



**Come and dip your toes in the
sand and awake your senses
#ComeAlive**



sunlife



Sunlife, a life led in the Sun, a life enjoyed with style.

#ComeAlive

On 20th October 2022, Sun Resorts entered a new era as Sunlife injecting new life into a long-established and familiar brand.



Project Brilliant

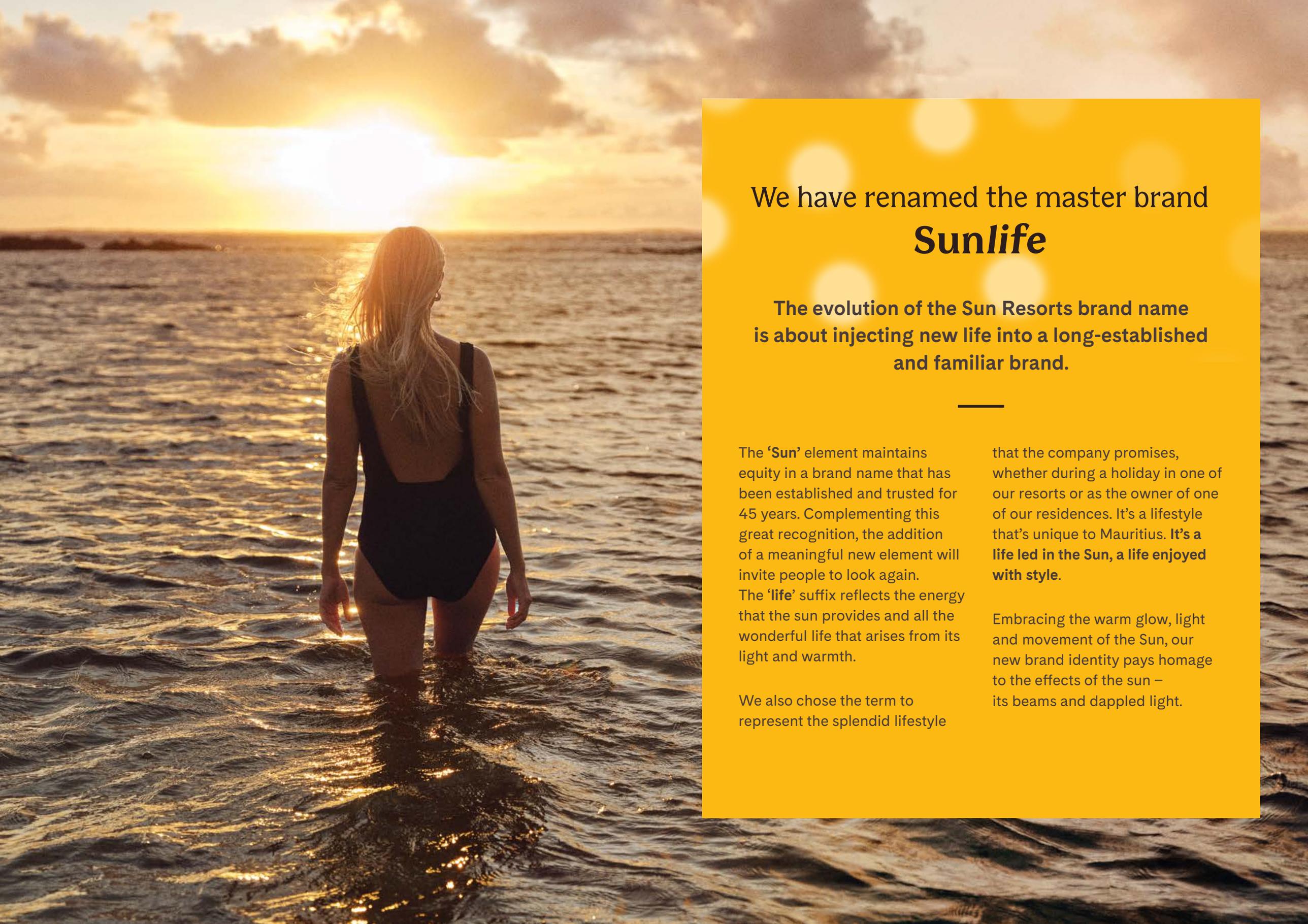
We embarked on what we call a Brand-led Transformation of Sun Resorts. It's a process that runs deeper than just another re-branding exercise. It's a genuine process of transformation.

A transformation that will lead to the blooming of a new Sun that shines brilliantly.



Project Brilliant has been about reinvigorating the soul and spirit of Sun Resorts, restoring energy within the organisation so we may rise glorious.

#ComeAlive



We have renamed the master brand
Sunlife

The evolution of the Sun Resorts brand name is about injecting new life into a long-established and familiar brand.

The ‘Sun’ element maintains equity in a brand name that has been established and trusted for 45 years. Complementing this great recognition, the addition of a meaningful new element will invite people to look again. The ‘life’ suffix reflects the energy that the sun provides and all the wonderful life that arises from its light and warmth.

We also chose the term to represent the splendid lifestyle

that the company promises, whether during a holiday in one of our resorts or as the owner of one of our residences. It’s a lifestyle that’s unique to Mauritius. **It’s a life led in the Sun, a life enjoyed with style.**

Embracing the warm glow, light and movement of the Sun, our new brand identity pays homage to the effects of the sun – its beams and dappled light.

Crucial to an inside-out Brand-led Transformation of Sun Resorts, Sunlife has a new Vision, Purpose and Values system.

Together, the Vision, Purpose and Values define the unique way in which we do things.

These are the organisation's Guiding Lights. Our Vision describes the type of world we see when we look ahead. **At Sunlife, we see a world where Kindness Shines.** By Kindness, we mean being generous and caring. It is always showing warmth to others. And by Shines, we mean glowing or being bright with emotion.



Our Purpose determines the contribution that we at Sunlife make to our Vision of a world where Kindness Shines.

Our Purpose is to **Radiate the Magic of Mauritius.** When we say Radiate we mean emitting energy, brightness and positivity. And by Magic of Mauritius, we mean the captivating quality of our island and its irresistible local charm.



Our Values support our Vision and anchor our Purpose.

They are the principles that shape our beliefs and daily behaviours. **At Sunlife, we value Love, Dreams and Thoughtfulness.** Without Love, we cannot show Thoughtfulness and without Thoughtfulness, we cannot realise the Dreams of others. Sunlife's new Ideology is a living force that all of us experience and enjoy every day.

Project Brilliant has not just been about reinvigorating the Sun Resorts master brand but it has also been about optimising the Resorts themselves.

For each resort we have developed a new Resort Concept focused on the needs of a discrete traveller tribe.

To create our new resort logos, we cast a sunbeam that interacts with the logo illustrating the dynamic relationship between the Sunlife brand and the resorts. The Sunlife brand beaming the warmth and light of the sun onto the hotel.

This also shows a greater and more creative integration of the Sun master brand visual identity with that of the property and reflects its visual endorsement.



“ We have a new logotype with an art deco nod to the glamour of yesteryear. Sugar Beach boasts a tantalisingly rich highlight colour – Violet Noble – that complements the palette of Sunlife.

In turn, these Resort Concepts have been expressed in new Visual Identities, which reflect their individual personalities while more clearly indicating their membership of the Sunlife family.

Whilst their interests and ages are varied, guests at Sugar Beach all share the desire for Opulent Pleasures.

Sugar Beach will see the fusion of the past, future and present. The resort will evoke a sense of sophistication and the stylish tradition of Manor House living. Stately, Graceful and Poised, Tantalising, Indulgent and Captivating.





LA PIROGUE

MAURITIUS

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La Pirogue gets its own new logotype using a painted script similar to the name plaques you can find on the side of a fishing boat.

We have a vibrant new colour palette and highlight colour that celebrates the tropical feel of the resort.

At La Pirogue, while their interests and ages are equally varied, guests share the desire for Diving Deeper.

They are devoted and engaged embracers of local life and the destination they are visiting. We have developed a Resort Concept that celebrates the honest and humble qualities of a traditional fishing village. A village that is at once Cultured, Colourful and Authentic and at the same time buzzing with a new energy that is Fresh, Animated and Exuberant.



LONG BEACH

MAURITIUS

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The new logo for Long Beach is elongated and reflects the modern architecture of the resort itself.

The highlight colour picks up the East coast hue of the lagoon beyond the beach.

At Long Beach, while their interests and ages are varied, guests share a common desire for Novelty.

This is a desire to experience and encounter things that are different to everyday life.

They share a yearning to escape the mundane and express an openness towards new things and possible unexpected happenings.

On a quest to find the best beachside hangout, this traveller tribe is looking for something different.

So at Long Beach, we invite our guests to view Mauritius through a new, contemporary lens.

It's Mauritius but not as you know it. It's Original, Imaginative, Bold and Reborn. And it is served with an elegant twist that is Elevated, Entertaining, En Vogue and Energised.



Sunlife will invite guests to Come Alive.

We want our guests to push the play button and start living, to enjoy invigorating, lively moments at our resorts.

Sunlife launches the Come Alive Collection, a series of experiences and activities inviting their guests to Come Alive.

The 'Come Alive' Collection introduces new signature experiences that we have purpose designed to bring each Resort Concept vividly to life for our guests during their stay at our resorts.

To name but a few, at Sugar Beach, guests will be invited to spend an afternoon drinking chic cocktails and playing a game of Crazy Croquet.

At Long Beach, mixologist sorcery is conjured up through personalisation and creativity to bring the guests 'Santé'.

At La Pirogue guests are invited to sweat in style with Sega Zoomba.

At La Pirogue and Long Beach, guests can give meaning to their stay whilst participating in our Coral farming program whilst protecting our marine biodiversity.

And at all of our Sunlife resorts, children will be introduced to our new Sunlife mascot – Izzy the Bee.



#ComeAlive

SUSTAINABILITY

ALIGNING WITH GLOBAL GOALS



As a signatory to the UN Global Compact (UNGC), we are committed to upholding the UNGC's ten principles and to also supporting broader UN objectives such as the Sustainable Development Goals (SDGs), which are a collection of 17 widely adopted, global goals set by the United Nations General Assembly for realisation by the year 2030.

We have prioritised the following global goals that are most relevant to our business and where we have identified the greatest opportunities to drive measurable results.



SUSTAINABLE DEVELOPMENT GOALS

The UN Sustainable Development Goals (SDGs) are a set of 17 actionable goals that seek to address global challenges and achieve a better and more sustainable future for all. We recognise that all goals are interconnected, and therefore aspire to contribute to all 17 SDGs.

As such, we are working towards incorporating the SDGs into our approach to sustainability. The opportunities that we intend to pursue in our strategy are aimed at making a collective impact and positive contribution toward global goals. We will use the SDGs to help inspire and frame our programs so we can play our role in contributing to the global development agenda.

LIFE BELOW WATER

Prevent and significantly reduce marine pollution, sustainably manage and protect marine and coastal ecosystems and minimize and address the impacts of ocean acidification.

BEYOND ZERO WASTE

A hotel where nothing is wasted; every resource is recirculated and reused. That's the vision we have for Sun Resorts. We're a leader in waste reduction, and we want to use our expertise to tackle not only plastic, but all waste.



WELLBEING & BIODIVERSITY

Sun Resorts is a place where physical and psychological wellbeing of every individual is enhanced. Wellbeing is key to how we engage with our guests, employees, visitors and the local community. Our wellbeing programme includes clear targets for increasing biodiversity, improving air quality and wellbeing of our guest.

RESPONSIBLE BUSINESS

Sun have a 40-year history of positive impact within our community, through support of local business and charities, volunteering in local schools, and delivering projects that create real value for all our stakeholders.

SUSTAINABILITY

We are proud to have been a signatory to the United Nations Global Compact (UNGC) since 2017 and remain deeply committed to the UNGC's Ten Principles as a standard to improve the transparency of corporate reporting in the 4 key areas of Human Rights, Labour, Environment and Anti-Corruption. We shall describe our actions in detail to integrate the Global Compact and its principles into our business strategy, culture and daily operations in our forthcoming sustainability report Feb 2023

We are also committed to share this information with our stakeholders using our primary channels of communication.

OUR STRATEGIC ESG FRAMEWORK

We are committed to have a robust Corporate Responsibility program that incorporates: environmental, social and governance (ESG) strategic goals into our business to increase both the sustainability and the value of our portfolio. We believe that sustainability should be centered on: People, Communities, Nature and their ability to thrive - all three scales being interdependent and essential to long-term prosperity.

In 2021, we took several important steps to raise our ambition level and further incorporate sustainability into Sun Resorts's offering and operations. This included launching a new strategy for Sun's sustainability initiatives and integrating sustainability in key strategies and processes.

We have a unique opportunity as we come out of the pandemic to reevaluate business as usual. We now can work together with our customers, suppliers, stakeholders, and community members to focus on climate change as a community. We are very excited to welcome guest back to our hotels this year and invite you to join us to discover our Sun Sustainability experiences as we build back better and refocus our efforts on tackling the climate and biodiversity crises together.

To achieve this, its actions are carried out under the same three pillars as Ciel Group:



PEOPLE
Foster a vibrant workforce



NATURE
Activate climate response



COMMUNITY
Champion inclusive growth

HIGHLIGHTS

People

SUN GROUP

Total Employees
3034

Gender


32%


68%

42yrs
Average age

9yrs
Average years of service



Employees at top management


15

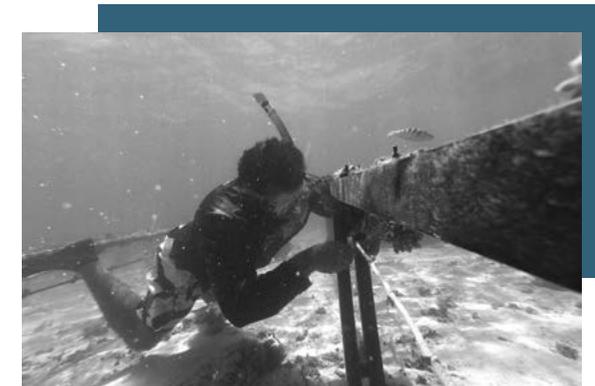
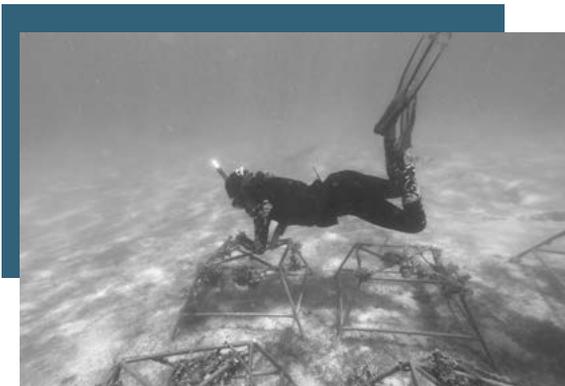
Women at top management
4

24hrs
Average training hours per employee

Nature

This century's biggest battle is undoubtedly climate change. With Environment being one of our main pillars, we are taking action to protect the planet. As a Small Island Nation, Mauritius is at the frontline of climate action. Through SUNCARE we drive impactful, local action on climate change by implementing a strong sustainability policy but also initiatives that promote a sustainable future.

As our hotels were closed for several months during the pandemic, our energy, water and waste data is not representative of progress against the 2019 baseline.



SUSTAINABILITY

Biodiversity

Marine Conservation

Oceans provide food and livelihood for billions of people. Our oceans are what make our planet habitable for mankind. Overfishing, lack of management, pollution, and acidification are deteriorating a habitat we cannot live without. To reverse this trend, SUNCARE is partnering with a range of partners including the University of Mauritius and to educate, raise awareness, and take measurable action.

Sun Resorts has undertaken an ambitious coral farming project at La Pirogue and Long Beach. In the long run, the project will lead to the creation of a protected marine park.

SUNCARE is working on an educational book on local marine species and what small, simple actions can be taken to protect our reefs, oceans, and the millions of species on which our livelihood depends.

Community



Rs **2,500,000**

In kind and in support

670

Number of beneficiaries in the fields of poverty, education, health

One of the main pillars of our overarching sustainability principle is Community Engagement. In this light, we have designed a programme that builds on the philanthropic and children-focused commitment established in 2004 by our Group: Children at Heart.

We believe the path out of poverty begins with equality for all — basic human rights, great education, adequate healthcare. Each of our hotels plays a part in the everyday lives of their neighbouring communities by collaborating with non-profit partners to support the next generation.

Food Waste

What we do

We reduce food waste in a number of ways: improving the way we order and store food, making sure we use every edible part of an ingredient in the kitchen, and recycling food in new dishes.

We partner with local food redistribution charities, as well as community groups to donate surplus food. We recycle food waste whenever possible.

With a view to educating for a better future, we inculcate to our associates and the communities where we operate about the positive impact our actions have on our island and our planet. We are committed to zero food waste to landfill by 2030, and we are working on it everyday.

La Pirogue has successfully achieved 'The Pledge' international certification on food waste in 2022 by recycling their food waste, reducing unnecessary costs and negative impacts on the environment.



Promoting a lasting impact

As community engagement is one of the main pillars of our fundamental principle of sustainability, we have designed a program that is based on philanthropic and child-centered engagement : “**Children at Heart**”, established in 2004 by our group.

We believe that getting out of poverty starts with equality for all: basic human rights, a good education, adequate health care.

The closure of schools and resorts during the pandemic has caused a significant drop in the total number of direct beneficiaries, but we have ensured that each of our hotels participates in the daily life of neighboring communities in different ways.

Sun Children Cancer Trust

Sun Children Cancer Trust has been supporting children with cancer since 2008. Over the past two years, we have had an increase in requests for support and donations. We collected donations through the successful SUNCare Charity Golf Competition.

Along the same lines and to support this dear cause, partnership agreements have also been signed between Sun Resorts Cancer Trust and the two associations “Link to Life” and “Enn Reve Enn Sourir” which ensure the well-being of children with cancer.

The partnership with Link to Life allowed the children to be transported safely from their homes to the hospital, with the vehicle picking them up and dropping them off at home once treatment was complete.

In addition, the partnership with “Enn Reve Enn Sourir” facilitates the care of children with serious illnesses and pathologies requiring treatment abroad or in a private clinic at C-Care for more specialized care.