



This document is a translation of an original text in Spanish. In case of any discrepancy between both texts, the Spanish version will prevail.

**CORPORATE SOCIAL RESPONSIBILITY REPORT FOR 2016
PARQUES REUNIDOS SERVICIOS CENTRALES, S.A.**



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INTRODUCTION

The period between 1 October 2015 and 1 September 2016 has been a challenge for Parques Reunidos Servicios Centrales, S.A. (“**Parques Reunidos**” or the “**Company**”) from a number of points of view, including that related to the definition and specification of the bases of its Corporate Social Responsibility Policy (“**CSR**”). The Company’s listing of its shares on 29 April 2016 reflects what has been a transformational year and the need and importance of providing the Company and its subsidiaries (the “**Group**”) with a set of policies, including the CSR, that can ensure the Company complies with its obligations as a publicly traded company.

As a result of the listing of the Company’s shares, the Company has approved a CSR with the aim of continuing to foster a culture of social responsibility within the Group that contributes to long-term sustainable value creation. The CSR includes the corporate social responsibility strategy, as well as the commitment by the Group to the application of best practices in the countries where it operates.

However, the Group’s corporate social responsibility activity is not limited to what is established by the policy, and it did not begin after the listing of the Company’s shares. In fact, the Group carried out a number of initiatives regarding corporate social responsibility before the referred listing. Specifically, the Group approved a Code of Conduct on 31 March 2009, which includes the ethical and conduct principles that must guide each and every one of the actions of the people who work in the Group, both in their internal relations and relations with customers, shareholders, suppliers, sponsors and associated companies; and in general any person or organisation belonging to any of the communities of the countries where the Group operates.

The Company has also adopted plans, initiatives and models regarding employment in order to promote the Company’s commitment to job creation, equal opportunities and work/life balance, communication with employees and workers’ health and safety.

In addition, Parques Reunidos Foundation (Fundación Parques Reunidos) and Marineland Foundation (*Fondation Marineland*) (France) contribute to environmental, biodiversity and sustainable development protection, the conservation and protection of threatened species or species in danger of extinction and the promotion of education in this field.

Specifically, Parques Reunidos Foundation is a private non-profit entity whose corporate purpose is:

- Protection of the environment and biodiversity, promotion of sustainable development and sustainable use of resources, conservation of the natural heritage and increasing social awareness of these issues.
- Conservation and protection of species that are threatened or in danger of extinction by assisting the reproduction of threatened animals.

- Knowledge of the different animal species and ecosystems and their conservation.
- Protection of childhood and the defence of the democratic principles of promoting tolerance and education in values.
- Promotion of education in the matters specified above.
- Promotion of volunteering and social engagement.

The Parques Reunidos Foundation works with many international organisations on site to protect species in danger of extinction. This work consists of raising people's awareness and direct support for consolidated international projects, both financial and as a means of specific interventions in zoos.

The Marineland Foundation is also focused on the conservation of species and the marine environment. This foundation is an extension of the Centre for Conservation Research (*Centre de Recherche pour la Conservation*), created in 1998 to promote research on marine biodiversity, in collaboration with the Marineland park.

The Marineland Foundation promotes and supports conservation and research projects, as well as activities aimed at raising the social awareness of biodiversity and the conservation of marine life.

It is clear that the Company's business strategy includes corporate social responsibility as a fundamental element to ensure the sustainability of the company in the long term and to increase the trust of stakeholders. Parques Reunidos considers that corporate social responsibility is a commitment made to society. For this reason the Company has over recent years been extremely active in promoting a safe, healthy and educational leisure experience that is committed to the environment.

This report describes the main activities carried out by the Company in the area of corporate social responsibility. The Company wants to make public the progress made and challenges faced associated in the area of corporate social responsibility, as well as the actions that have contributed to our company's sustainability.

The data provided in this document refer to the total scope of consolidation consisting of the Company and subsidiaries forming the Group, unless another scope is expressly indicated.

ETHICS AND INTEGRITY

1. MISSION, VISION AND VALUES

1.1 Mission

The mission of Parques Reunidos and the companies of the Group is to offer a safe, healthy and educational leisure experience for all our visitors, as well as one that is committed to the environment.

We want to bring happiness to our community, contributing to the professional and personal development of our employees.

Last but not least, we have the goal of generating value for our shareholders and investors.

1.2 Vision

Parques Reunidos aspires to maintain its condition as a reference in the leisure sector in which we stand out for offering not only a safe but also an educational and sustainable leisure experience.

1.3 Values

The main values of the Group can be summed up in our “5 S” policy:

- **SAFETY**: Our basic priority is to take care of our customers, employees and the environment. This priority will not be reduced under any circumstance, for either economic or operational reasons.
- **SERVICE**: Our constant challenge is to fully satisfy our customers’ expectations. One of our tasks, particularly in the case of persons in positions of responsibility, is to assess the reactions of our customers and proactively to identify possible areas for improvement, as well as new opportunities. These actions will always be implemented while respecting ethical principles and the values of the society in which we operate, within the framework of sustainability.
- **SALES**: We are always developing new products and services that we consider are very valuable for our customers. Our main objective is for our customers to be fully informed at all times of all the terms and conditions of our products and services before they buy them. That is why we focus our efforts on providing flexible communication and information channels. In addition, we aim to create tailored offers that allow the most disadvantaged groups or groups at risk of social exclusion to enjoy our installations. These initiatives are channelled through our foundation and in cooperation with other non-profit organisations.
- **SAVINGS**: We make the best use of the resources we manage, contributing greater value efficiently to our customers, employees and investors. Cost savings and control are essential in all the areas to try to achieve the greatest economic efficiency at global

level. Although this pillar is fundamental, it will always be subject to compliance with the rest of the elements that make up our policy, based on ethical and upstanding behaviour. The savings policy allows not only more sustainable daily operations (avoiding waste of resources), but also facilitates investment in the most advanced technologies that respect the environment.

- **SMILE:** We want our customers and staff to feel satisfied, happy and committed to our objectives and values. The aim is for employees and visitors to participate in the improvement of our products and services while insisting on the creation of a discrimination-free environment.

2. ETHICAL FRAMEWORK

To ensure that the Group's values are perceived and assimilated by our employees and customers, Parques Reunidos Servicios Centrales, S.A. has a Crime Prevention Programme (the "**Programme**") in place. It has been prepared and certified by Deloitte Asesores Tributarios, S.L.U., member of the group Deloitte Touche Tohmatsu Limited ("**Deloitte**"), and approved by the Board of Directors, with the aim that all the interactions between employees, management, customers and investors are governed by ethics and good practices.

The Programme defines the main risks of non-ethical conduct in our activity and proposes a series of controls to detect and prevent this conduct. Regular training and information actions are carried out on its currency and scope with the aim of guaranteeing the Programme is properly implemented.

One of the pillars of the Programme is the Code of Conduct, approved on 31 March 2009, which is mandatory for all the Group's employees. A copy of the Code is delivered to each employee before the employment contract is signed. All employees must sign a receipt that the Programme has been received, read, understood and accepted. A digital copy is available for employees on the Group's intranet, and there are hard copies in the human resources department. Periodic training and information actions are also carried out. In this way the Group makes the necessary tools and guides available for all employees so that their behaviour is adapted to the ethical demands that have been set. This ensures responsible operations with the community in which they engage in their activity.

Another of the major pillars of the Programme is the Internal Complaints Channel, which allows the prevention and detection of unethical or illegal conducts. This is a tool available to employees and allows them to report any action against the Code of Conduct in complete confidence to the Surveillance Unit (a body formed by the heads of legal services, finance, internal-audit and human resources departments). The Surveillance Unit is responsible for deciding how to act in the face of complaints received and informs periodically the Board of Directors about the actions carried out as part of its activity to control and supervise the Programme. In this way the Group reaffirms its commitment to a socially responsible activity, given that it provides tools that help detect and eliminate unethically and illegal conducts.



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In 2016 illegal activity in one of our parks were reported through the Internal Complaints Channel. Once the initial investigation was carried out by the Surveillance Unit, it was submitted to the competent police and judicial authorities.

In 2016 the Programme subjected to an update process with Deloitte, coordinated by the legal services and internal audit departments, in order to adapt it to the latest modifications of the Criminal Code, the recommendations included in Circular 1/2016 of the Attorney General and the most recent interpretations of the Spanish Supreme Court —allowing to define with more detail the characteristics that must be covered by these type of criminal risk prevention programs, as well as adapting it to the new situation of the Company as a publicly traded entity—. The project analysed the risks inherent to the activity in Spain, for which numerous meetings were held with employees from different departments. It is now in its final phase and it is expected to receive a certificate of suitability from Deloitte in the first quarter of 2017.

THE CORPORATE SOCIAL RESPONSIBILITY POLICY: SPECIFIC PRACTICES WITH STAKEHOLDERS

Within the Company's business strategy, corporate social responsibility is a fundamental element to ensure the company's long-term sustainability and to increase the trust of the stakeholders linked to the Group.

As mentioned above, Parques Reunidos considers that corporate social responsibility is a commitment to society and, consequently, during the recent years it has been extremely active in promoting a safe, healthy and educational leisure experience committed with the environment.

The recently approved CSRP reflects the Group's commitment to ethical management and transparency and sets forth the following objectives and basic principles:

1. OBJECTIVES OF THE CSRP

The Company and other companies in the Group engage in their business with the aim of creating sustainable value, taking into consideration the interests of their shareholders, investors, employees, customers and in general all the groups affected by the activities of the Company or the Group ("**Stakeholders**"). The goals of the CSRP are as follows:

- Foster the achievement of the Group's strategic objectives, guaranteeing the provision of quality, safe and sustainable services.
- Promote an ethical culture and increase transparency.
- Enhance the reputation and recognition of the Company and the Group.
- Guarantee responsible management of the business opportunities and risks with the aim of maximising positive impacts and minimising the negative ones deriving from the Group's activities.
- Promote the protection of the environment and biodiversity, sustainable development and sustainable use of resources, conservation of the natural heritage and social awareness of these issues.
- Promote knowledge of the different animal species and ecosystems and their conservation, as well as the conservation and protection of species that are threatened or in danger of extinction, by favouring the reproduction of threatened animals. To this end, the Group has adopted a didactic/educational approach that can contribute to people's social awareness of the environment.
- Promote the protection of childhood and the defence of the democratic principles of fostering tolerance and education in values.
- Create incentives for education in the matters specified above.

2. BASIC PRINCIPLES OF THE CSR

With the aim of complying with the corporate social responsibility objectives, Parques Reunidos recognises and adopts the following basic principles applicable throughout all our lines of action:

- Comply with the law in the countries and territories in which it operates voluntarily adopting complementary international commitments, rules and guidelines where there is no adequate or sufficient local legal provision.
- Ensure protection and respect for universally recognised fundamental Human Rights, within the scope of influence of the Group; guarantee it is not involved violation of these rights and, where appropriate, remedy any damage caused.
- Ensure the health and safety of the Group's employees and customers.
- Encourage free market practices, rejecting any type of illegal or fraudulent practice, implementing effective preventive mechanisms, vigilance and sanctions against irregularities. In particular, the CSR assumes the commitment to report any practice of corruption that is discovered within the Group in any of the territories where it operates. The Group has a Risk Control and Management Policy (SGR) that covers all types of risks (strategic, operational, reporting and compliance, including civil and criminal), as well as a corporate compliance programme.
- Promote channels for communication and dialogue and foster the Group's relations with its shareholders, investors, employees, customers and in general all its Stakeholders.
- Adopt advanced corporate governance practices in line with the recommendations of generally accepted good governance recommendations on international markets.

It is worth noting that the Group approved an Code of Ethics and Conduct on 31 March 2009, by which the Group's companies undertake actions that include sustainable development of the business model, responsible activity with respect to stakeholders, compliance with current law and protection of the environment.

3. SPECIFIC PRACTICES WITH STAKEHOLDERS

3.1 Shareholders and investors

Since the listing of its shares, Parques Reunidos has maintained a commitment to transparency with its shareholders. It informs them regularly of its activities through the Material Facts published on the website of the National Securities Market Commission (*Comisión Nacional del Mercado de Valores*) (www.cnmv.es) and the Company's website (www.parquesreunidos.com).

In addition, the Company has made available for its shareholders, institutional investors and the markets in general a direct communication channel via e-mail (investor@parquesreunidos.com), with the main objective of serving as an open, permanent and transparent communication channel with all the Company's shareholders and investors.

At the same time, all the Group's relevant information, presentations and legal, economic and financial and corporate governance documents are available to the public on the corporate website (www.parquesreunidos.com).

Finally, the recently approved CSRP establishes a series of principles that will guide the Company's actions with respect to its shareholders and investors.

3.2 Customers

As mentioned above, the mission of Parques Reunidos is to work to offer a safe, responsible and healthy leisure experience for all our visitors. For this purpose, as well as complying with applicable law, the companies in the Group have implemented a number of health and safety policies.

These health and safety policies guarantee that the attractions are subject to regular internal and external inspections, that there are adequate response mechanisms in case of incidents, and that the customers have available communication channels where they can submit their complaints and suggestions.

The specific "Safety 1st" initiative has been adopted in the United States to increase the availability of information on health and safety with the aim of guaranteeing compliance with the law governing these matters. In Europe and the rest of the world, the safety department issues reports every week that include the incidents related with our sectors of activity. In addition, periodic training actions and thematic meetings are held to make progress towards an increasingly safe leisure experience for our customers.

In addition, the Group firmly believes that education is one of its most important missions and therefore aims to promote an educational leisure experience. Guided visits, seasonal camps and school activities are only some examples of the initiatives that are organised regularly in our parks on the educational front. In addition, educational presentations on animals are designed with positive reinforcement techniques, which also contribute to the promotion of environmental conservation.

3.3 Employees

In past years, several companies of the Group have implemented and developed plans and initiatives in order to promote the Group's commitment to job creation, equal opportunities and work/life balance, communication with employees and the health and safety of all the workers.

3.3.1 Job Creation

The Group has adopted a series of initiatives on job creation, generating more than 4,505 employment contracts in Spain in the previous year. In addition, collaboration agreements have been concluded by the zoos with a number of universities that teach subjects related to biology. The agreements allow their students to complete their training through work experience in our facilities.

Collaboration agreements have also been entered into by the amusement parks with associations whose object is to improve the employability of groups with difficulties in finding jobs. Specifically, all the companies with operations in Madrid form part of the social project *Primera Experiencia Profesional* (First Work Experience), headed up by Plataformas Sociales Salesianas Pinardi. This project consists of an innovative model in which young participants acquire work experience in leading companies in a real working environment.

3.3.2 Equal opportunities

The Code of Conduct lays down that everyone who works for the Group must be treated with the maximum dignity and respect and may in no way be forced to suffer either physically or mentally as a result of their work.

Moreover, the Code of Conduct establishes that no employee can be discriminated against, among other reasons, due to race, colour, sex, sexual orientation, marital status, pregnancy, political opinion, nationality, ethnic background, social origin, social condition, disability, age or union membership.

In previous years, equal-rights plans have been implemented in Parque Warners and Faunia, adapted to the specialities of our activity. The main objective of these plans and initiatives is to make the principles of equal treatment and opportunity between men and women effective, ensure diversity in the company and adopt the measures needed for prevention and, where necessary, elimination of any possible discrimination.

Among the measures proposed to favour equal treatment and opportunity between men and women are the following:

(A) With respect to recruitment

- Give more publicity to the selection policy in place in order to guarantee non-discrimination in the recruitment of employees
- Analyse the language of job offers, the design of the forms and interviews, not including requests for irrelevant personal aspects, limiting them to questions of experience and qualification needed for the job, and adapting the training demands to the requirements of the job position.
- Announce vacancies in terms that encourage candidates of both genders (except in those cases where the need for either male or female candidates is

duly justified, without any discriminatory reason), taking care about the job title to avoid discriminatory or sexist terms and avoiding the use of stereotypes.

- Guarantee the principles of non-discrimination for reasons of gender in reference to the type of contract or working hours, so that the rights included will be applied equally to people working on permanent, part-time and full-time contracts.
- Promote actions tending to raise awareness and provide equal opportunity training to those responsible for personnel selection.

(B) On preventing harassment

- Based on the Community Code of Conduct relating to the protection of Men and Women at Work, in parallel with the systems of interpersonal conflict management that are currently in place in the organisation, a specific procedure for action will be established that develops the provisions set out herein. The procedure will be developed based on the principles of seriousness, speed and confidentiality, guaranteeing and protecting the privacy and dignity of people subjected to harassment.

Simple, impartial, clear and flexible procedures will be established for submitting complaints or claims, creating the appropriate internal levels of intermediation and/or arbitration and in all cases guaranteeing and respecting the rights of the persons involved in the procedure.

At the same time, and until the issue is resolved, the victim will be separated temporarily from the alleged offender, without this representing a substantial modification to the working conditions of the person suffering the harassment.

Sexual harassment shall be understood to be any conduct of a sexual nature within the organisation and the management, or conduct related to the conditions of employment, training or job promotion, carried out by a person who knows that it is offensive and unwanted by the victim, leading to a situation that affects the job and working conditions and/or creating an offensive, hostile, intimidating or humiliating working environment.

- Workplace harassment is considered to be a very serious offence and will be included as such in the next negotiations on collective agreements, and where detected, the corresponding disciplinary penalty will be imposed.

3.3.3 Reconciliation between personal and family life and work life

The following should be noted among the measures adopted or pending adoption:

- Incorporate into the text of the collective agreements the legal provisions established for these purposes with the aim of giving them as much publicity as possible.
- Agree, on aspects subject to negotiation, the option most favourable for the worker on this matter.
- When the holiday period included in the holiday calendar coincides with a period of temporary incapacity derived from pregnancy, childbirth, breastfeeding or maternity or paternity leave under the Workers' Statute, the workers shall have the right to take the holidays on a different date than that established in the holiday calendar, at the end of the period of suspension or leave involved, even though the calendar year to which the holidays correspond has ended and even after the deadline permitted by the Company for this purpose in normal conditions.

3.3.4 Safety and Health

The Code of Conduct establishes that the health of workers and safety in the place of work always constitute a priority concern. This applies to any aspect related to working conditions, including systematic evaluations of possible risks, noise or temperature levels, ventilation, lighting and its quality, and access to healthcare.

Specifically, all the companies in the Group in Spain have a health and safety plan in place. In addition, the workers of these companies have received training related to risks and basic safety recommendations specific to the work carried out. Thus, for example, in the period from 1 October 2015 to 30 September 2016, workers have received training on risks and basic recommendations on safety for operators of attractions, mountain rescue workers, scaffolding assembly workers and workers handling electric stacker trucks.

In addition, the recently approved CSRP establishes as a principle for action, that the Group must ensure the health and safety of employees in the Group's companies, adopting a series of policies and protocols that guarantee employees have the health and safety training and skills needed.

3.3.5 Communication with employees

There are numerous communication channels in place with employees; beyond the purely hierarchical, there is a corporate intranet that provides information on a very wide range of matters, from job offers to news related to the activity of the parks, their teams, facilities or simply how the business is operating.

Employees also have different forms of communication, with a specific channel (e-mail) for reporting situations or making suggestions.

The recently approved CSRP establishes that each employee must inform his or her supervisor about any conduct considered in good faith as constituting an infringement of a the Code of Conduct. If the employee's direct supervisor is involved in the situation that is being reported, or cannot or has not shown sufficient concern about his or her suspicions, then the employee must report the situation in his own language by a message to the following address (code_of_conduct@grpr.com). Parques Reunidos will guarantee full protection for employees who in good faith communicate any of the breaches referred to here.

3.4 The environment

Since the Group began, we have undertaken numerous projects for conservation of the most vulnerable species and ecosystems. This is why our Code of Conduct specifies the environment as a subject of great importance. The Group has been working actively for a number of years, particularly at the Zoological Division, to promote and raise awareness in society of environmental problems.

In addition, the Group has been collaborating actively in a number of programmes for the preservation of species in danger of extinction. Of all these, perhaps the most important are the on-site conservation projects, i.e. those carried out in places where there are autochthonous populations. Among them are the programme for supervision and protection of the monk seal in Mauritania and the programme to reintroduce the white-footed tamarin in Colombia. At the same time, thanks to the agreements reached with the Spanish authorities, we have implemented programmes for the protection of autochthonous Iberian fauna, including the Spanish imperial eagle, the European bison and the Iberian lynx.

On the matter of education and research, the Parques Reunidos Foundation has promoted research through collaboration with a number of zoological institutions, museums, universities and training centres. In addition, it carries out important work in education and raising awareness among thousands of students of all ages who visit the different centres every year.

The essential research activities are today focused on discovering the main indicators of welfare of marine mammals, which will allow their measurement in the near future. Studies are also being carried out to improve reproduction techniques in zoos and in the wild, with the aim of participating in the development of new means of procreation for species in danger of extinction. Finally, we analyse how modern zoos can involve the public more in conservation and biodiversity through the activities they organise.

In addition, the Group firmly believes that education is one of the most important missions of a modern animal park, which is reflected in all the Group's centres. Guided visits, seasonal camps and school activities are only some examples of the initiatives that are organised regularly in our parks. During the educational presentations on animals, which are designed using positive reinforcement techniques, the abilities of the animals and their biological characteristics are highlighted as part of the training activity of zoos.

Finally, it is worth highlighting that all our European animal parks are members of the European Association of Zoos and Aquaria (EAZA) or belong to the corresponding national associations (AIZA, BIAZA) with the aim of collaborating on breeding programmes to ensure the long-term sustainability of a long list of species of fauna. Our parks also participate in more than 90 European breeding programmes, which protect the wild fauna species in danger of extinction in European zoos.

The recently approved CSRP reaffirms this commitment to the environment and assumes the following principles of action relating to the environment:

- a) Ensure there is adequate care for the animals in the Group's parks, guaranteeing that the members of the personnel responsible for their care have the training and resources needed to achieve this objective.
- b) Comply with Spanish and international law governing the care and conservation of wildlife.
- c) Promote educational activities within the scope of the Group's business in order to contribute to the social awareness of the environment.
- d) Establish alliances with other institutions that promote the same values, connecting visitors and employees in the protection of the environment.
- e) Advance the Group's cooperation with other entities focused on and interested in protecting the environment, recovery of endangered species and promoting awareness and education regarding the conservation of the environment and biodiversity.