the digital SuitePad to determine for themselves how often their bed linen and towels are changed – daily or every two days. This system not only supports the economical use of water and energy, but also promotes active environmental awareness.

In the laundry, only products with the European Ecolabel or equivalent standards are used. Perchloroethylene is completely avoided.

WASTE & RECYCLING

At Baur au Lac, 29 different recyclable waste streams are collected separately for recycling. Waste separation takes place on guest floors and in kitchens, offices, the garage and in-room dining areas, as well as centrally in the waste management area. A clearly structured system featuring colour-coded containers, easy-to-understand pictograms and bilingual labelling helps to ensure consistent and efficient waste separation throughout the operation. In addition, regular internal training courses and training sessions conducted in cooperation with external recycling partners help to continuously raise awareness and promote best practices in day-to-day operations.

In 2025, the partnership with the non-profit organisation Sapocycle was continued. Used bar and liquid soaps are collected, hygienically processed and redistributed as new hygiene products through partner organisations in Switzerland and abroad. The processing is carried out by Sapocycle in workshops that provide employment opportunities for people with disabilities.

The cooperation with the candle workshop of the Zurich Association for Integration also continues. Collected candle wax is recycled and used to produce new candles. Production also takes place in workshops that provide employment opportunities for people with disabilities.



As part of National Clean-Up Day, around 22.5 kg of waste were collected in the area around the hotel in cooperation with IGsu.

The partnership with the Zurich-based start-up CityPilz, which used coffee grounds to cultivate gourmet mushrooms, could not be continued because the company ceased operations.

Thanks to consistent waste separation and cooperation with specialised partners, material recovery is enhanced, residual waste is reduced and contributions are made to social initiatives.

PURCHASING, SUPPLY CHAIN & MATERIAL USAGE

In 2024, a code of conduct was introduced that sets out clear requirements for legal compliance, responsible business practices and ethical conduct and also applies to subcontractors where applicable. In addition, the internal procurement policy was expanded to include sustainability criteria, which are now incorporated into procurement decisions. This ensures that purchases are conducted transparently, in compliance with the law, and with consideration of environmental and social aspects.



Painting workshop

Where possible, preference is given to local suppliers, and products with recognised sustainability certifications are used, including FSC-certified paper and coffee capsules bearing the EU organic label. Efforts are also made to reduce packaging materials and promote reusable systems. Sustainability considerations extend beyond consumables to include operational equipment and supplies. Operational equipment is selected with durability in mind, repaired whenever possible, and, once no longer needed, donated to social organisations for further use. This approach is applied in situations such as when mattresses are replaced. The hotel's in-house expertise in areas such as carpentry, upholstery and painting enables furniture to be repaired, refurbished and reused wherever possible.



Carpentry workshop

