



# Lighting the Way: G6 Hospitality 2021



ENVIRONMENTAL, SOCIAL, GOVERNANCE REPORT

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# A Message From Our CEO

At the beginning of the global COVID-19 pandemic, we knew staying true to our brand purpose would guide us through sustaining our business. For nearly 60 years, we have promised to “Leave the Lights On” for travelers and those in need of a clean, comfortable, and affordable place to rest their heads. And as the COVID-19 pandemic compelled hotels to shut down, we proved out our purpose.

We left the lights on.

Essential workers needed us, as did the guests— many families—who saw Motel 6 and Studio 6 as their only viable option for shelter during the health crisis. While many closed their doors, we committed to operating our hotels wherever state and local mandates would allow us.

Throughout this time, I’ve been inspired and humbled by the dedication and resiliency of our communities, guests, franchise partners, but especially our team members on the front lines. They are our heroes.

Despite the unprecedented impact of the global health crisis, we remained focused and steadfast on our environmental, social and governance commitments. Lighting the Way, our newly developed ESG platform, has served as our compass to navigating responsibly through extraordinary times.

Even in the face of adversity, we made a great impact. In light of the killing of George Floyd and civil rights protests across the nation, we reaffirmed our commitment to respecting, valuing, and actively celebrating diversity. In June 2020, we became a founding partner of THE INITIATIVE: Advancing the Blue and Black Partnership, an organization committed to healing the community-police relationship. We also remained vigilant in our commitment to raising awareness around the global issue of human trafficking, and we continued our proprietary anti-human trafficking training The Room Next Door in a virtual setting. We train all team members, from our general managers through the most junior housekeepers and franchise owners to be the eyes and ears. We must all work together to play our part to help eradicate this global societal issue. Even in challenging times, our commitment to military veterans and their spouses is unwavering, evidenced by our continuance to be named a Best for Vets and Military Friendly employer year after year. We thank them for their service.

Our commitment to creating an environment where everyone feels safe, welcome and is treated equitably is a cornerstone to our operating practices.

And with that commitment, we launched our Lightkeeper Service Culture. While our brand recognition brings people to the door, it’s the service experience that builds connection with our guests. To help all of us work together and enhance this service delivery, we introduced our Lightkeeper Service Culture – a set of four guideposts to follow in all our interactions. We call them our Beacons of Light and include: Heart for Service, Care, Respect and Own the Experience.

Despite the challenges faced in 2020, we were honored to be named USA Today’s No.1 “Best Budget-Friendly Hotel” in its annual Readers Choice Awards, and we are consistently ranked in Entrepreneur Magazine’s Annual Franchising 500. These rankings are a testament to our service culture and commitment to both our guests and franchise partners.

We believe everyone has the right to travel, and when we come together with a common purpose to Leave the Lights On, remarkable things happen. We proved this throughout the health crisis, and as we head into our 60th Anniversary in 2022, we take a moment to look back on how far we’ve come but then quickly turn attention to the next 60 years. As we continue on our ESG journey, we’re committed to Lighting the Way by Protecting the Planet through sustainable operations, Opening Doors so all feel welcome and valued, Safeguarding Journeys for our team members and guests, and Operating Responsibly throughout our brand, industry, and communities.

Here’s to the future.



With appreciation,

A handwritten signature in black ink that reads "Rob Palleschi".

**Rob Palleschi**  
Chief Executive Officer

# About G6 Hospitality



We operate our business in alignment with our values: Fun, Respect, Care and Winning Spirit. We celebrate our iconic heritage of providing a great experience to our guests, team members, franchisees and partners. We embrace our business model on fairness, honesty, trust, and communication, providing an environment for long-term successful partnerships.

# About G6 Hospitality

G6 Hospitality LLC owns, operates, and franchises 1,400 economy lodging locations under the Motel 6 and Studio 6 brands in the U.S. and Canada.

In 1962, we opened our doors with a promise of clean, comfortable rooms for just \$6 a night. A lot has changed since then, but one thing that hasn't is our commitment to keeping travel as light and burden-free as possible. We believe everyone has a right to travel so we strive to make travel accessible to everyone we meet along the way.

We're an optimistic helping hand for whatever's up next, sharing the can-do, know-how of a friend who's traveled these roads before.

**We'll Leave the Light On. For You.**



Motel 6 and Studio 6

BRANDS



1,395

NUMBER OF PROPERTIES OPEN



116,538

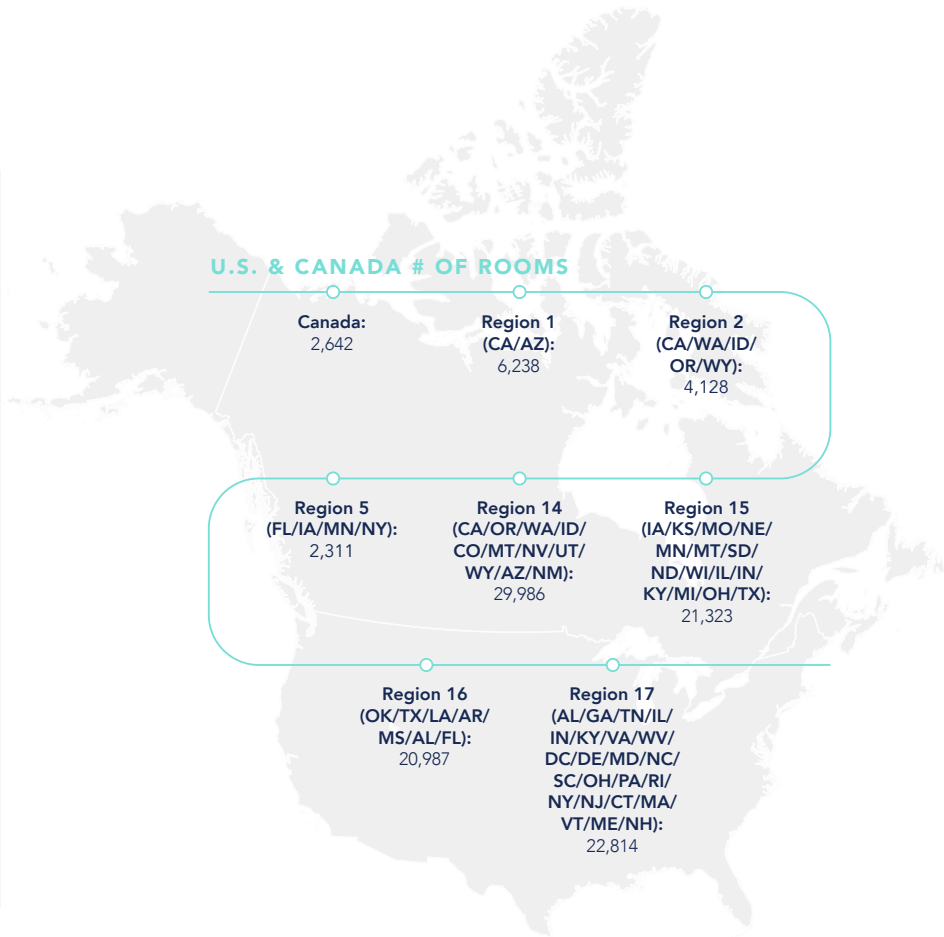
NUMBER OF ROOMS



U.S. and Canada

COUNTRIES IN WHICH WE OPERATE

As of November 2021



## The G6 Promise

We operate our business in alignment with our values: Fun, Respect, Care and Winning Spirit. We define the economy lodging business-building on the iconic heritage of a great experience to our guests, team members, franchisees, and partners. We embrace our business model on fairness, honesty, trust, and communication, providing an environment for long-term successful partnerships.

**THIS IS OUR PASSION. THIS IS OUR PROMISE.**

# COVID-19 Response

For nearly 60 years, Motel 6 has promised to “leave the lights on” for budget-conscious travelers who are often underserved – the cross-country trucker, the devoted pet owner, the journeyman laborer, the touring musician, and the family seeking an affordable vacation.

As the COVID-19 pandemic compelled hotels to shut down, we proved out our purpose.

## We left the lights on.

Essential workers needed us, as did our guests – many families – who saw Motel 6 and Studio 6 as their only viable option for shelter during the health crisis. While many closed their doors, we committed to operating our hotels wherever state and local mandates would allow us to operate.



# Awards

In 2020, Motel 6 was named the “Best Budget-Friendly Hotel Brand” in USA TODAY’s 10Best Readers’ Choice Awards and is consistently ranked in Entrepreneur Magazine’s Annual Franchising 500.



Franchise Rankings named Motel 6 a No. 5 Motel Franchise and listed Studio 6 as a No. 6 Best Hotel Franchise.



In 2021, Chief Development Officer Tina Burnett was included in Hotel Management’s annual Influential Women in Hospitality list.



G6 Hospitality also ranked No 1 in 2020, and in the top 10 in 2019, 2021-2022 Military Friendly® Employer survey and named a “Best for Vets” employer by Military Times from 2019-2021.



G6 Hospitality was named a finalist in D CEO’s Nonprofit and Corporate Citizenship Awards for Corporate Partner of the Year in 2021 for our support of our anti-human trafficking partner New Friends New Life.



UT Dallas named G6 Hospitality as a “Corporate Champion” recognizing the company’s work over the last few years with their Student Veterans Association through mentorship, resume reviews and mock interviews.



We have received Letters of Recognition by San Luis Obispo County for our participation in Operation Reclaim and Rebuild 2020 as part of a state-wide effort in California to help combat human trafficking.

The National Family Justice Center and Sacramento District Attorney’s Office recognized G6 Hospitality for our proprietary anti-human trafficking training.

Hospitality Technology named G6 Hospitality “Enterprise Innovator” recognizing the technological advancements and IT 2.0 strategy.



Chief Information Officer John Laplante was recognized as one of CDO Magazine 2021 Top Data Executives from the Leisure and Travel Industry List.



Vice President of Legal & Compliance Farah Bhayani received the 2021 Magna Stella® Award for Senior Managing Counsel of a Small Legal Department from the Texas General Counsel Forum for her in-house leadership and excellence.



# Lighting the Way

## OUR GOALS AND COMMITMENT



Leading into the future means prioritizing responsible business practices and responding to the needs of our team members, guests, franchisees and communities.

Lighting the Way, our ESG platform, is our commitment to operating our business with respect and care for our guests, partners and our local communities.

# Lighting the Way

- 

We believe everyone has a right to travel, so we provide everyone with an affordable, welcoming place to rest wherever their journey takes them.
- 

Nearly 60 years ago, we created the economy lodging segment. Today, we are leading the hospitality economy lodging segment into the future.
- 

Leading into the future means prioritizing responsible business practices and responding to the needs of our team members, guests, franchisees and communities.
- 

Lighting the Way, our ESG platform, is our commitment to operating our business with respect and care for our guests, partners and our local communities.

## ESG PLATFORM

### Lighting the Way

#### Protecting the Planet

**WE PROMOTE SUSTAINABLE OPERATIONS.**

We do our part to respect the environment and protect the planet. We work side-by-side with our team members, owners, guests and neighbors to build healthy and thriving communities.

#### Opening Doors

**WE CREATE A PLACE WHERE EVERYONE FEELS WELCOME AND VALUED.**

We are committed to helping our team members grow and advance their careers, and we commit to advancing diversity and belonging throughout G6 and the broader hospitality industry.

#### Safeguarding Journeys

**WE COMMIT TO THE SAFETY AND WELLBEING OF OUR TEAMS AND GUESTS.**

Protecting our communities, team members and guests is paramount. We focus on health and safety protocols in our operations and commit to raising awareness about human trafficking.

#### Operating Responsibly

**WE OPERATE ETHICALLY TO BUILD A CULTURE OF TRUST.**

With a heart for service, we maintain high standards of ethics and integrity and operate on a foundation of sound corporate governance.

Our commitment to Lighting the Way makes G6 Hospitality's Motel 6 and Studio 6 the place teammates choose to work, owners choose to invest and guests choose to stay.



# Our Commitment

We are working diligently to build upon the longstanding legacy of our business. Our path forward is clear: we will hold ourselves accountable and improve our performance every day to provide a positive experience at every property for every guest in every community where we operate. We envision a world where travel is accessible for all and communities are well-supported.

## WE COMMIT TO THE FOLLOWING BY 2025:



### PROTECTING THE PLANET

- Track and disclose of GHG Emissions data and progress
- Require use of LED lights across all hotels in the system
- Require installation of low flow water fixtures across all hotels in the system
- Minimize soap to landfill by recycling all used guest soap bars where available



### OPENING DOORS

- Double our investment in programs that contribute to sustainable solutions and economic opportunity for all
- Provide unconscious bias assessments and training to all team members and franchise owners
- Commit to conducting pay equity assessments across the enterprise
- Commit to creating a National Day of Service
- Commit to participating in the AHLA Foundation Apprenticeship program



### SAFEGUARDING JOURNEYS

- Provide anti-human trafficking training to 100% of corporate and owned hotel team members annually
- Expand our proprietary training across the economy lodging industry



### OPERATING RESPONSIBLY

- Incorporate Safety & Security as a component of Brand Standards
- Provide training to franchisees on preventing crime through environmental design
- Track and document PCI-DSS compliance for 100% of franchised properties
- Commit to having 100% of our suppliers for material contracts signing our Vendor Code of Conduct

# Lighting the Way Through the United Nations Sustainable Development Goals

Lighting the Way is intrinsic to who we are through all of our business practices. Inspired by our Heart for Service, we recognize the importance and need to play our part in helping the international community reach the global Sustainable Development Goals (SDGs). Adopted by the United Nations in 2015, these goals serve as the blueprint to achieve a better and more sustainable future for all.

## PROTECTING THE PLANET



We promote sustainable operations in our communities and recognize our critical responsibility to protect our planet. As we continue to repair and maintain assets, we focus on responsible consumption and sourcing, including water conservation and energy efficiency.



## OPENING DOORS



We create a place where all feel welcome and valued. We invest in the communities where we do business and commit to diversity, equity and inclusion throughout all of our operations to create a safe, welcoming place for all.



## SAFEGUARDING JOURNEYS



We commit to the safety and wellbeing of our team members, guests and the communities in which we operate. We promote human rights and anti-human trafficking through awareness, education and training.



## OPERATING RESPONSIBLY



We hold ourselves and our partners to the highest ethical standards and build a culture of trust by maintaining high ethical standards throughout all business operations. Our corporate governance structure is designed to ensure the longevity of our business.



# Protecting the Planet

WE PROMOTE SUSTAINABLE  
OPERATIONS.



We strive to use our business to promote sustainable operations and do our part to preserve the environment.

At G6 Hospitality, we are committed to managing our operations efficiently to minimize the impact of our business on the planet. We are focused on integrating more sustainable and efficient practices across our business – from the design and daily operations of our hotels, to setting a positive example as leaders in our communities.

# Protecting the Planet



At G6 Hospitality, we are committed to managing our operations efficiently to minimize the impact of our business on the planet. We are focused on integrating more sustainable and efficient practices across our business – from the design and daily operations of our hotels, to setting a positive example as leaders in our communities. We reduce waste by not creating it. Sustainable operations is firmly embedded in the DNA of the Motel 6 and Studio 6 operational model. Source reduction is a well-established sustainability principle and our “what you need, when you need it” approach leads to less waste, a reduced carbon footprint and increased efficiency which drives value for owners, operators and guests while making a positive impact on our environment. To that end, the Motel 6 and Studio 6 design and operational model don’t include or require:

- Exercise rooms, restaurants, bars, business centers, conference rooms, event spaces and other common areas that give rise to much of the waste that is generated by the hospitality industry. This allows owners to avoid the 3 - 5% of “unavoidable food waste” that is written off by traditional limited service, full service and luxury service hotels.
- Single-use plastics in guest rooms or food service. This drives operational efficiency, increases operational sustainability and encourages guests to use sustainable practices when they travel. As many hotel companies must determine how to eliminate single-use plastics without compromising guest expectations, we commit to our core operational principles and stand to benefit by making a positive impact on our environment while appealing to more eco-conscious consumers and the next generation of travelers.

## Equipment Recycling



E-waste is a catchall term for computer hardware and other electronic equipment that is broken beyond repair or has reached the end of its useful service life. E-waste can be dangerous if it is not disposed of correctly. Many electronic products carry toxic elements in their internal components such as beryllium, cadmium, mercury and lead. These toxins can pollute soil and ground water. G6 Hospitality is committed to safely recycling its e-waste through certified partners.

In 2019 and 2020, G6 recycled over 800 pieces of obsolete or damaged equipment. This represented almost 6 tons of e-waste that did not go into a landfill.



# Sustainable Practices

G6 Hospitality is committed to incorporating common sense, sustainable upgrades into the design and construction of hotels as they are renovated or built. The brand is committed to monitoring and managing water usage and energy consumption, and will ultimately require all hotels to identify and report on environmentally sustainable solutions that are implemented across properties. We plan to update our brand standards to extend these requirements across our system to meet our 2025 goal.

## UPGRADES



Spent \$7.7M+ since 2019 on water and energy efficiency investments



Engaged certified environmental clean-up vendors and medical advisors to ensure integrity of Covid-19 operating protocols



Implemented Sharp Bio-hazardous Waste Containers across the owned portfolio and will update brand standards to expand to the franchise portfolio

## LIMITED AMENITIES



No single use plastics in operational model



Improve efficiency in cleaning guestrooms, laundering linens and terry



No food waste



Require recyclable products for coffee service

## THIRD-PARTY COLLABORATION ANOMALY MANAGEMENT



Oversight for water consumption anomalies help identify and troubleshoot leaks, usage spikes, and more.

## OPERATIONAL BEST PRACTICES



Air Conditioner Cleaning / Filter Replacements annual cleaning improves unit efficiency and lengthens life of the unit, cutting back on waste



Thermostat setting protocols and best practices to help control energy consumption throughout our properties



Energy efficient guestroom fixtures include low-flow sink aerators and shower heads

# Opening Doors

WE CREATE A PLACE  
WHERE EVERYONE FEELS  
WELCOME AND VALUED.



Creating a place where our team members can advance their personal and professional pursuits is key to making our guests feel welcome. We are committed to supporting our team members and fostering their growth by advancing learning and development, diversity and belonging and wellbeing.

Our commitment captures the spirit of our team members, leadership and our owners. We serve our communities through volunteerism and philanthropy, with a focus on veterans, racial justice, underserved youth and disaster relief.

# Lightkeeper Service Culture

Our Lightkeeper Service Culture is built upon our values and we follow them in all of our interactions. We call our values Beacons of Light:



**HEART FOR  
SERVICE**



**CARE**



**RESPECT**



**OWN THE  
EXPERIENCE**



## HEART FOR SERVICE

We put our guests and fellow team members first. We show up prepared to serve others as we would wish to be served.



## CARE

We find opportunities to make others' days better and brighter. We look for ways to show we care — in small and big ways.



## RESPECT

We look for the best in others. We value the fact that everyone is different, and we treat everyone with respect.



## OWN THE EXPERIENCE

We are responsible for delivering great service experiences. We aim to be our best in every interaction. When problems occur, we own the solution.



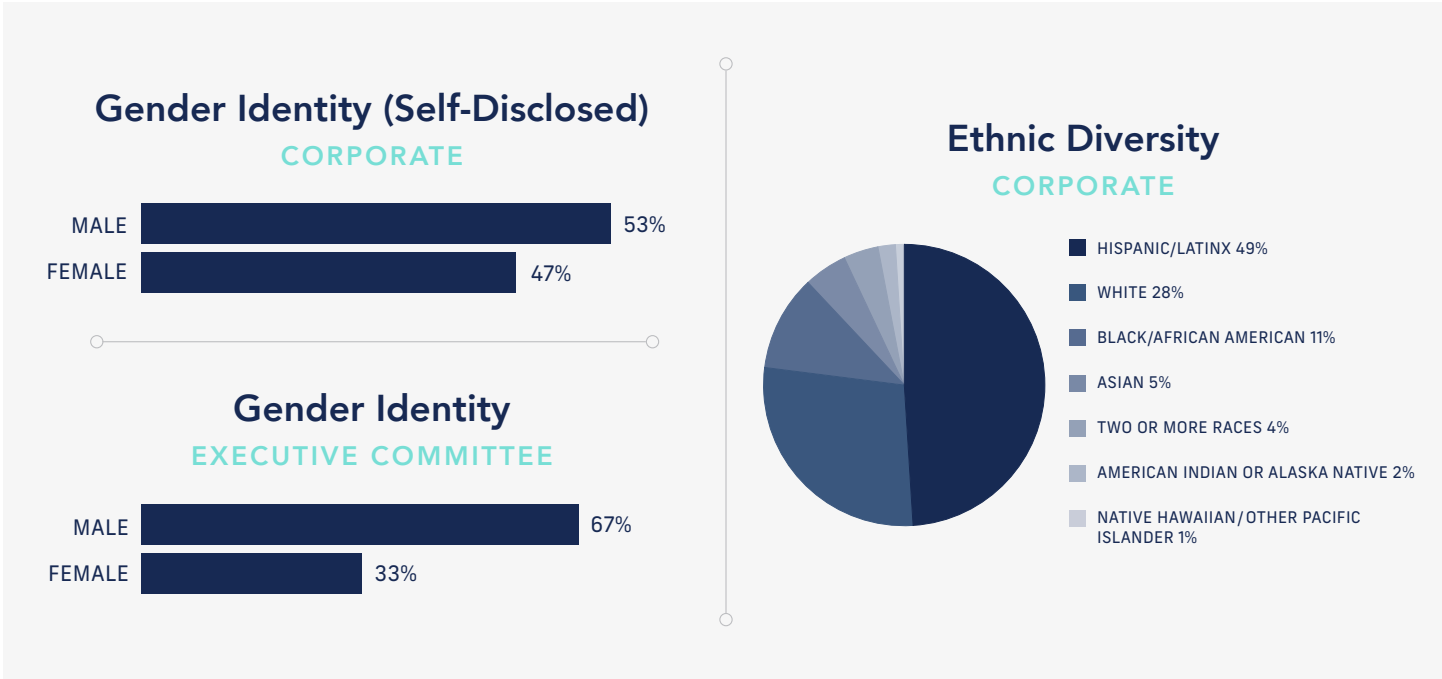
# Advancing Diversity and Belonging

We respect, value and actively celebrate diversity. We strive to create an environment where the guests, franchise owners, team members, suppliers and partners who walk through our doors feel included and are treated equitably.



## Diversity in the Workplace

G6 Hospitality recognizes the importance of building a diverse workforce, with targeted efforts to further increase representation across our organization and at leadership levels.



To ensure all feel welcome at our properties, we implemented a G6 Values Hotline for guests to voice any concerns that may relate to diversity and inclusion. All reports are then investigated by our corporate office within 24-hours.



# Culture of Belonging



Our purpose is creating a welcoming place for people to stay; we also want to create a welcoming place for people to work.

**CODE@6** COUNCIL ON DIVERSITY, INCLUSION & EQUITY In 2020, we launched our Council on Diversity, Inclusion & Equity (CODE@6), representing a broad range of diverse perspectives to educate and advise G6 Hospitality and our leaders around milestones and social issues.

## OWNERS ADVISORY COUNCIL

Select U.S. Motel 6 & Studio 6 Owners along with G6 senior management to discuss matters impacting the ownership, branding, franchising and operation of U.S. Motel 6 & Studio 6 motels.

## YOUNG PROFESSIONALS COUNCIL

Certain millennials fully integrated with U.S. Motel 6 or Studio 6 hotel management and development. This group promotes the franchise and development of our brands and focuses on creating new initiatives to enhance brand awareness that align with brand strategies.

## KICK IT@6 COMMITTEE

Certain team members responsible for culture and employee engagement through activities, team building and community events.

# Veterans



We appreciate the sacrifices of our military soldiers and are committed to supporting them both during and after their service.

- Through our Operation Next Step program, G6 Hospitality supports veterans and their families as they transition to the next phase of their careers.
- We support the military community with financial and in-kind donations to Dallas-area and national organizations, such as Carry the Load, the National Guard and Patriot Paws.
- Motel 6 and Studio 6 offer all active and retired military personnel and their families up to a 10% discount at all locations.



# Underserved Youth

In partnership with the University of North Texas Foundation, we created the G6 Hospitality Opportunity Fund which is focused on at-risk and underserved students. We also contribute to the Conrad N. Hilton College at University of Houston that distributes need-based scholarships for the hospitality school's students.

# COVID-19 Community Support

We partnered with the State of California to support Projects Roomkey and Homekey, programs instituted to protect Californians experiencing homelessness, protect human life, and minimize strain on health care system capacity. We worked with various cities and counties to negotiate Occupancy Agreements for the temporary use of our hotels and later sold six hotels to be used as permanent housing for the state's most vulnerable population.

# Team Member Wellbeing

We take a holistic approach to supporting the physical, mental and financial wellbeing of our team members.

## HEALTH & WELLNESS

We offer comprehensive benefits to support our team members' wellbeing, such as medical, dental and vision plans, virtual doctor visits, wellness programs, flexible spending accounts, life and disability insurance and a team member assistance program.

## MENTAL HEALTH

In partnership with our healthcare provider, we offer mental wellbeing benefits such as personalized therapy, motivational and behavioral therapy and support group sessions.

## RELIEF FUND

Our Care@6 Team Member Relief Fund is an anonymous fund created to support team members in financial hardship due to unforeseen circumstances, such as a weather-related event, excess medical bills or family emergency.

## VACCINATIONS & TESTING

As part of our commitment to team members' wellbeing, we provide support by offering leave time, allowing time off for employees to receive their vaccinations, as well as educational support surrounding the ever-evolving nature of Covid-19 and how to respond.



# Learning & Development

In the past year we have trained nearly 9,500 team members and franchise employees across our corporate office, as well as our owned and franchised properties. We are committed to providing team members with the opportunity to obtain, maintain or improve job-related skills.

## LEARNING@LIGHTSPEED

We have a dedicated learning platform, where members have access to training across a variety of topics to help them build skills for their current jobs and for the future. Our online training platform is available to every team member and franchise partner and includes more than 200 courses on developing an effective team and being a great team player.

## MANAGER-IN-TRAINING

A 5-week in-person learning experience. Operations leaders spend 3 weeks with a certified field trainer learning how to operate a location first-hand, followed by 2-weeks of classroom training connecting with senior leaders, franchise partners and other experts in the hospitality industry.

## EDUCATION ASSISTANCE

We provide reimbursement opportunities for exempt Motel 6 and Studio 6 management and field support office team members, giving them the opportunity to participate in courses of study at an accredited institution or organization specializing in job and career-related education and training.



Work moves fast, you need learning  
that won't slow you down



# Safeguarding Journeys

THE SAFETY AND WELLBEING  
OF EVERYONE WHO WALKS  
THROUGH OUR DOORS  
IS CENTRAL TO EVERYTHING  
WE DO.



We want our guests to feel confident when staying at our properties. Protecting those who choose to stay with us and work with us is a top priority.

# Safeguarding Journeys

We commit to prioritizing the safety and security of all guests and team members at our hotels. Protecting those who choose to stay with us and work with us is a top priority. We advance safety and wellbeing by focusing on cleanliness and hygiene, responding promptly to incidents and standing with survivors in the fight against human trafficking:



## CLEAN@6

We take a thoughtful and proactive approach to protecting the health and safety of our guests and team members. During the COVID-19 pandemic, we partnered with medical advisors, industrial cleaning providers and housekeeping specialists to develop Clean@6, our comprehensive initiative that focuses on three critical touchpoints – Enhanced Cleaning & Sanitization, Physical & Social Distancing and Safe Behavioral Practices.



In addition to following guidelines issued by the CDC and other federal agencies, we engaged the services of Corporate Medical Advisors, a member of the International SOS Group to review and provide ongoing guidance on our operating protocols. The world's leading medical & travel security services company, International SOS is uniquely positioned to provide global expertise ensuring that we are making informed, sound and defensible operational decisions, based on continually evolving scientific information.

Our medical advisor is board certified in both Internal Medicine and Occupational Medicine, with more than 30 years of experience advising organizations on how to protect the health of their employees and customers.

## ENHANCED PRACTICES

- **Cleaning & Sanitation:** All properties increased cleaning frequency with EPA-approved, anti-viral disinfectants for common areas, high-touch public surfaces and guest rooms.
- **Physical & Social Distancing:** We installed Plexiglas barriers at front desk terminals, implemented single-use key cards, curtailed housekeeping services and shared equipment offerings (lobby coffee service and vending area microwaves) to reduce interactions and asked guests to respect CDC recommended social distancing guidelines. We also reduced maximum occupancy for a time at certain properties to better allow for social distancing.
- **Safe Behavioral Practices:** We trained all team members on our Clean@6 standards and increased guest communications on best practices and property requirements. We provided additional paid leave at our company-owned locations to help support those who need to stay home for COVID related reason.
- **Franchisee Commitment:** G6 Hospitality is proud of the extraordinary degree of care that its franchise partners demonstrated while serving their guests and local communities during these unprecedented times. We will continue to prioritize health and safety with these guiding principles.



SAFETY AND SECURITY

Our Safety & Security Team is dedicated to ensuring that safety and security is a top priority for both team members and guests. Our Critical Incident Rapid Response Team prepares and plans ahead for a range of potential issues, responds in a timely manner to reports of critical incidents on property and serves to protect our guests and team members.

POLICIES AND PROCEDURES TO ENSURE THE SAFETY OF TEAM MEMBERS AND GUESTS

As part of G6’s commitment to operating responsibly, each year for our owned, operated, and managed properties, we evaluate and implement additional policies and procedures to help govern our anti-trafficking efforts. For our franchise properties, we evaluate and implement additional Brand Standards and recommend best practices our franchise owners can employ to support our anti-trafficking efforts. We have had policies and procedures in place for many years that are designed to limit crime at our hotels, including human trafficking. However, we continue to refine and enhance our policies and procedures to respond to the evolving and adaptive nature of the crime.



# Commitment to Human Rights

## **G6 Hospitality condemns all forms of human trafficking.**

Trafficking of people violates basic human rights and constitutes a global societal problem in which multiple stakeholders must partner to eradicate this problem. G6, with a focus on its Motel 6 and Studio 6 brands, takes a proactive, zero-tolerance stance on human trafficking. There is nothing more important to G6 than the safety and well-being of our guests, our team members, franchise partners, and the communities in which we operate. G6 implements a variety of practices that help to identify and prevent human trafficking through enhanced safety and security procedures; employee and franchise education, training and response; and partnerships and advocacy.

### **SURVIVOR SUPPORT**

G6 recognizes that often trafficking survivors face significant challenges in accessing resources and social services to rebuild their lives. According to Polaris, in many parts of the United States, specialized survivor support and recovery programs may not exist or are under-resourced to meet the high demand for services and assistance. G6 remains committed to this vision, and supports organizations such as New Friends, New Life in its survivor-centered mission. G6 will continue to take a survivor-centered approach to this issue and work with survivors, anti-trafficking task forces and organizations.



# Education, Training and Response

Our commitment to anti-trafficking efforts is made clear through our comprehensive awareness, training and response program. The Anti-Human Trafficking Rapid Response Team plans, coordinates and executes anti-human trafficking awareness training ahead of signature events. We often partner with law enforcement to support our anti-human trafficking efforts.

We train all team members — from the General Manager through the most junior housekeepers — and its franchise owners to be the “eyes and ears” of our brand and to notify local police and the G6 Hotline upon observing any signs of suspected human trafficking or prostitution.



**ROOM NEXT DOOR** is offered through G6's online learning management system. All G6 Hospitality team members at owned and managed hotels are required to take this training annually, and franchise owners are required to provide this training to their hotel team members.



**WHAT'S BEHIND THE DOOR** is a video series designed to supplement G6's anti-trafficking training efforts. The short videos highlight a single topic to enhance the Room Next Door Training by keeping G6's anti-trafficking efforts top of mind.



**ENHANCED REPORTING AND TRAINING** to ensure General Managers proactively mitigate issues identified and escalate to either the G6 or National Human Trafficking Hotline and G6 Safety & Security team. This training has led to an increase in escalation and reporting of human trafficking activity and enables our Safety & Security teams to respond promptly and provide additional training as appropriate.



**THE RAPID RESPONSE TEAM** responds promptly to reports of trafficking activity that come into the hotline to investigate and ensure adherence to anti-human trafficking policies. The team works closely with local law enforcement and anti-trafficking and survivor organizations in the community.

**G6 SOAP PACKAGING** was updated during 2020 to include the National Human Trafficking Hotline on the back. This packaging was created to provide in-room collateral in a space where someone is alone and has access to this resource.



**THE G6 ACCOUNTABILITY INITIATIVE** is designed to encourage accountability and excellence in reporting incidents of trafficking and other proactive anti-trafficking measures. Through awareness and training programs, team members are taught to report incidents to law enforcement, hotel management, the company and/or the National Human Trafficking Hotline. Team members receive internal recognition for their actions. Similarly, failure to report trafficking may result in employee termination, termination of franchise agreement (pursuant to Brand Standards), additional action from the Rapid Response Team, routine requests for data and check-ins and/or additional trainings. G6 has updated signage to all of its properties to be displayed in public areas. G6 complies with all anti-trafficking signage ordinances throughout the country.



Through our **BRAND STANDARDS AND FRANCHISE OWNER CODE OF CONDUCT**, we set the ethical standards by which our franchisees must operate, setting clear expectations on our efforts to combat trafficking.





# Survivor Support, Partnership and Advocacy

G6 Hospitality recognizes that trafficking survivors often face significant challenges in accessing resources and social services to rebuild their lives. G6 remains committed to providing for survivors, aiding in their support, and working with anti-trafficking task forces and organizations to assist in the rescue of victims.

G6 is committed to partnering with anti-trafficking and survivor service organizations as well as law enforcement. In addition to being an ECPAT-USA member, we are a member of the Texas Businesses Against Trafficking Alliance. Through our active membership in the American Hotel & Lodging Association, G6 participates in the industry wide No Room for Trafficking campaign, issue round tables, public awareness, and state advocacy days.

In addition, we provide financial support to several organizations working at the forefront of anti-trafficking efforts and survivor support programs including New Friends New Life and Truckers Against Trafficking. G6 works with law enforcement anti-trafficking units (in compliance with G6's privacy policy) across the country to support efforts to prevent and respond to trafficking incidents. G6 also partners with law enforcement agencies across the U.S. and Canada to provide operational support using our assets. These are coordinated through our Safety & Security department, and all are ultimately for the benefit and rescue of victims of sex work or human trafficking.



# Our Partnerships

We strive to have a diverse franchisee population and are committed to representing the communities we live in and serve.

## INDUSTRY COLLABORATORS:

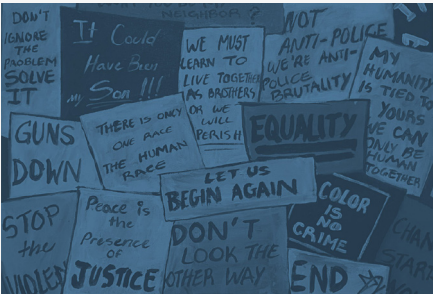
- National Association of Black Hotel Owners, Operators & Developers (NABHOOD)
- Hotel Opportunities Latin America
- Latino Hotel Association
- Asian American Hotel Owners Association (AAHOA)
- American Hotel and Lodging Association (AHLA)



Our commitment to our community captures the spirit of our team members, leadership and our owners. We serve our communities through volunteerism, including our National Day of Service, and philanthropy, with a focus on veterans, racial justice, underserved youth and disaster relief.

## COMMUNITY INITIATIVES WE SUPPORT INCLUDE:

- AHLA ForWard
- New Friends New Life
- Truckers Against Trafficking
- ECPAT
- Texas Businesses Against Trafficking
- Patriot Paws
- IAHTI - International Association of Human Trafficking Investigators
- Carry the Load
- The Initiative: The Blue and Black Partnership
- Equality Texas
- America Competes/Texas Competes
- The Hispanic Leadership Summit/Hispanic Star
- National Guard Anniversary Commemoration
- Armed Services YMCAs
- UT Dallas Student Veterans
- University of North Texas, College of Merchandising, Hospitality and Tourism



PARTNERING FOR PROGRESS: We are proud to be a founding sponsor of the newly created nonprofit THE INITIATIVE: Advancing the Blue and Black Partnership™. Founded by graduates of the Howard University School of Law, THE INITIATIVE was created to help heal the community-police relationship and build healthier communities. THE INITIATIVE identifies programs that bring police and diverse communities together, intended to build productive relationships. The organization’s approach involves partnering with stakeholders to evolve legal and institutional practices and implement scalable solutions that create systemic change in policing practices.

# Operating Responsibly

WE OPERATE ETHICALLY  
TO BUILD A CULTURE  
OF TRUST.



We integrate our Lightkeeper Culture into our business and maintain a robust governance program designed to achieve our ESG goals and ensure we operate with high ethical standards. Reputations and trust are built over time, but they can be lost in a moment. So we strive to Do the Right Thing always. Our commitment creates a culture where employees are encouraged to speak up and take action.

# Oversight by Management

G6's Executive team, owners and all leaders are committed to strong governance practices. G6 is strongly committed to transparent leadership from all stakeholders including its franchise partners. We have created the following councils and committees to further strengthen and build our institutional culture of trust:



## GG ESG COMMITTEE

Our Environmental, Social and Governance committee oversees our ESG strategy and helps develop measurable, sustainable goals as we continue on our ESG journey. The committee meets on a quarterly basis and oversees the production of annual reporting and updates on our progress toward our 2025 Goals.

The committee is made up of representatives from key areas of expertise throughout the organization including, but not limited to: legal, risk management, safety and security, communications, public relations, human resources, training and development, construction and design, finance and tax, franchise and corporate operations support, as well as brand performance and quality.

The committee's executive oversight includes our CEO, General Counsel and Chief Compliance Officer, and Chief Human Resources Officer.

## FRANCHISE REVIEW COMMITTEE

Cross-functional team responsible for reviewing current processes and franchise properties compliance and determine appropriate actions.

## ENTERPRISE RISK MANAGEMENT COMMITTEE

Select leaders responsible for identifying company's top risks and collaborating with stakeholders to implement mitigation strategies.

## ANTI-HUMAN TRAFFICKING TASK FORCE

Cross-functional team responsible for oversight, central coordination and management of the anti-human trafficking program.

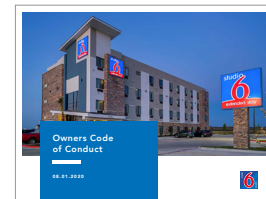


# Doing the Right Thing: Our Compliance Program

The success of our business is dependent on the trust and confidence we earn from our Team Members, guests, vendors and partners. We launched our first compliance manual in the form of a Code of Conduct in 2019. Our Code of Conduct ensures integrity remains at the heart of everything we do. We also require employees and franchisees to take additional trainings throughout the year to maintain a culture of compliance. Annual trainings include:

## ANTI-CORRUPTION POLICY

Our success is also based on the quality of the services we provide to our guests and never on unethical or illegal behavior. We do not tolerate acts of bribery or corruption. Our Anti-Corruption policy underscores our commitment to complying with laws and regulations where we conduct business around topics such as bribery, extortion and retaliation.



## DIVERSITY, ANTI-HARASSMENT AND ANTI-RETALIATION POLICIES

G6 Hospitality strives to create an environment where all who walk through our doors feel included and are treated equitably. We do not tolerate any form of discrimination or harassment based on race, religion, color, national origin, gender, sexual orientation, disability, age or any other characteristic protected by applicable law and we prohibit retaliation against anyone who reports a concern or participates in an investigation. Our comprehensive diversity policy outlines our philosophy on diversity and belonging as well as our key focus areas.

## CONFLICTS OF INTEREST STATEMENT

We expect all team members to conduct themselves with the highest level of integrity in all dealings with other team members, guests, suppliers, vendors, contractors, and any others doing business with G6. We avoid conflicts or the appearance of a conflict between our company's interests and our personal interests. We ensure that our business decisions are based on merit and fair treatment and avoid conflicts of interest.

## Compliance Corner

We believe that effecting change and culture in an organization isn't a one-time training event, and we employ strategies to embed ethics into our daily culture. In 2020, we began "Compliance Corner" which provides short engaging videos, articles and messages from leaders as a monthly resource on compliance and risk topics for our team members.





# Hotlines

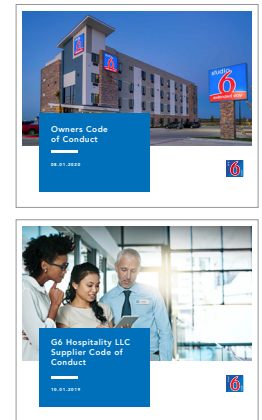
In 2019 we also updated and rolled out an enhanced Hotline to enhance our approach to incident response for our team members and franchisees. We believe everyone should feel comfortable speaking up, particularly with respect to ethics and safety concerns. All team members are encouraged to report instances of questionable, unethical behavior along with safety and security incidents through the G6 Hotline. All reported instances are investigated to determine the appropriate course of action.

In 2020, we activated a Values Hotline for our guests to report situations where we are not living up to our values. It gives our guests a voice and provides us with insight into situations where we are not meeting our commitment to ensuring all guests feel welcome at our hotels.



# Owners and Suppliers Code of Conduct

Our Code of Conduct isn't just for our team members. In 2020, we also rolled out an Owner's Code of Conduct for our franchisees and a Supplier's Code of Conduct to ensure those with which we do business hold themselves to the same high standards of conduct. These Codes ensure integrity remain at the heart of everything we do and serve as a guide for our owners and suppliers to make thoughtful and ethical decisions.

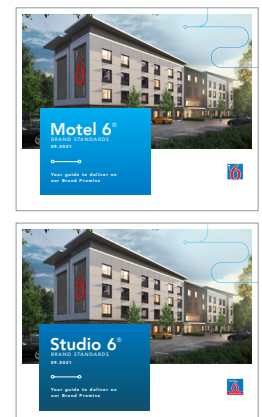


# Due Diligence

Starting in 2019, we began performing enhanced due diligence on all of our new franchise partners, development consultants and key vendors in order to maintain our integrity standards.

# Brand Standards

Motel 6 and Studio 6 require all of our owned and franchised properties to follow minimum standards that are outlined in our Brand Standards. These standards are the guide to ensure our owners deliver on our Brand Promise: To deliver clean, comfortable rooms and great experiences at all Motel 6 and Studio 6 hotels. Some of our ESG related requirements include reducing the use of plastics and Styrofoam for guest use and encouraging use of recyclable products.



# Enterprise Risk Assessment

On an annual basis we conduct an enterprise risk assessment to identify key risks to our brand and business. It is our steadfast belief that we are responsible for ensuring that we mitigate operational risks to the extent that we are able, so we engage in a methodical review of our business and operational risks to ensure that we are deploying resources thoughtfully and intentionally. Although operational risks and risk profiles change over time, some of our current areas of focus are our team members and guests. We have focused on a number of risk areas, including some of the following: Discrimination Prevention, COVID 19, Human Trafficking, IT Data Security, Team Member and Guest Safety.

To continue enhancing the protection of our brands we've implemented the following:

- Safety, Security and Operations teams conduct annual assessments of all owned properties to understand risks and guide immediate operational actions to protect team members and guests.
- We began remote auditing of owned locations in 2019 to identify and further support controls and training protocols in place.
- In 2020, we began developing a process to protect all brands and owners by identifying any red flags that could indicate fraudulent behavior.
- Automated franchise business reporting packages for performance and quality reviews in 2020 to enhance data return.

## Public Policy, Advocacy and Political Activities

We are committed to representing our diverse interests in the communities where we live and operate. Our leaders serve on the boards or actively participate in numerous public policy and advocacy groups including:

- International Franchise Association – World's largest membership organization for franchisors, franchisees and franchise suppliers that provides industry-leading events, advocacy, education and growth opportunities to the franchise community
- AHLA Foundation – Helps people build careers, improve their lives, and strengthen the lodging industry by giving them the necessary tools, resources and education.
- AHLA Executive Committee and Advocacy Cabinet – provides strategic advice and direction to AHLA's advocacy agenda and policies leading to AHLA's advocacy positions, engagement with policymakers and community leaders and representation of the hospitality industry
- Texas Hotel Lodging Association Board – Largest state hotel association in the nation advocating for legislation and providing resources to promote the lodging industry in Texas.



We support the right of our team members, as individuals, to participate personally in the political process, including making political contributions. G6 Hospitality's political contributions are strictly regulated and must always be approved by the Legal/Compliance Department. Our policy does not allow team members to use company funds or resources for personal political activities, including contributions to political candidates or parties.

# Cybersecurity and Data Privacy at G6



We are committed to protecting the privacy and security of the data we collect. We handle the personal data of our team members, guests, vendors and third parties with care and vigorously protect it. Our Information Security Policy and Privacy Policy outline our process for collecting personal information and how it is used, as well as the oversight of the function at G6 Hospitality.

## IT GOVERNANCE

The G6 Hospitality Chief Information Security Officer (CISO) is responsible for establishing and maintaining the company's security posture and strategy, informed by the company's overall business goals and priorities. The CISO conducts detailed quarterly briefings with the CEO and Chief Information Officer and holds monthly security briefings with the full G6 Executive Committee. The G6 CISO also acts as a subject matter expert to the G6 Enterprise Risk Management Committee, which oversees and steers all enterprise risk management activities, including maintaining and publishing the G6 Enterprise Risk Register.

G6 Hospitality uses a risk-based approach to both IT governance and the application of security and privacy controls. This allows the company to place the greatest emphasis and spending on those areas with the potential greatest impact to the company, its guests, team members, and franchisees.

G6 aligns with the NIST CSF (National Institute of Standards and Technology Cybersecurity Framework) to manage security risks and aid in regulatory compliance.

## REGULATORY COMPLIANCE

G6 Hospitality complies with all relevant data privacy and data breach laws in the 50 U.S. states, U.S. territories, the District of Columbia, and Canada. G6 Hospitality's Chief Information Security Officer and Legal team track and

monitor pending legislation to ensure that G6 complies fully with all future laws and regulations as well.

G6 Hospitality is fully compliant with the Payment Card Industry Data Security Standards (PCI DSS) and undergoes annual audits by an external assessment firm.

G6 Hospitality web sites and mobile applications meet all applicable Americans with Disabilities (ADA) standards for access and use.



## PRIVACY PROGRAM

G6 Hospitality is dedicated to ensuring the confidentiality of the guest, team member, and franchisee personal information entrusted to it. To meet this obligation, G6 publishes a comprehensive Privacy Policy outlining the personal information it collects, the purpose to which this information is used, and the parties with whom it is shared. This policy also provides a way for individuals to exercise their privacy rights under applicable laws. G6 Hospitality does not sell, trade, or rent personal information to parties outside the company and our franchisees.

## CYBERSECURITY PROGRAM

G6 Hospitality is dedicated to developing and maintaining an ever evolving, best in class, cybersecurity posture to protect sensitive information and infrastructure. G6 employs a multi-layered, defense-in-depth approach to secure its systems, networks, and information.



The company's goal is to provide its team members, franchisees, and customers with security and privacy protections that meet or exceed industry standards in the most cost-effective manner possible.

G6 Hospitality integrates security and data privacy standards and controls into all applicable business processes, including software development, product and partner selection, communications, project management, contract negotiation, e-commerce, and customer interaction.

## VENDOR RISK MANAGEMENT

As companies increasingly rely on external parties for data processing and critical services, the ability of these external parties to protect the sensitive information and access with which they are entrusted is critical. G6 Hospitality relies on a thorough and mature Third-Party Risk Management Program to ensure all G6 partners meet the company's security and privacy standards before granting access or sharing information with them. Third parties that are critical to revenue or handle sensitive G6 information are monitored throughout the year to ensure these standards are maintained.

## AWARENESS – A CULTURE OF SECURITY AND PRIVACY

G6 strives to create a strong security culture through an extensive security and fraud awareness program for all team members. G6 employs a wide variety of training options, including monthly video-based training, phishing and social engineering simulation, dedicated PCI training for those who deal with credit card information, informal "lunch & learn" sessions, company bulletins, and semi-annual testing of its cyber incident response plans for both technical teams and executives.

## CLOUD MIGRATION

For several years now, G6 has undergone an enterprise-level digital transformation. A key part of this transformation has been to move key functions to the cloud and reduce reliance on on-site technical resources. This effort allowed G6 to take advantage of not only the elasticity and resiliency of the cloud, but also allowed the

company to focus on the improved security, governance, risk, and compliance architecture being built into these services, including container security, API security, cloud HSM, and SecDevOps. A benefit of this effort has been a significant reduction in the physical space and electric power needs of the company, furthering our commitment to our environmental goals.

G6 has reached the following milestones:

- In late 2019 and early 2020, G6 moved all major revenue-generating systems and applications to its own cloud or outsourced them to a strategic partner.
- G6 reduced the physical size of its on-site data center spaces by 50% in 2019.
- G6 completely closed its 3rd party co-location facility in early 2020.
- G6 decommissioned dozens of older servers and other technical hardware in 2019 through 2021.



# Global Reporting Initiative



Our reporting follows the Global Reporting Initiative (GRI) disclosure framework, an internationally recognized set of indicators for economic, environmental and social aspects of business performance. In the GRI Index, we provide our stakeholders with references where they can locate content of interest. Future reports will include Sustainability Accounting Standards Board (SASB) disclosures recommended for use in the hotel and lodging industry.

DISCLOSURES	DESCRIPTION	LOCATION AND/OR RESPONSE
ORGANIZATIONAL PROFILE		
102-1	Name of the organization	G6 Hospitality LLC
102-2	Activities, brands, products and services	Company Overview ( <a href="#">page 5</a> )
102-3	Location of headquarters	4001 International Pkwy, Carrollton, TX 75007
102-4	Location of operations	Company Overview ( <a href="#">page 5</a> )
102-5	Ownership and legal form	G6 Hospitality LLC is owned by Blackstone Inc.
102-6	Markets Served	Company Overview ( <a href="#">page 5</a> )
102-7	Scale of the organization	Company Overview ( <a href="#">page 5</a> )
102-8	Information on employees or other workers	Opening Doors ( <a href="#">page 16</a> )
102-12	External initiatives	UN Sustainable Development Goals ( <a href="#">page 10</a> )
102-13	Membership of associations	Safeguarding Journeys ( <a href="#">pages 25-26</a> )
STRATEGY		
102-14	Statement from senior decision-maker	Message from our CEO ( <a href="#">page 3</a> )
102-15	Key impacts, risks and opportunities	Our Strategic ESG Framework ( <a href="#">page 8</a> )
ETHICS		
102-16	Values, principles, standards and norms of behavior	Ethics & Compliance ( <a href="#">pages 15 &amp; 29</a> )
102-17	Mechanisms for advice and concerns about ethics	Ethics & Compliance ( <a href="#">page 30</a> )
GOVERNANCE		
102-18	Governance structure	Board of Directors ( <a href="#">page 28</a> )
102-19	Delegating authority	ESG Committee ( <a href="#">page 28</a> )
102-20	Executive-level responsibility for economic, environmental, and social topics	ESG Committee ( <a href="#">page 28</a> )
102-21	Consulting stakeholders on economic, environmental, and social topics	ESG Committee ( <a href="#">page 28</a> )
102-22	Compositions of the highest governance body and its committees	Board of Directors ( <a href="#">page 28</a> )
STAKEHOLDER ENGAGEMENT		
102-40	List of stakeholder groups	Operating Responsibly ( <a href="#">page 28</a> )
102-42	Identifying and selecting stakeholders	Operating Responsibly ( <a href="#">page 28</a> )
102-43	Approach to stakeholder engagement	Operating Responsibly ( <a href="#">page 28</a> )
102-44	Key topics and concerns raised	Operating Responsibly ( <a href="#">page 28</a> )

DISCLOSURES	DESCRIPTION	LOCATION AND/OR RESPONSE
REPORTING PRACTICES		
102-45	Entities included in the consolidated financial statements	Entities are included as evidenced in our FDD here: <a href="#">Motel 6</a> and <a href="#">Studio 6</a> .
102-46	Defining report content and topic boundaries	We have defined report content in consideration of our value chain impacts and the information of greatest interest to our stakeholders.
102-49	Changes of reporting	Issuance of first ESG report from G6 Hospitality to serve as baseline for future reporting.
102-50	Reporting period	Our first reporting period is 2019-2021, with annual reporting afterwards.
102-51	Date of most recent report	December 2021 (covering 2019-2021 year to date at time of issuance).
102-52	Reporting cycle	Annual
102-53	Contact point for questions regarding the report	<a href="mailto:Romaine_Ama@g6hospitality.com">Romaine_Ama@g6hospitality.com</a>
ECONOMIC		
201-1	Economic performance	Access to our economic performance can be found here: <a href="#">Motel 6</a> and <a href="#">Studio 6</a> .
203-1	Indirect economic performance	Protecting the Planet ( <a href="#">page 13</a> )
205-1	Communication and training on anti-corruption policies and procedures	Operating Responsibly ( <a href="#">page 29</a> )
ENVIRONMENTAL		
302-1	Energy	Protecting the Planet ( <a href="#">page 13</a> )
303-1	Water	Protecting the Planet ( <a href="#">page 13</a> )
306-1	Waste	Protecting the Planet ( <a href="#">page 13</a> )
SOCIAL		
401-1	Employment	Opening Doors ( <a href="#">page 16</a> )
403-1	Occupational Healthy and Safety	Safeguarding Journeys ( <a href="#">page 21</a> )
404-1	Training and Education	Opening Doors ( <a href="#">page 19</a> )
405-1	Diversity and Equal Opportunity	Opening Doors ( <a href="#">page 16</a> )
412-1	Human Rights Assessment	Safeguarding Journeys ( <a href="#">page 23</a> )
413-1	Local Communities	Safeguarding Journeys ( <a href="#">page 26</a> )
415-1	Public Policy	Operating Responsibly ( <a href="#">page 31</a> )
416-1	Customer Health & Safety	Safeguarding Journeys ( <a href="#">page 21</a> )
418-1	Customer Privacy	Operating Responsibly ( <a href="#">page 31</a> )



G6 HOSPITALITY  
4001 International Parkway  
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