

# Stakeholder Engagement Policy Statement

As one of the largest and fastest growing hospitality companies in the world, Hilton engages with both internal and external stakeholders to seek their expertise, expectations, feedback and understand their priorities. This ongoing stakeholder engagement serves to inform our programs and refine our focus on our most material issues as we seek to redefine sustainable travel through our Travel with Purpose program. Hilton's Stakeholder Engagement Policy Statement outlines our company's objectives for engaging with internal and external stakeholders. The Policy Statement also provides guidance for identifying, prioritizing and deciding on stakeholder engagement methods. The scope of this Policy Statement is designed to support both corporate-level and local stakeholder engagement activities.

## Objectives for stakeholder engagement

Through engagement with stakeholders, Hilton seeks to manage and understand expectations, while providing opportunities to implement feedback and guidance. We also collaborate with our internal stakeholders across Hilton to achieve continuous improvement. Specific objectives for stakeholder engagement are as follows:

- **Support Travel with Purpose strategy.** Hilton's Travel with Purpose (TWP) strategy is overseen by Hilton leadership at the very top of our business, and our leaders are frequently engaged in the development and direction of our environmental and community impact programs. We also conduct regular materiality assessments to ensure that our TWP strategy and goals are closely aligned with the most critical environmental and community impact issues. When strategic initiatives and opportunities are identified, we often work with our hotel owners to pilot new programs and initiatives.
- **Manage risk and reputation.** We aim to effectively address environmental and social issues through collective action, and we are proud to collaborate with our peers in the lodging industry, NGOs and international organizations, and policymakers on key environmental and community impact issues. We work with our Guest Satisfaction, Public Relations and Social Media teams to



continually monitor and respond to guest feedback and questions related to our TWP program, and we take guest feedback into account as we shape our programs.

We are also committed to transparently reporting on our TWP initiatives and impacts to our investors and other key financial stakeholders. We engage regularly with our investors on our TWP program and progress towards our 2030 Goals and provide disclosure information in our annual TWP Report, Form 10-K, Proxy Statement and Annual Report.

- **Create Local Economic Opportunity.** Through alignment with Global Sustainable Tourism Council (GSTC) standards, we aim to accelerate the tourism industry's economic benefits for local businesses, which includes supporting local entrepreneurs within our supply chain and creating opportunities by providing skills and employment in local communities. We also invest in an inclusive supply chain and engage, support and create business opportunities in our communities through our Supplier Diversity Program.

- **Reduce Environmental Footprint.** Through engagement with hotel owners, we aim to achieve outstanding environmental performance at properties within Hilton's portfolio. We consider local factors, including water stress and protected biodiverse areas. Based on data collected through our proprietary environmental and community impact management system, LightStay, we identify potential areas for opportunity and engage in strategic partnerships and innovation challenges, including with our hotel teams, that enable us to test and implement technologies that will contribute to further reductions. Additionally, we engage with local, regional and national suppliers through our strategic sourcing initiatives, and collaborate on key material responsible sourcing issues. Suppliers are encouraged to have appropriate management systems in place and to take steps to comply with our Responsible Sourcing Policy.

- **Support and Advance Team Members.** Hilton's TWP program is activated through our Team Members,\* who bring our efforts to life around the world every day. Any Team Member around the world can submit feedback and ideas to the Corporate Responsibility team using our Corporate Responsibility feedback platform. We also offer Team Member Resource Groups, sponsored by Hilton executives, that foster an inclusive environment in our hotels and offices. We operate an anonymous Hilton Hotline that Team Members, suppliers, business partners, consumers and the community can use to report any potential violations of our Code of Conduct.

## Identifying and prioritizing stakeholders

We identify and prioritize stakeholders following the principles of the AA1000 Stakeholder Engagement Standard, considering factors such as inclusivity, dependence, influence and diverse perspectives. This includes enabling stakeholders to participate in and/or influence Hilton's environmental and community impact topics, including our strategic response to topics. We also expect our stakeholders to be responsible for their own behavior and practices.



## Stakeholder engagement methods

We have prioritized the following stakeholder engagement methods:

- **Inform.** We inform and educate our stakeholders through communications, including our TWP Report, internal messages, owner newsletters, guest and in-room messaging, social media and other publications.
- **Consult.** We gain information from our stakeholders through two-way communications, including feedback surveys and anonymous Hilton Hotline.
- **Involve.** We work directly with stakeholders through two-way communications, including engaging with our leaders on the development of our TWP programs.
- **Collaborate.** We work directly with stakeholders, including industry, NGOs and international organizations to develop agreed solutions and actions plans on critical topics.
- **Empower.** We provide stakeholders, such as our suppliers, with guidance to operate in a responsible manner and maintain accountability.

## Measuring, monitoring and oversight of progress and outcomes

To ensure Hilton is effectively engaging with our stakeholders, we review outcomes from our engagements and gather feedback. This may include setting relevant metrics to measure effectiveness, using engagement results for continuous company improvement, and transparently communicating with stakeholders. Our CEO and Executive Committee review progress towards our 2030 Goals alongside other key business priorities during Quarterly Business Reviews. A quarterly TWP dashboard is also distributed to Hilton leadership, including General Managers at managed hotels. We also monitor our progress through Hilton's environmental and community impact management system, LightStay, which utilizes the Global Sustainable Tourism Council (GSTC) standards to enable us to capitalize on opportunities to better serve stakeholders on the local level.

For additional information on Hilton's priority stakeholders and key engagement methods, please refer to the Stakeholder Engagement section of our TWP Report.

\*Team Members include employees at Hilton corporate offices and its owned and managed properties, and employees of franchisees who work on-property at independently owned and operated franchise properties in the Hilton portfolio.

Hilton reserves the right to amend or modify this Statement. Last updated June 2025.