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PRESS RELEASE

Banyan Tree Group Partners With EARTHDAY.ORG's Canopy Project To Amplify Sustainability Awareness



Singapore, 15 April 2021 – Global greenhouse gas emissions are rising every year, and a 2018 study revealed that worldwide tourism accounted for 8% of such emissions from 2009 to 2013. To improve sustainability in line with the Paris Climate Change Agreement and United Nations (UN) Global Goals, the UN has been working with the travel industry to reduce its carbon footprint by 66% by 2030.

With its founding ethos of “Embracing the Environment, Empowering People”, Banyan Tree Group has always been cognizant of its impact on the environment, and implemented earth-friendly practices long before sustainability had caught the corporate world's attention. Over the years, it has conserved resources through efficient operations, employing a science-based approach, and partnership creation to protect sensitive ecosystems and support climate action (see Appendix for 2020 figures).

This year, Banyan Tree Global Foundation (BTGF), the Group's non-profit arm, seeks to increase its impact by extending its funding externally to create greater change for the planet. In line with Earth Day 2021's theme of "Restore Our Earth" the Group is supporting EARTHDAY.ORG™ by partnering with their reforestation programme The Canopy Project – an initiative that works with groups around the world to plant trees for a greener future.

From April 22 to May 5, an Earth Day Getaway offer will be available at 39 properties globally, offering up to 35% in savings. Each night's purchase or stay from 22 April to 5 May will contribute US\$2, which will be donated to EARTHDAY.ORG® and its reforestation programme, The Canopy Project – where every US\$2 will see one tree being planted (see Appendix for the Sierra Gorda Biosphere Reserve).

Doing Our Part For Our Planet

Tree-planting is not new to the Group, as this is one of the most efficient ways to tackle the climate crisis. Since 2007, the Group introduced the Greening Communities programme to raise awareness of climate change and planted over half a million trees in local communities where its hotels and resorts operate.

Dr Steve Newman, Group Sustainability Director of Banyan Tree Group and Coordinating Director of BTGF - an ecologist by training, says: "We typically plant trees within communities where we operate that provide shade and capture carbon, bind soil to reduce erosion, or support livelihoods. Now, we seek to scale up our



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efforts through teaming up with a transparent partner. Working with The Canopy Project will give us that boost to regenerate natural habitats, restore biodiversity and protect watersheds."

Social Media To Connect Across Borders

Although international travel has been suspended, the Group's Guest Engagement programme typically available during one's stay will extend online to continue raising awareness and engagement in sustainability-related activities.

From Earth Day on April 22 till May 14, a weekly challenge will be announced on Banyan Tree Group's Instagram channel (@banyantreehotels), inviting people to share creative efforts to be more environmentally friendly in line with the theme "Restoring Our Earth". Participation will grant entry to lucky draws for one-night stays, and will be announced every week (see Appendix).

"At Banyan Tree Group, we believe that our business can be used as a vehicle for societal betterment and transformation. We encourage our guests and associates to become stewards of the land we reside in so that our earth can be enjoyed by generations to come. Every small effort counts towards a greater impact, and we hope guests can join us during this campaign," says Dr Newman.

"We may be celebrating Earth Day with this campaign, but our mission to care for the planet is a long-term endeavour. It's important to us to take care of the lands that have been entrusted to us, and champion the efforts to restore the natural environment we live in."

For more information on Banyan Tree Group's sustainability efforts, visit: <https://bit.ly/2PUc0Hw>

To book for Earth Day Campaign offer, visit: <https://bit.ly/3dkrNZ6> from 22 April to 5 May 2021

To access images, click [here](#).

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List of Hotels Participating in the Earth Day Getaway:

China	Indonesia	Morocco
Angsana Hangzhou	Banyan Tree Bintan	Angsana Riads Collection
Angsana Xi'an Lintong	Angsana Bintan	Banyan Tree Tamouda Bay
Angsana Zhuhai Phoenix Bay	Cassia Bintan	
Angsana Xishuangbanna		
Banyan Tree Anji	Malaysia	Thailand
Banyan Tree Chongqing Beibei	Angsana Teluk Bahang, Penang	Angsana Laguna Phuket
Banyan Tree Hangzhou	Banyan Tree Kuala Lumpur	Angsana Villas Resort Phuket
Banyan Tree Huangshan	Pavilion Hotel Kuala Lumpur	Banyan Tree Bangkok
Banyan Tree Jiuzhaigou	Managed by Banyan Tree	Banyan Tree Krabi
Banyan Tree Lijiang		Banyan Tree Phuket
Banyan Tree Ringha	Maldives	Cassia Phuket
Banyan Tree Sanya	Angsana Ihuru	Banyan Tree Samui
Banyan Tree Shanghai On The Bund	Angsana Velavaru	
Banyan Tree Tengchong		Vietnam
Banyan Tree Tianjin Riverside	Mexico	Angsana Lăng Cỏ
Banyan Tree Yangshuo	Hacienda Xcanatun by Angsana	Banyan Tree Lăng Cỏ
	Banyan Tree Cabo Marquís	
	Banyan Tree Mayakoba	

ABOUT BANYAN TREE GROUP

Banyan Tree Holdings Limited ("Banyan Tree" or the "Group") is one of the world's leading independent, multi-branded hospitality groups. The Group's diversified portfolio of hotels, resorts, spas, galleries, golf and residences is centered on five

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award-winning brands (Banyan Tree, Angsana, Cassia, Dhawa and Laguna) that offer exceptional design-led experiences for global travellers of today and tomorrow.

Founded in 1994 on the core concept of sustainability, Banyan Tree Holdings seeks to create long-term value for all stakeholders and destinations across its network of properties, products and brands, through a purpose-driven mission. With 8,000 associates across 22 countries, Banyan Tree Management Academy (BTMA) was established in 2008 to support the Group's goals through advancing people development, management excellence, and learning with integrity and meaning.

Banyan Tree Holdings has received 2,759 industry awards and accolades since inception. It has also received recognition for its commitment to environmental protection and community development through its Banyan Tree Global Foundation (BTGF), which aligns the Group's efforts to the UN Sustainable Development Goals. Executing on its regionalised growth strategy, the Group's global footprint continues to grow with 35 new hotels and resorts under design and construction in the pipeline, in addition to 48 operating hotels in 13 countries as of 31 December 2020.

Banyan Tree Holdings entered a strategic long-term partnership with Accor in 2016 to develop and manage Banyan Tree branded hotels around the world along with the access to Accor's global reservations and sales network, as well as the loyalty programme ALL - Accor Live Limitless. It also formed a joint venture with China Vanke Co. Ltd. in 2017 – focusing on active ageing and wellness hospitality projects.

www.banyantree.com www.angsana.com www.cassia.com www.dhawa.com www.lagunaphuket.com

ABOUT EARTHDAY.ORG

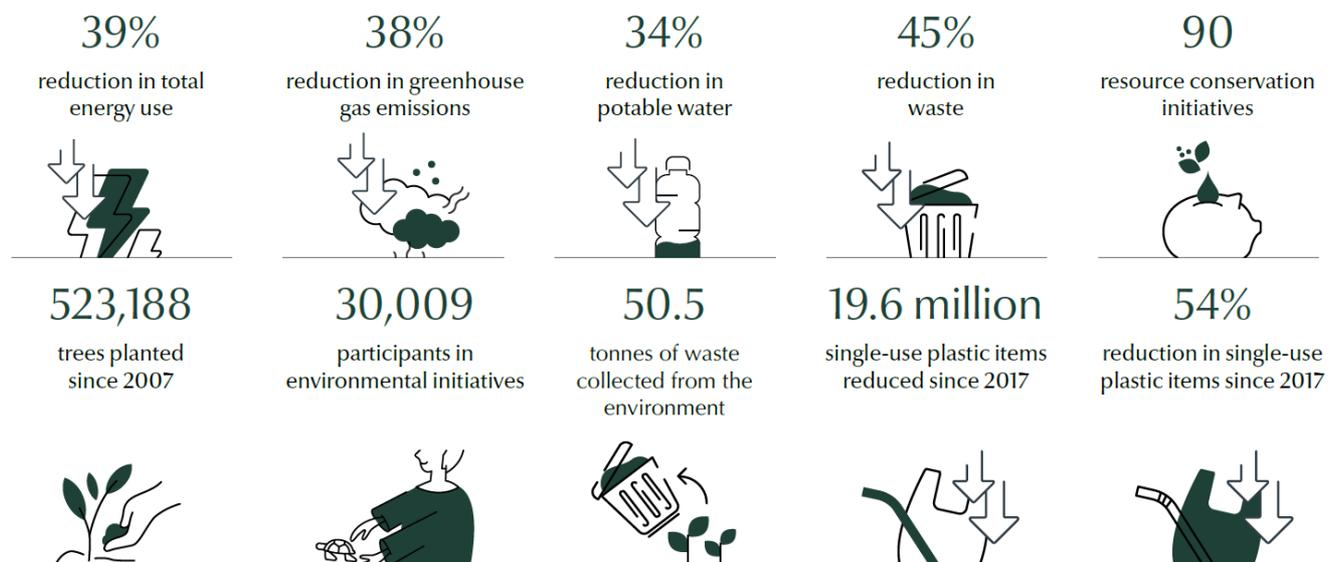
EARTHDAY.ORG's mission is to diversify, educate, and activate the environmental movement worldwide. Growing out of the first Earth Day (1970), EARTHDAY.ORG is the world's largest recruiter to the environmental movement, working with more than 150,000 partners in nearly 192 countries to build environmental democracy. More than 1 billion people now participate in Earth Day activities each year, making it the largest civic observance in the world. The Canopy Project improves our shared environment by planting trees across the globe. Since 2010, EARTHDAY.ORG has planted tens of millions of trees with The Canopy Project, working worldwide to strengthen communities. Learn more at www.earthday.org.

Media Relations (International)

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APPENDIX

BTG Sustainability Report 2020 Highlights



Where Are Our Trees Being Planted?

The Sierra Gorda Biosphere Reserve is one of the most important Natural Protected Areas in Mexico with the greatest biological diversity. Its forests are as diverse as its climates which have a large range in altitudes.



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Deforestation is a growing problem as is the loss and degradation of ecosystems, due to agriculture and fish farming cropping into forests.

The Canopy Project works with Grupo Ecológico Sierra Gorda, a local organisation that has been helping communities, schools and households to reforest their parcels of the Sierra Gorda for the past 34 years — in tree-planting planning, quality control and supervision. These actions allow ecological restoration and damaged ecosystems to be re-established.

Civic participation is another fundamental pillar. The communities receive environmental education on the process of reforestation, importance of forest ecosystems, and tree-planting and their environmental services: water permeation, biodiversity habitat and carbon drawdown.

The Year 2021 objective is to plant 200,000 trees in temperate zones within the Sierra Gorda Biosphere Reserve. This will benefit the communities by having trees planted in common areas, school grounds and lands dedicated by private owners to reforestation. Trees are planted at a cost of US\$2 per tree. The Canopy Project provides tracking and reporting including maps and photographs.

Social Media Campaign Mechanics

Every week from April 22 till May 14, we will be giving one lucky social media follower a one night's stay at one of our properties when they share their creative efforts to be more environmentally friendly. Each valid entry into our lucky draw should have the hashtags #BanyanTreeHotels and #BANYANTREExEARTHDAY, tag the account @banyantreehotels, and comment on the announcement post for that week.

i. Transform – Our Climate Is Changing, Why Aren't We?

We are using natural resources 30% faster than the earth can regenerate them every year. Not to mention the pollution generated by power plants. It is crucial that we spark conversations and take action to conserve precious natural resources such as electricity and water.

Since 2007, Banyan Tree has been regularly implementing resource conservation initiatives that target reduction of energy and water consumption. In 2020 alone, 64 energy conservation initiatives saved 29.9 million kWh and 1.9 million cubic metres of gas – worth US\$1.7million.

Save the environment, and save your money too! Try leaving your car at home one day a week and taking the bus instead, or turn out the lights at dinnertime and have your meal by the candlelight. Share your efforts and inspire others with the little ways you save energy every day.

ii. Fight Climate Change with Diet Change

Meat and dairy account for almost 15% of global greenhouse gas emissions, according to the United Nations Food and Agricultural Organisation (FAO). This is in addition to environmental impact of our 'foodprints', which include pollution and consumed resources associated with growing, producing, transporting, and storing our food.

In an effort to reduce greenhouse gas emissions, 15 of Banyan Tree Group properties implemented Meat-Free days and 13 properties operated organic gardens as of 2020. By 2030, we plan to cut food waste by half, and divert all the remainder away from landfills.

Join us in taking one small step towards reducing carbon emissions by making one meal in a day meat-free. Put on your chef's hat and share your most creative recipes.

iii. Waste – Dump Bad Habits, Not Your Trash



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Humans generate over 2 billion tonnes of trash every single year. One of the best ways to make an impact on our planet is to help clean it up.

Compared to a 2017 baseline, Banyan Tree Group has reduced single-use plastic by 54%, and each property organises a minimum of four clean-up events per year. Despite the effects of COVID-19 in 2020, we removed over 50 tonnes of waste with the help of over 6,000 participants across 148 clean-up events worldwide.

You can make a difference too! Snap a picture the next time you are about to deposit your recyclables into the recycling bin, or picking up trash along your jogging route. After all, keeping public spaces clean is an easy and free way to care for our earth.