

## Guiding Principles

### Withceed Hospitality Management Inc.

#### **1. Diversity & Inclusion**

We respect every individual and value the diversity of people we work with and serve.

We are committed to creating a fair, open, and inclusive environment where discrimination and harassment are not tolerated.

#### **2. Thoughtful Hospitality**

We approach every guest with sincerity and care, treating them as we would our own family and friends.

By listening closely to their needs and expectations, we strive to deliver hospitality that goes beyond expectations and creates meaningful experiences.

#### **3. Growth & Well-being**

We support the growth of each employee and value a workplace where safety, health, and well-being are prioritized.

We aim to provide fair opportunities so that everyone can fully develop their potential and contribute with confidence.

#### **4. Collaboration & Teamwork**

We value open communication and strong teamwork across all roles and locations.

Even in challenging situations, we work together to find the best possible solutions and continue growing as one team.

#### **5. Purpose & Commitment**

We approach every task with a clear understanding of its purpose and meaning.

With strong intention and responsibility, we stay committed until each task is completed, delivering value to our guests, colleagues, and partners.

#### **6. Community & Sustainability**

We maintain a strong connection with local communities and respect the cultures we engage with.

We actively contribute to society and approach environmental and social responsibility as an important part of our long-term commitment.

Established: May 8, 2025