



Minor Hotels Europe & Americas partners with Deepki to support its ESG leadership in the hospitality sector

Minor Hotels Europe & Americas uses Deepki to improve sustainability practices across its portfolio

Paris, September 18th 2024 - Minor Hotels Europe & Americas has chosen Deepki, the complete, market-leading ESG platform for real estate, to support its transition to net zero. The Group is leveraging actionable insights from the Deepki platform to define and evolve its sustainability practices worldwide.

Minor Hotels Europe & Americas has an established sustainability roadmap, which was launched over a decade ago and continues to evolve. The Group actively aligns its strategy with the Paris agreement, which sets a target of limiting the global mean temperature increase to 1.5°C above pre-industrial levels. To achieve this, Minor Hotels Europe & Americas has committed to cutting its scope 1 and 2 greenhouse gas emissions by 46,2% by 2030, compared with 2019 levels.

Looking ahead to 2050, Minor Hotels Europe & Americas has committed to reducing its company-wide emissions by 90% across the entire value chain, to become a net zero Company. Both targets have been officially approved by the Science Based Targets initiative (SBTi).

With Deepki, Minor Hotels Europe & Americas will be able to track and monitor the success of its decarbonization goals, define energy efficiency measures to be taken, and measure the impact of those implemented, as well as the reduction of greenhouse gas emissions. By leveraging one platform to address the entire decarbonization process, from data collection and analysis, through to reporting and action, real estate players are best equipped to achieve impact and reach net zero.

Minor Hotels Europe & Americas has begun using Deepki to gain a complete overview of their portfolio's environmental performance, in order to streamline all actions, thus ensuring coherence and consistency across the company. It collects and monitors data of over 350 buildings in more than 30 countries around the world, centralizing energy and environmental KPIs in one collaborative platform. The objective is to achieve 100% data coverage through technology and digitization - another key focus for the Group. This thereby ensures greater harmonization, visibility, analysis, optimization, and forecasting of all data in an automated manner, enabling it to reduce its carbon footprint and improve its environmental performance, through greater energy efficiency.



By automating the collection of consumption data and invoices using Deepki's SaaS solution, Minor Hotels Europe & Americas can report its environmental performance transparently and accurately. It will also enable the Group to identify assets exposed to physical and climatic transition risks, which could result in them losing value and becoming stranded assets, a widespread phenomenon that is hitting European real estate particularly hard. Both a decarbonisation plan and a resilience plan can be implemented to help reach net zero and mitigate this risk, using Deepki's complete ESG platform for real estate.

Pilar Rodríguez Esteban, Senior Vice President Projects, Construction, Engineering & Maintenance of Minor Hotels Europe & Americas, comments: "Minor Hotels Europe & Americas is committed to an ambitious ESG strategy and is partnering with Deepki to improve the performance of its real estate assets. The deployment of Deepki's platform across our portfolio has brought a new level of transparency and facilitated reporting, which supports our ESG leadership in the sector. Guests are



increasingly taking environmental performance into account when choosing accommodation, and it is important for us to reflect this in our offering."

Xana Muñiz, Vice President Southern Europe & LATAM at Deepki, concludes by explaining: *"Thanks to Deepki, Minor Hotels Europe & Americas has gained a clearer picture of its portfolio's performance, and can take concrete action to improve their ESG credentials. The application of these measures has not only contributed to reducing the carbon footprint of the hotels, but is also generating economic and social benefits, improving the energy efficiency of buildings and creating healthier and more sustainable environments for their guests."*

About Deepki

Founded in 2014, Deepki has developed a complete ESG platform for real estate that harnesses data to guide companies in their net zero transition, from data collection through to reporting, the definition of ESG (Environmental, Social and Governance) strategies and the implementation of decarbonization pathways. The SaaS solution leverages audit-ready data and virtual retrofitting capabilities to improve assets' ESG performance and maximize asset value, while ensuring compliance and facilitating access to capital.

Deepki operates in over 65 countries, with over 400 team members across offices in Paris, London, Berlin, Milan and Madrid. The company serves clients including Generali Real Estate, SwissLife Asset Managers and the French government, helping to make their real estate assets more sustainable at scale.

In March 2022 Deepki raised €150 million in a Series C funding round. Since then, Deepki has carried out strategic acquisitions including that of its principal UK-based competitor, [Fabrig](#), and embodied carbon SaaS solution, [Nooco](#). In March 2024, Deepki won the Compliancy Award for the best solution that complies with regulations, at the Global ESG Awards. In 2023, Deepki established a [global partnership with CBRE](#), and joined PGIM's unique innovation lab, "[Real](#)



[AssetsX](#)". The company recently received the ISAE 3000 type 1 attestation, guaranteeing the credibility and accuracy of its data collection process, making it fully auditable and providing the same high quality standards as financial reporting.

For further information about Deepki's end-to-end ESG solutions, visit deepki.com.

About Minor Hotels

Minor Hotels is a global hospitality group operating over 550 hotels, resorts and residences in 56 countries, pursuing its vision of crafting a more passionate and interconnected world. As a hotel owner, operator and investor, Minor Hotels fulfils the needs and desires of today's global travellers through its diverse portfolio of eight hotel brands – Anantara, Avani, Elewana Collection, NH, NH Collection, nhow, Oaks and Tivoli – and a collection of related businesses. Minor Hotels is rapidly accelerating its global growth ambitions, aiming to add more than 200 hotels by the end of 2026.

Minor Hotels is a proud member of the [Global Hotel Alliance \(GHA\)](#), the world's largest alliance of independent hotel brands, and participates in the [GHA DISCOVERY](#) loyalty programme.

For more information, please visit minorhotels.com and connect with Minor Hotels on [Facebook](#) and [LinkedIn](#).

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