

Corporate Social Responsibility Report

Kiubo Colombia Travel

2026



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Welcome

Welcome to Kiubo Colombia Travel's Corporate Social Responsibility Report, a Colombian company committed to sustainability and responsible development. In the following pages, we present the main progress, initiatives and achievements made during the latest reporting period as part of our ongoing process of becoming an increasingly sustainable, ethical and environmentally responsible organization.

This report also reflects our commitment to continuous improvement and to creating value for all our stakeholders, integrating responsible practices into our operations and strategic decisions.

Satisfaction of Host Communities

The company maintains continuous communication with host communities through follow-up visits and direct feedback from community leaders and local service providers. Although there is currently no formal satisfaction index to quantitatively measure the perception of the communities visited, no complaints related to tourism operations have been reported during the reporting period.

As part of our continuous improvement process, we are evaluating the implementation of tools that will allow us to systematically collect and analyze community perceptions regarding the impacts of our activities.

Company Profile

Kiubo Colombia Travel is a legally registered travel agency and a receptive tour operator of Colombian-German origin based in Bogotá, Colombia. The company specializes in organizing individual and group travel throughout Colombia, tailored to the needs of international travelers.

A significant proportion of our clients come from Germany, Austria and Switzerland, while the remaining international travelers come from countries including the United Kingdom, Spain, France, Italy, the United States, Canada and Australia.

The company has experienced significant growth in recent years, increasing its sales volume and developing new markets.

The organizational structure was updated following a hierarchical restructuring. Management remains under the leadership of Torsten Krempin, supported by a team of leaders responsible for different areas of the company. The commercial team is led by Lina Mejia, María Valencia manages the administrative team, Karol Villamil is responsible for product, sustainability and marketing, and Jaqueline Otalora is responsible for content.

Scope of the Assessment and Data Collection

Kiubo Colombia Travel has maintained its commitment to the continuous improvement of its sustainability practices through participatory and structured assessment processes.

For this report, multiple internal and external sources of information were used. Data collection included internal monitoring and meetings involving different teams, including management, sales, marketing, product and sustainability, in order to follow up on different objectives and adjust our improvement plan.

Operational processes were also analyzed.

Most of the data for this sustainability report was obtained through the TourCert – AVANTI digital platform. The use of additional digital tools for data collection has also been strengthened.

1. Corporate Responsibility and Management

In recent years, Kiubo Colombia Travel has strengthened its internal and management processes in order to integrate sustainability into all operational areas. Together with the management team, the following mechanisms have been established to ensure the implementation of our sustainability policy and continuous improvement.

1.1 Corporate Policy

Kiubo Colombia Travel has recently updated its sustainability policy, which defines the principles and guidelines that guide all company decisions in environmental, sociocultural and economic matters. This policy reflects our commitment to responsible tourism, aimed at generating positive local impacts and minimizing risks.

The main pillars of the sustainability policy are:

- Environmental conservation
- Conservation of cultural heritage
- Social responsibility and fair collaboration
- Protection of vulnerable groups
- Monitoring and continuous improvement

The policy is published on the company website and is actively communicated to employees, suppliers and strategic partners. Its implementation is reviewed periodically as part of our commitment to continuous improvement and communication with clients.

Corporate Policy & Sustainability

What is Kiubo Colombia Travel?

Kiubo Colombia Travel is a receptive tour operator of Colombian-German origin, based in Bogotá, Colombia. We specialize in organizing individual and group trips throughout Colombia, designed around the needs of international travelers.

Commitment to Environmental Protection, Cultural Heritage and Social Development

At Kiubo Colombia Travel, we follow a fundamental principle:

Without a healthy ecosystem there can be no social development, and without stable social relationships there can be no economic prosperity.

For this reason, we continuously work to minimize the negative impact of our activities within the tourism industry. The long-term conservation of natural resources and biodiversity is one of our main priorities. At the same time, we seek to protect Colombia's cultural heritage and respect the lifestyles of all Colombians.

In all our actions, we maintain a strong commitment to universal human rights and the promotion of fair working conditions.

Commitment to the United Nations Sustainable Development Goals

At Kiubo Colombia Travel, we recognize the importance of actively contributing to the achievement of the Sustainable Development Goals. Through our operations and strategic partnerships, we seek to contribute to sustainable tourism development, generating positive impacts for local communities, the environment and our stakeholders.

These goals are particularly relevant to our business activities and guide our sustainability practices and strategies.

Combating the Commercial Sexual Exploitation of Children and Adolescents

Kiubo Colombia Travel explicitly rejects the exploitation, sexual abuse and any other form of child abuse in accordance with Colombian law.

Our Mission

We offer our clients authentic, sustainable and transformative experiences in Colombia, designed to inspire and create meaningful connections with the destination.

We are committed to providing high-quality service and excellent value for money that exceeds our travelers' expectations, while promoting cultural preservation, respect for host communities and the protection of the destinations we visit.

Our Vision

Kiubo Colombia Travel aims to become a leading travel agency in sustainable tourism in Colombia, recognized for service excellence, customer satisfaction and employee well-being.

Through continuous innovation and stronger partnerships with destinations, communities and local suppliers, we will promote responsible experiences that foster equity, inclusion, social justice and sustainable economic development throughout the country.

Corporate Values and Principles

The values and principles of Kiubo Colombia Travel reflect our team's commitment to responsible and sustainable tourism. We work to build relationships based on trust, cooperation, respect and transparency among employees, suppliers, partners and clients, with the aim of offering authentic, high-quality experiences.

We believe in the importance of generating a positive impact on destinations and host communities by promoting sustainable practices, local development and respect for cultural and environmental diversity.

Our work is guided by the following pillars:

Customer service: Our main differentiator is service excellence. We stand out for the personal attention, friendliness and closeness with which we support our clients, both in person and through our communication channels. We prioritize fast responses, efficient handling of requests and high-quality services, always seeking to exceed the expectations of our travelers and partners.

Problem solving: We act proactively and with a solution-oriented approach in response to any challenge or unexpected situation. We encourage teamwork, effective communication and professional judgment in order to respond quickly, efficiently and responsibly to the needs of our clients and partners.

Honesty: Honesty is one of the fundamental values of Kiubo Colombia Travel and guides all our internal and external relationships. We act ethically, transparently and responsibly, acknowledging our mistakes when they occur and working continuously to correct them and learn from every experience.

We firmly believe that honesty is the foundation for building what is most important to us: trust and transparency.

To advance towards our sustainability objectives, we have established internal structures and processes focused on continuous improvement, which are periodically evaluated by the team responsible for sustainability management.

1.2 Priority Areas of Action

In recent years, we have identified several areas of action that we are prioritizing in terms of sustainability. We have made significant progress in different areas.

- Identifying environmental conservation projects or foundations and strengthening the sociocultural development of local communities.
- Collecting direct feedback from travelers through our travel documentation and satisfaction mechanisms.
- Developing an internal tool to estimate the average carbon footprint per traveler as a basis for voluntary compensation programs.
- Developing a carbon compensation project for emissions generated by our clients' domestic flights. Potential partners include Fundación Natura, Biomma and CarbonoVivo.
- Developing sustainable products by significantly expanding our portfolio of accommodations and activities with environmental and social approaches.
- Developing itineraries together with wholesalers for promotional purposes.
- Implementing an internal product classification system covering categories such as sustainable tourism, peace tourism and accessible tourism.
- Reducing single-use plastics. We have reduced the distribution of plastic bottles and provide tour leaders with a refill kit so that travelers can refill their reusable bottles.
- Creating itineraries for people with reduced mobility and strengthening our team's knowledge of accessible tourism.
- Strengthening the sustainability message through our updated website.
- Identifying emerging destinations in Colombia in order to create more Community-Based Tourism products, including Indigenous and Afro-Colombian communities.
- Offering more products that include destinations and routes related to peace tourism.
- Strengthening routes and itineraries for people with different types of disabilities.

Within this context, TourCert certification strengthens our sustainability foundations, as the certification processes encourage continuous reflection on the company we aspire to become in the future.

1.3 Senior Management Commitment

The management of Kiubo Colombia Travel demonstrates senior management's commitment to the TourCert certification process and corporate responsibility. Senior management approves the process and makes the necessary resources available for its implementation.

Karol Villamil leads the operational implementation of the system and internally coordinates sustainability-related actions. Torsten Krempin supports the process at a strategic level by validating key decisions and supporting relevant campaigns and priorities.

The company has allocated dedicated human resources to sustainability management. Additional members of the team support documentation, monitoring and the development of social and environmental projects, including the search for suitable foundations and partners for Kiubo Social.

Beyond human resources, senior management guarantees access to the necessary tools, coordination spaces, training and time required to develop sustainable initiatives.

Kiubo Colombia Travel declares its compliance with all laws and regulations applicable to its tourism activities in Colombia, including those related to employment, tax obligations and sector-specific regulations. Legal compliance constitutes a fundamental basis of our operations.

1.4 Stakeholder Analysis

Kiubo Colombia Travel has identified its stakeholders in a structured manner. This analysis allows us to define priorities for action, establish balanced relationships and promote continuous improvement in sustainable management.

Our core stakeholders include the partners of Kiubo Colombia Travel. Employees are an essential part of the team and are employed under different contractual arrangements. They are joined by interns from Colombian and international universities, as well as trainees from schools and SENA.

Our wholesale clients from different parts of the world ensure the company's economic sustainability through the purchase of group and individual travel services. We consider a healthy and honest relationship with our clients to be key to our success.

In addition to our wholesale clients, we also work with direct clients, including friends and acquaintances who have traveled through Colombia with the agency several times, as well as companies that organize incentive trips throughout the country.

Projects and foundations are important partners for us, as we seek to support them through financial or material donations, visits by our clients and visits by the Kiubo Colombia Travel team. It is important for us to understand their work in order to promote their activities and communicate their objectives more effectively.

Our suppliers are key actors in our tourism operations, as they ensure professional service delivery. Guides, operators, hotels, transport providers and restaurants represent us directly in front of our clients.

A significant portion of the revenue generated through our operations reaches these actors. Our goal is to distribute resources fairly throughout the country, enabling local communities and their families to access fair employment opportunities and improve their quality of life.

We also recognize the importance of collaborating with national and international airlines, which transport our clients to and within Colombia.

Government institutions play an important role in our operations. These include the institutions whose regulations and requirements apply to our activities, including the Ministry of Labour, the Ministry of Environment and the Ministry of Commerce, Industry and Tourism.

Kiubo Colombia Travel is also involved with organizations and associations that promote responsible tourism and sustainable development in Colombia. Through these partnerships, we work with other companies that share our sustainability objectives and support the promotion of different destinations.

ProColombia supports us in promoting the “Country Brand” and participating in events aimed at attracting foreign investment and promoting Colombia as a destination. We are also working on organizing familiarization trips for international buyers.

1.5 Information and Communication

Transparent, continuous and multichannel communication is fundamental to strengthening our network of partners and raising awareness of our commitment to sustainability.

Wholesale Clients

We maintain direct contact with wholesale clients abroad. Throughout the year, we actively participate in international tourism fairs and plan visits to the offices of our European clients.

When a wholesaler visits Colombia, we organize visits to our office so that they can meet the team in Bogotá and participate in training sessions.

The travel advisor or incoming manager at Kiubo Colombia Travel maintains constant contact with wholesalers abroad. In this way, we keep them informed about current developments in Colombia and about the company's progress in areas such as sustainability and product development.

We also organize online training sessions with our clients in different languages. These sessions help travel advisors promote and sell the destination more effectively.

Newsletter

We regularly send newsletters containing information about our activities. Topics include new products, sustainability, special offers, political developments and company news.

In the event of important developments related to security, we also send extraordinary newsletters to our wholesalers to provide them with information directly.

Kiubo Colombia Travel Website

Our website provides clients with general information about the company, employee profiles, destinations throughout Colombia and the products we offer.

The corporate policy is also available on the website, together with information on sustainability and our travel programs.

Communication with Travelers

The travel documents provided to each traveler include recommendations aligned with our sustainability commitments.

Our guides, who have direct communication with travelers, are also responsible for informing them about responsible practices during their trips.

Recommendations include avoiding single-use plastics and reducing the amount of waste generated.

Employees

Through virtual and in-person training, we communicate our progress towards becoming a more sustainable company.

Together with the team, we have completed TourCert's "Fit For Future" training to strengthen our basic knowledge of sustainability. The team is also receiving training on the prevention of the commercial sexual exploitation of children and adolescents.

Service Providers

We have developed specific documents for our suppliers containing information on sustainability and corporate social responsibility, including:

- Code of Conduct
- Guidelines for transport providers and guides

1.6 Areas of Action and Monitoring

The management and sustainability teams have defined several areas in which we have made progress and continue to work.

The creation of new leadership positions helps distribute workloads more effectively and improves internal communication.

Our current actions include:

- Defining responsibilities for new leadership positions.
- Reducing the consumption of materials such as paper and single-use bottles.
- Reducing waste.
- Improving our portfolio of sustainable products.
- Planning regular meetings with the management team.
- Holding regular meetings with the sustainability team.
- Searching for carbon compensation projects related to our clients' domestic flights.
- Increasing communication and visibility around our sustainability initiatives.

We monitor and evaluate the process through our continuous improvement program, in which tasks are assigned to specific individuals with deadlines for completion.

Regular meetings with different departments are planned to coordinate, communicate and integrate the entire team.

We have identified that the social area needs to establish the projects that will be supported and define indicators that will allow us to measure their impact more effectively. This area is still undergoing improvement.

1.7 Incentive Systems

One of the main objectives of Kiubo Colombia Travel's management is to have a satisfied team that enjoys its work. For this reason, we invest time in training our colleagues and have also worked in greater detail on our employee incentive program.

These incentives include:

- The possibility of working from different locations in Colombia or abroad.
- A hybrid working model that reduces commuting time and costs.
- Flexible working hours, combined with responsibility for completing assigned tasks.
- Company celebrations and outings.
- Opportunities for professional growth accompanied by salary benefits.
- Participation in inspection trips organized by the company or familiarization trips organized by suppliers.
- Training in different areas, including occupational health and safety, tourism products and human resources.
- The right of every employee to participate in decision-making.

In addition to the incentive system, we are developing a benefits plan for the entire team, including training opportunities and performance-based rewards. This benefits plan forms part of our continuous improvement program.

1.8 Innovation Management in Services and Products

As we have observed in recent years, destinations such as Salento and the Cocora Valley, Comuna 13 and Guatapé, among others, have become some of the most popular places to visit in Colombia.

For this reason, we have expanded our portfolio of destinations throughout Colombia in order to offer our clients more authentic experiences away from mass tourism.

For several months, we have been offering alternatives that support different community projects and help decentralize tourism. These include destinations such as Salamina, Valle de Samaria, Santa Fe de Antioquia, Comuna 6 and visits to Indigenous communities in Santa Marta, such as Taiku and Katanzama, as alternatives to visiting Tayrona National Park.

In recent years, we have worked on developing more tourism products that not only focus on nature conservation but also support community empowerment.

We have created inclusive tourism products for LGBTQ+ communities, people with disabilities and people with reduced mobility.

We are also advancing the development of purchasing policies and guidelines for guides, transport providers and suppliers. We have adjusted our sustainability policies and our customer and supplier codes of conduct and are working to communicate our corporate and sustainability policies to everyone involved in our value chain.

2. Economic Responsibility

Kiubo Colombia Travel manages its operations in a transparent and efficient manner, prioritizing fair business relationships, payments and a balanced distribution of the value generated. We invest in team training, strengthening relationships with suppliers and continuous improvement.

2.1 Sales and Revenue

During the period evaluated, Kiubo Colombia Travel achieved a strong sales volume. However, profitability was affected by external factors such as exchange-rate fluctuations and local inflation.

Employee-related costs have also increased in proportion to the sales volume, reflecting greater operational efficiency and effective use of the human resources available to the company.

2.2 Operating Costs

Operating costs have increased proportionally with sales. This increase is directly related to the flow of travelers during the period under review.

Overall, these investments reflect the company's commitment to efficient resource management, strengthening its supply chain and achieving sustainable growth in its operations.

During the period mentioned, the company's operations required significant investment in various strategic areas to ensure business continuity, service quality and compliance with commitments to clients, suppliers and other stakeholders.

Supplier costs represented the largest share of operating expenses, reflecting the importance of the network of partners and service providers that make tourism operations possible in different destinations.

This investment also contributes to the economic development of businesses and local communities involved in the tourism value chain.

Administrative costs correspond to the resources required for organizational management, human resources, infrastructure and support processes that ensure the proper functioning of the company.

Marketing costs are allocated to promotional activities, communication and commercial positioning in national and international markets, with the objective of strengthening the visibility of the company and its products.

Other costs are associated with complementary operational expenses required for the development of the organization's activities.

2.3 Tourism Offer

Kiubo Colombia Travel has a broad and diverse portfolio of services throughout Colombia, with a particular focus on authentic and sustainable experiences.

Our portfolio includes a wide range of services registered in our TourPlan reservation and quotation system, including guides, hotels, restaurants, tour operators, transport providers and other services such as airlines, car rentals and complementary services for guides.

Many of the products offered are available in several languages, including Spanish, French, German, English and Italian, further increasing the diversity of our offer.

Our best-selling destinations include:

- Bogotá
- Medellín and Guatapé
- The Coffee Region
- Cartagena
- Santa Marta, Tayrona National Park and surrounding areas
- Villa de Leyva
- Barichara
- Southern Colombia, including Tatacoa, San Agustín and Popayán

Our main focus is on individual travelers, including couples, families and solo travelers, as well as small groups.

In addition to traditional group series, we offer an important range of SIB and SIC group trips. The idea is to enable people who do not want to travel alone to travel with others on

fixed dates throughout the year. These groups are offered to clients from different countries and in different languages.

All our trips offer a combination of cultural travel, including visits to local communities, nature experiences involving flora and fauna observation, hiking and expeditions.

Many of our trips begin in Bogotá and end in Cartagena, benefiting from the strong international flight connections between Colombia and Europe.

2.4 Tourism Product Design

Our tourism products are created and developed internally by the product team, supported by the knowledge and experience of our local suppliers.

We have a team that knows the experiences we offer, making it easier to promote these services.

We offer authentic experiences with different approaches, including environmental conservation, community empowerment, accessible tourism and peace tourism.

Our goal is to provide activities with different approaches with distinctive labels that facilitate their recognition and positioning.

Strengths

Our products are developed internally with the support of local suppliers and their knowledge of the destinations.

We offer authentic experiences focused on environmental conservation, community empowerment, accessible tourism, peace tourism and other responsible tourism approaches.

Areas for Improvement

We recognize that it has been difficult to provide support to sociocultural and environmental projects. Defining the projects that we want to support together with our clients remains an important task.

In some destinations, we do not yet have certified guides. In destinations such as the Amazon and Nabusimaké, we rely on the knowledge and experience of local communities.

We consider it important to support the certification of qualified and knowledgeable individuals who can contribute to the development of tourism activities.

Kiubo Colombia Travel rejects any activity that causes environmental damage, such as quad-bike excursions outside permitted routes, as well as activities that harm local populations or encourage child labor or prostitution.

We are strictly opposed to this type of tourism and are committed to reporting any suspicious behavior to the relevant authorities.

2.5 Service Providers

Our selection and evaluation process for new service providers is clear and structured.

We send our partners our sustainability policy together with our Code of Conduct, requesting their acceptance of and commitment to these guidelines. Whenever we begin working with a new supplier, we communicate our policies to them.

Service providers are extremely important to our operations. For this reason, it is essential to maintain a relationship of trust between suppliers and Kiubo Colombia Travel.

It is particularly important that our suppliers understand and apply the different sustainability principles and comply with all applicable legislation.

We prioritize suppliers authorized by the Vice Ministry of Tourism and those registered with the National Tourism Registry.

We regularly use ACOTUR's platform to identify local suppliers and operators. Members of ACOTUR receive priority over non-members.

We seek partners that hold sustainability certifications such as TourCert, Travelife or B Corp certification, or that operate their own environmental and cultural conservation projects.

We prioritize Colombian-owned companies and traditional regional hotels committed to sustainable tourism.

Our contractual processes are generally informal. We request rates from suppliers, who send us their documentation. In some cases, there is a written contract specifying their policies; in other cases, negotiations take place through emails and verbal agreements.

Contracts are stored in the cloud and are accessible to all employees.

Our objective is to establish a supplier and product classification system based on social and environmental criteria. We also want to identify products with labels that highlight their characteristics, such as peace tourism, sustainable tourism, nature tourism and accessible tourism.

2.5.1 Accommodation Providers

We have expanded the number of accommodation providers with whom we work.

Based on the TourCert framework, we have developed a shorter evaluation process for our partners.

Strengths

- Accommodation providers demonstrate commitment to sustainability and alignment with our policies.
- Many accommodation providers are committed to customer satisfaction and continuous improvement.
- Accommodation establishments provide training on different sustainability-related topics.
- Accommodation providers prioritize purchasing products locally in the regions where they operate.

Weaknesses

- It is not always possible to verify whether accommodation providers hold a recognized sustainability certification.
- Some hotels lack formal employee satisfaction processes.

Our objective is to create a supplier classification system. This document will include information such as participation in tourism fairs, memberships, sustainability certifications, sustainability policies and environmental and sociocultural actions undertaken by suppliers.

Through this initiative, we aim to strengthen our cooperation with sustainable accommodation providers in Colombia and give priority to partners that demonstrate their commitment to responsible tourism.

2.5.2 Tour Guides

We work with a broad network of tour guides.

We have observed an improvement in the sustainability performance of our guides compared with previous reporting periods.

Customer feedback also demonstrates the commitment of our guides to the company.

Strengths

- Guides demonstrate strong levels of knowledge, professional behavior and operational performance.
- Customer feedback confirms the quality of their work.

Areas for Improvement

- Participation in sustainability-related processes remains limited.
- Sustainability and corporate social responsibility training should be strengthened.

- There is a need to ensure that remuneration adequately reflects the work performed by guides.

2.5.3 Transport Providers

Our transport providers generally meet basic operational requirements, including the availability of safety equipment, knowledge of routes and appropriate trip planning.

Drivers demonstrate good service skills, compliance with legal requirements and a customer-oriented attitude.

Some transport providers have formal procedures for recording operations and carrying out preventive vehicle maintenance, which contributes to service reliability.

Areas for Improvement

There is still limited implementation of structured sustainability policies among transport providers.

There are opportunities for improvement in social issues such as labor inclusion, including the employment of people with disabilities, as well as stronger support for local communities.

Overall, there is a need to strengthen social and environmental management and improve strategic coordination with all transport partners.

2.5.4 Activity Providers

The company works with providers of tourism experiences including local guides, nature tourism operators, cultural activities, community experiences, heritage tours and adventure activities.

These providers contribute to enriching the tourism offer and promoting sustainable local development.

Strengths

- Many providers have defined sustainability policies, including principles, values and strategic guidelines.
- Legal regulations and operational requirements are generally respected.
- Providers undertake activities aimed at protecting cultural heritage and strengthening local communities.
- Progress has been made in environmental management, including waste management, resource-saving initiatives and environmental impact mitigation programs.

Areas for Improvement

There is a need to strengthen participation in evaluation processes and establish a more complete understanding of sustainability performance across the provider network.

Some suppliers still lack formal environmental measurement tools, such as regular carbon-emission calculations or structured reduction plans.

There are opportunities to standardize sustainable practices and ensure that providers consistently adopt social, environmental and economic policies and procedures.

There is also a need to strengthen the systematic implementation and monitoring of indicators that can continuously measure the impact of their activities.

Overall, the results indicate positive sustainability performance while highlighting the need to strengthen supplier participation in evaluation processes and consolidate more consistent practices throughout the value chain.

2.6 Supplier Satisfaction

Our relationships with suppliers are characterized by stable and long-term commercial partnerships.

We value clear and respectful communication throughout contracting and operational processes, as well as compliance with agreed conditions.

The company is committed to promoting collaboration and joint development with suppliers and values sustainability and corporate social responsibility initiatives promoted throughout the supply chain.

Areas for improvement include strengthening feedback mechanisms, improving communication regarding sustainability requirements and expectations, and identifying opportunities to optimize administrative and operational processes affecting supplier relationships.

As a result, the company is committed to continuing to strengthen communication and collaboration with suppliers and to developing continuous improvement initiatives that contribute to a more sustainable, efficient and mutually beneficial supply chain.

2.7 Customer Satisfaction

Customer satisfaction is an important area of action for Kiubo Colombia Travel.

We continuously analyze the information we receive regarding customer satisfaction. Our objective is to maintain a high level of satisfaction among both wholesale clients and travelers visiting Colombia.

We have developed mechanisms for collecting feedback from wholesale clients, covering aspects such as:

- Whether clients would recommend Kiubo Colombia Travel as a service provider based on their experience.
- Whether the agency operates in accordance with their sustainability guidelines.
- Whether the agency is a good representative of Colombia as a destination.
- Satisfaction with the agency's services.
- Suggestions for improving the agency's service offering.

2.8 Customer Information

Providing customers with clear, timely and accessible information is an important part of our responsible tourism approach.

The company provides clear and timely information about the services offered and maintains a strong willingness among staff to answer questions and address customer concerns.

Communication regarding conditions, itineraries and recommendations is transparent.

The company is also committed to communicating information about sustainable practices and responsible behavior during tourism activities.

Areas for improvement include strengthening communication regarding environmental and social aspects related to the services provided, increasing the availability of information in accessible digital formats, improving the standardization of communication processes between departments and strengthening employee training to ensure a consistent information experience for all clients.

The company will continue implementing improvement measures aimed at strengthening the quality of information provided, increasing customer satisfaction and promoting increasingly transparent, responsible and sustainability-oriented communication.

3. Environmental Responsibility

3.1 Energy

Kiubo Colombia Travel operates from a coworking space in northern Bogotá and does not have its own premises.

As a result, the company does not have an individual electricity meter that would allow it to monitor its electricity consumption directly.

The office is well illuminated and electricity consumption is therefore expected to be relatively low. In addition, a significant part of the team works from home.

We promote energy-saving practices through our Code of Conduct for suppliers and internally encourage employees to use resources responsibly, turn off lights when they are not needed and apply the same practices at home.

3.2 CO₂ Emissions

The company's emissions mainly originate from energy consumption associated with its facilities and from mobility related to operational and administrative activities, including business travel, technical visits, in-person meetings and other official trips.

The emissions assessment considered the most relevant direct and indirect sources.

For energy-related emissions, electricity consumption was multiplied by the corresponding emission factor.

For mobility, the kilometers traveled using different means of transport for official trips were recorded and the relevant emission factors were applied to each type of fuel or transport mode.

The combination of emissions from energy consumption and mobility was used to determine the company's overall CO₂ emissions.

To progressively reduce its carbon footprint, the company has planned and implemented the following measures:

- Improving energy efficiency through LED lighting and low-consumption equipment.
- Promoting energy-saving habits, including switching off lights, computers and other equipment when not in use.
- Optimizing the use of air-conditioning and ventilation systems.
- Promoting virtual meetings to reduce the need for travel.
- Planning routes and activities more efficiently to reduce fuel consumption.
- Encouraging car sharing, public transport and other sustainable forms of mobility.
- Prioritizing local suppliers in order to minimize transport-related emissions.

- Raising awareness among employees and strategic partners about the importance of reducing emissions and using resources efficiently.
- Monitoring emissions regularly in order to evaluate results and establish continuous improvement targets.

These actions form part of the company's commitment to sustainability and climate-change mitigation, with the aim of gradually reducing its environmental impact and contributing to more responsible resource management.

3.3 Paper Consumption

The company has implemented and planned several measures to reduce paper consumption and promote more sustainable resource management.

These include:

- Prioritizing digital documents for internal and external communication.
- Reducing unnecessary printing through digital document review.
- Using double-sided printing whenever possible.
- Reusing single-sided printed sheets for drafts and internal notes.
- Increasing the use of recycled paper in administrative activities.
- Digitizing files and records to reduce the need for physical storage.
- Raising awareness among employees and clients about responsible paper use and saving practices.
- Monitoring consumption regularly to identify opportunities for optimization and reduction.

These actions aim to reduce the environmental impact associated with paper consumption, optimize resource use and strengthen the company's commitment to sustainability.

3.4 Procurement

The company prioritizes the acquisition of materials and services from local and regional suppliers.

Products and services are selected according to sustainability and social responsibility criteria.

The main materials and services used by the company include office materials, cleaning supplies, catering services for activities and events, promotional materials, transportation, accommodation and other services required for daily operations and tourism services.

The company seeks to ensure that these products and services meet sustainability criteria, prioritizing suppliers that demonstrate good environmental and social practices.

Criteria include the use of recycled or recyclable materials, reduced packaging, efficient resource use, respect for labor rights, support for local producers and compliance with applicable environmental regulations.

The company has guidelines for responsible purchasing, including:

- Prioritizing local and regional suppliers to strengthen the local economy and reduce transport-related emissions.
- Favoring products with environmental attributes such as recycled, reusable or biodegradable materials.
- Considering social and ethical criteria when selecting suppliers.
- Reducing the purchase of single-use products when more sustainable alternatives are available.
- Promoting long-term commercial relationships with suppliers committed to sustainability.
- Periodically evaluating the environmental and social practices of key suppliers.

These actions allow the company to integrate environmental and social responsibility criteria into its supply chain, contributing to sustainable regional development and reducing the environmental impacts associated with its operations.

3.5 Conservation and Sustainable Use of Biodiversity

Kiubo Colombia Travel indirectly supports protected areas within Colombia's National System of Natural Parks and Flora and Fauna Sanctuaries.

Many of our travelers visit protected areas such as Los Nevados, El Cocuy and Chingaza.

Information and Awareness

In addition to promoting responsible use of destinations, we focus on strengthening environmental awareness among travelers and suppliers.

We have reinforced the inclusion of topics related to biodiversity and natural and cultural heritage protection in our travel documents and Code of Conduct.

We also share our sustainability and procurement policies with suppliers and inform all stakeholders about applicable legal regulations, including those concerning the illegal trade in wildlife, flora and cultural goods.

To eliminate the use of single-use plastic bottles during the provision of our services, we have implemented refill kits for reusable bottles during trips.

This measure has been communicated by email and implemented in collaboration with our suppliers.

Other Awareness Channels

We also use our external communication channels, including our website, social media and newsletters, to disseminate information about biodiversity, conservation initiatives and responsible travel practices.

This helps raise awareness among the general public and encourage commitment to environmental protection and sustainable tourism.

To keep track of the areas visited, we will create a document identifying the most frequently visited protected areas.

This tool will also serve as a reference for travel planning and team training.

This measure forms part of our continuous improvement program.

4. Sociocultural Responsibility

4.1 Employees

Kiubo Colombia Travel has a multidisciplinary team organized across accounting, sales, administration, content, marketing and other operational areas.

IT services and occupational health and safety services are outsourced to specialized companies.

In addition, we work with numerous freelance guides who are directly contracted in Bogotá and surrounding areas.

4.2 Employment Structure

4.2.1 Working Conditions

Kiubo Colombia Travel's employees work under employment arrangements that comply with Colombian labor and social legislation.

The administrative management team prepares the relevant documentation together with company management in accordance with the regulations of the Ministry of Labour.

Some collaborators work under service contracts.

Employees at Kiubo Colombia Travel benefit from flexibility in terms of working hours and location.

The team works under a hybrid model, although some employees prefer to work in person every day.

Management believes that these working conditions contribute to employee stability.

The company also has an extensive program of bonuses and incentives.

Our employees are free to form trade unions, workers' committees and any other type of labor association.

Kiubo Colombia Travel rejects discrimination in all its forms.

The company is committed to promoting equal opportunities in all aspects related to training, education and employment, without distinctions based on ethnicity, age, religion, sexual orientation or disability.

4.2.2 Training and Professional Development

Throughout the year, Kiubo Colombia Travel provides training for its team.

Training focuses on different topics, including tourism products, occupational health and safety, sustainability and first aid.

We also invite our guides to participate in annual first-aid workshops and guide meetings to discuss different topics.

Internal Training

Training activities include:

- First-aid courses.
- Training on the prevention of the commercial sexual exploitation of children and adolescents.
- Accessible tourism.
- Artificial intelligence in tourism.
- Training on the TourPlan system.

- Emergency planning for the office and our traveling clients.
- Language courses.
- Administrative management and human resources.
- Good practices regarding water, energy, paper and waste.
- Prevention of wildlife and cultural-product trafficking.

External Training for Guides

Our objective is to establish an ongoing dialogue between Kiubo Colombia Travel and the guides who support our operations in Bogotá and surrounding areas.

During our meetings with tourist guides, the need for further training in certain areas was identified, including:

- First-aid training.
- High-altitude first-aid training, including WAFA and WFR.

4.3 Employee Satisfaction

The employee feedback process assessed different aspects of organizational management, working conditions, sustainability, workplace climate and professional development.

The results indicate a high level of overall satisfaction.

Key strengths include positive perceptions of management and strategy, protection of cultural heritage and support for local communities, as well as working conditions characterized by flexibility, a positive workplace climate, autonomy and work-life balance.

Employees particularly value a positive, collaborative and flexible working environment, trust within the team, support among colleagues and opportunities to balance personal and professional life.

Main Areas for Improvement

The feedback process also identified several relevant areas for improvement:

- Improving internal communication and clarity in decision-making, particularly in recruitment, training and management processes.
- Standardizing and monitoring internal processes and providing greater clarity regarding roles and responsibilities.
- Managing increased workloads during peak seasons and optimizing the distribution of tasks.

- Strengthening training processes, support for new employees and operational automation.
- Continuing to improve individual environmental behavior and internal environmental practices.

The company demonstrates a stable working environment and employee retention.

Overall, the feedback reflects a high level of team satisfaction and commitment, with clear strengths in workplace climate, sustainability and working conditions, alongside opportunities for improvement focused on communication, process structure and organizational growth management.

4.4 Justice and Inclusion

Kiubo Colombia Travel promotes equal opportunities as a corporate policy, ensuring fair conditions in recruitment, training, professional development and career advancement without discrimination.

The company explicitly states that it does not discriminate on the basis of ethnicity, age, religion, sexual orientation or disability in any aspect related to employment. This principle is formalized in employment contracts and internal policies.

This approach helps ensure an inclusive, diverse and respectful working environment.

Regarding training and professional development, Kiubo promotes equal access to learning and skills-development opportunities for all employees.

Our continuous improvement program includes training in sustainability, human rights, accessibility, first aid and other relevant topics that strengthen the team.

These activities are conducted without discrimination and promote the professional development of all members of the organization.

The company further reinforces these principles through a behavioral framework based on respect, fair treatment and ethics, which must be followed by all employees in their internal and external relationships.

This contributes to a safe and inclusive working environment aligned with human rights.

Through its organizational culture and internal processes, Kiubo Colombia Travel seeks to ensure that equal opportunity is not merely a declared principle but an effective practice in human resources management, providing fair conditions, equal access to opportunities and a discrimination-free environment.

4.5 Human Rights and Child Protection

Kiubo Colombia Travel considers the protection of human rights and children to be a fundamental principle of its operations, incorporated into its sustainability policy and corporate ethical framework.

The company maintains an explicit commitment to respecting universal human rights and promoting fair working conditions, which translates into responsible relationships with employees, suppliers, clients and local communities.

With regard to the protection of children and adolescents, Kiubo Colombia Travel has a zero-tolerance policy towards the commercial sexual exploitation of children and adolescents.

The company expressly rejects any form of abuse, exploitation or associated illegal conduct, in compliance with Colombian legislation.

To ensure the implementation of these principles, the company applies preventive measures such as awareness-raising and training for employees and partners, as well as the inclusion of behavioral guidelines in communications and business relationships.

The company also actively encourages additional members of the team to receive specialized training in prevention, thereby strengthening its internal capacity for prevention and response.

Kiubo Colombia Travel promotes responsible practices throughout the tourism value chain, encouraging suppliers and employees to act according to ethical and legal standards.

These commitments are integrated into an organizational culture based on honesty, transparency and responsibility. This contributes to preventing, identifying and responding to potential risks and ensuring the protection of human rights, particularly the rights of children and adolescents within tourism activities.

4.6 Protection and Preservation of Cultural Heritage

Kiubo Colombia Travel has implemented various actions aimed at protecting and preserving cultural heritage, involving both local communities and other actors throughout the tourism value chain.

The company incorporates cultural heritage as a central element of its operations by promoting authentic tourism experiences that respect and value the traditions, customs and lifestyles of local communities while avoiding inappropriate alteration or exploitation.

At an operational level, tourism activities have been developed together with local communities, such as cultural workshops with artistic groups in destinations such as La Boquilla in Cartagena.

Through these experiences, visitors interact directly with traditional cultural expressions, contributing to their preservation and transmission.

Kiubo Colombia Travel also promotes respect for cultural heritage by including sustainability guidelines and good practices in travel documents and communications with clients.

Visitors are made aware of appropriate behavior at destinations and the importance of respecting local culture.

The company further strengthens cultural heritage protection through its relationships with suppliers by implementing Codes of Conduct, training processes and feedback mechanisms designed to ensure that tourism services are delivered responsibly and in alignment with cultural preservation.

These actions form part of a broader institutional commitment to respecting cultural heritage and communities, integrated into the company's sustainability policy and corporate values.

Together, these measures contribute not only to the protection but also to the preservation and appreciation of cultural heritage through community participation and its integration into the tourism offer.

4.7 Respect for Local Communities and Populations

Kiubo Colombia Travel has implemented various actions and measures to maintain respectful and collaborative relationships with local communities and other stakeholders, based primarily on principles of sustainability, inclusion and cultural respect.

The company promotes respectful relationships with communities by directly integrating local actors into tourism activities and ensuring that the experiences offered value and preserve their cultural identity, traditions and way of life.

This is complemented by the institutional commitment to protecting cultural heritage and respecting host communities in line with our corporate principles.

Kiubo Colombia Travel also promotes collaboration through work with local suppliers and community partners, encouraging their participation in the tourism value chain according to sustainability, quality and social responsibility criteria.

The company conducts training sessions, working groups and continuous feedback processes with these stakeholders, strengthening long-term relationships based on trust, communication and continuous improvement.

Concrete measures are also implemented to support local development through the promotion of community, cultural and environmental projects, as well as the generation of direct economic benefits through employment, purchases of local products and visits to community initiatives.

These actions reinforce the role of communities as strategic partners within tourism activities.

Kiubo Colombia Travel also maintains an approach based on transparency, effective communication and proactive problem-solving. This facilitates conflict management, risk identification and the development of relationships based on trust with all stakeholders.

All these measures form part of a continuous improvement and periodic evaluation system led by the sustainability team.

This allows us to monitor compliance with our commitments, strengthen relationships with communities and ensure responsible and inclusive tourism development.

4.8 Community Participation

Local communities actively participate in Kiubo Colombia Travel's tourism activities through their direct involvement in the provision of experiences and services and in the development of cultural and environmental projects.

The company integrates local communities into the tourism experience through activities such as cultural workshops with artistic groups in destinations such as La Boquilla in Cartagena, where community organizations participate directly in service delivery and in sharing their cultural heritage with visitors.

Kiubo Colombia Travel also promotes community participation by strengthening local suppliers, including guides, transport providers, accommodation establishments and other tourism service providers.

We encourage their training, formalization and alignment with sustainability standards.

The company also supports community and environmental projects and organizations.

We promote visits to natural reserves such as Katanzama, Reserva Encenillo and Valle de Samaria, which generate income for local communities, as well as reforestation and conservation initiatives.

We also support foundations such as Niños de los Andes and Hogar de Paz Maraná through financial donations, and work with the Zey Zey Foundation of the Arhuaco community by purchasing local products such as coffee.

These initiatives contribute to income generation and employment within the communities.

Together, these actions allow communities to participate not only as beneficiaries but also as key actors in the tourism value chain, promoting inclusive and sustainable local development.

4.9 Impact on the Local Economy

The impact of our company on the local economy is significant and measurable.

Through our operations, we promote fair local employment and contribute directly to income generation and the strengthening of the social fabric.

We also prioritize local suppliers, supporting the growth of small and medium-sized enterprises and encouraging a more equitable distribution of the benefits generated by tourism.

In addition, we contribute to the development of infrastructure and services that benefit not only tourists but also local communities.

We help diversify economies in regions that have traditionally depended on extractive industries and contribute to public revenue through taxes and fees.

These resources help finance public services and development projects, promoting more sustainable and inclusive growth in the destinations where we operate.

4.10 Political Influence

Kiubo Colombia Travel is a member of ACOTUR, the Colombian Association for Responsible Tourism, an NGO made up of tourism entrepreneurs who believe in the ability of tourism to promote the conservation and restoration of the country's natural and cultural heritage.

Through its participation in ACOTUR, the company strengthens its engagement with public policy in Colombia.

Kiubo Colombia Travel is also a member of ANATO, the Colombian Association of Travel and Tourism Agencies.

This allows the company to access spaces for industry representation, training, networking and promotion of the tourism sector nationally and internationally.

The membership also involves compliance with quality, ethical and formal standards in tourism operations, as well as participation in initiatives that promote the sustainable and competitive development of the sector.

Kiubo Colombia Travel is also linked to ProColombia, the institution responsible for promoting tourism, foreign investment and Colombian exports.

Its main objective is to position Colombia as an attractive destination for business, tourism and exports, while fostering sustainable economic growth.

ProColombia supports our participation in national and international tourism fairs and provides assistance for campaigns promoting Colombia.

The company does not make financial contributions to governments or political parties in Colombia.

4.11 Corporate Conduct in Compliance with Laws and Regulations

Kiubo Colombia Travel has implemented a set of ethical and organizational measures and standards aimed at preventing illegal behavior and corruption, based primarily on the principles of honesty, transparency, respect and regulatory compliance.

The company establishes a clear ethical framework in which honesty guides all internal and external relationships, promoting a culture of transparency, responsibility and trust among employees, suppliers and clients.

This serves as a preventive mechanism against potential acts of corruption or misconduct.

Kiubo Colombia Travel also ensures compliance with applicable legislation and human rights, including regulations concerning the prevention of the commercial sexual exploitation of children and adolescents.

This demonstrates the company's commitment to legal compliance and zero tolerance towards illegal conduct.

The company has internal management and continuous improvement structures that are periodically evaluated by the sustainability team.

These processes allow potential risks to be identified, internal practices to be monitored and alignment with corporate values and legal requirements to be maintained.

To prevent and identify misconduct, the organization promotes effective communication, teamwork and proactive problem-solving.

This facilitates the detection of irregularities and timely action.

Individual responsibility is also encouraged, including acknowledging mistakes and continuously correcting them as part of the organizational culture.

Although specific sanctions are not detailed, the company's approach is based on correction, organizational learning and compliance with applicable regulations.

This is complemented by the supervision of designated responsible persons, including the sustainability leader and management, who ensure the implementation of policies and decision-making in cases of potential non-compliance.

Together, these measures allow Kiubo to prevent, control and identify risks related to illegality and corruption through a combination of ethical culture, regulatory compliance and internal monitoring processes.

5. Continuous Improvement Program

Kiubo Colombia Travel's continuous improvement program focuses on addressing weaknesses in sustainability management and control, process standardization, and supplier and customer monitoring.

To achieve this, we implement actions such as updating policies and legal matrices, training the team, measuring environmental impacts, improving the sustainable tourism offer and strengthening supplier management and the customer experience.

The program is supported by defined responsibilities, human resources, technological tools, training activities and monitoring processes.

Its objective is to achieve progressive and measurable implementation aligned with sustainability criteria.