



SUN SET





THE MAYA BELIEVED THAT WE ARE
CONNECTED TO EACH OTHER AND
EVERYTHING AROUND US. THAT
BELIEF IS DEEPLY EMBEDDED IN
SUNSET WORLD'S BUSINESS ETHIC.

IMPACT



The **team** we empower through employment.

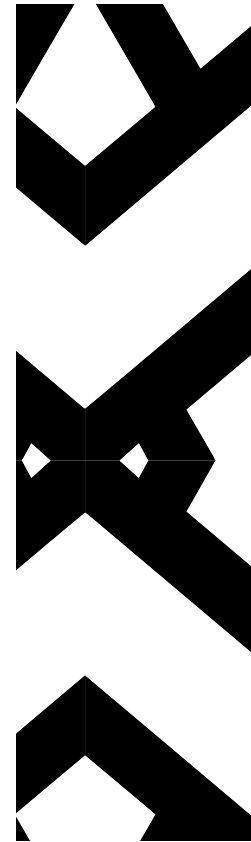
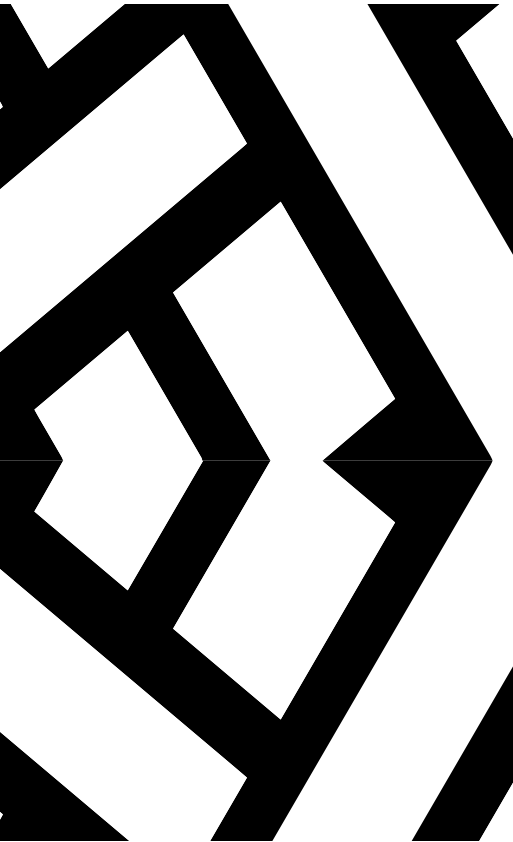
Long-term, we'll measure our success not by numbers alone, but by the thousands of lives we've impacted. Guests, members, employees and indigenous communities throughout the Yucatán Peninsula represent the human story, each one a leaf on our corporate family tree.



The **community** we enrich through outreach.



The **guests** we serve through hospitality.



QUALITY, C
RESPONSIB



OUR FINANCIAL STABILITY
AND EFFICIENT OPERATIONS
GROUND US, BUT IT'S OUR
HUMANITY AND VALUES
THAT SHAPE OUR CULTURE.



COMMITMENT, RELIABILITY, EFFICIENCY, LEADERSHIP,
STABILITY, INNOVATION, HONESTY, AND TEAMWORK.



TEAM



Long before Sunset World Resorts & Vacation Experiences existed, our founders were pioneers on this land, establishing strong bonds with people who, like them, had come to the Yucatán seeking new opportunities. Over the years, we've remained committed to our focus on the needs of our family of employees — and we have earned their lasting loyalty. Our company has become the soil from which so many individuals have grown toward their dreams and in which their families have blossomed. Their personal stories tell our story.

Members of Sunset World's executive team who participated in transforming Cancún into an international vacation destination continue to hold leadership positions in local tourism organizations and contribute to the quality of life for multigenerational families who, like ours, make Cancún their home.



We are a 100% Mexican company with enduring ties to our culture and a profound allegiance to our community.



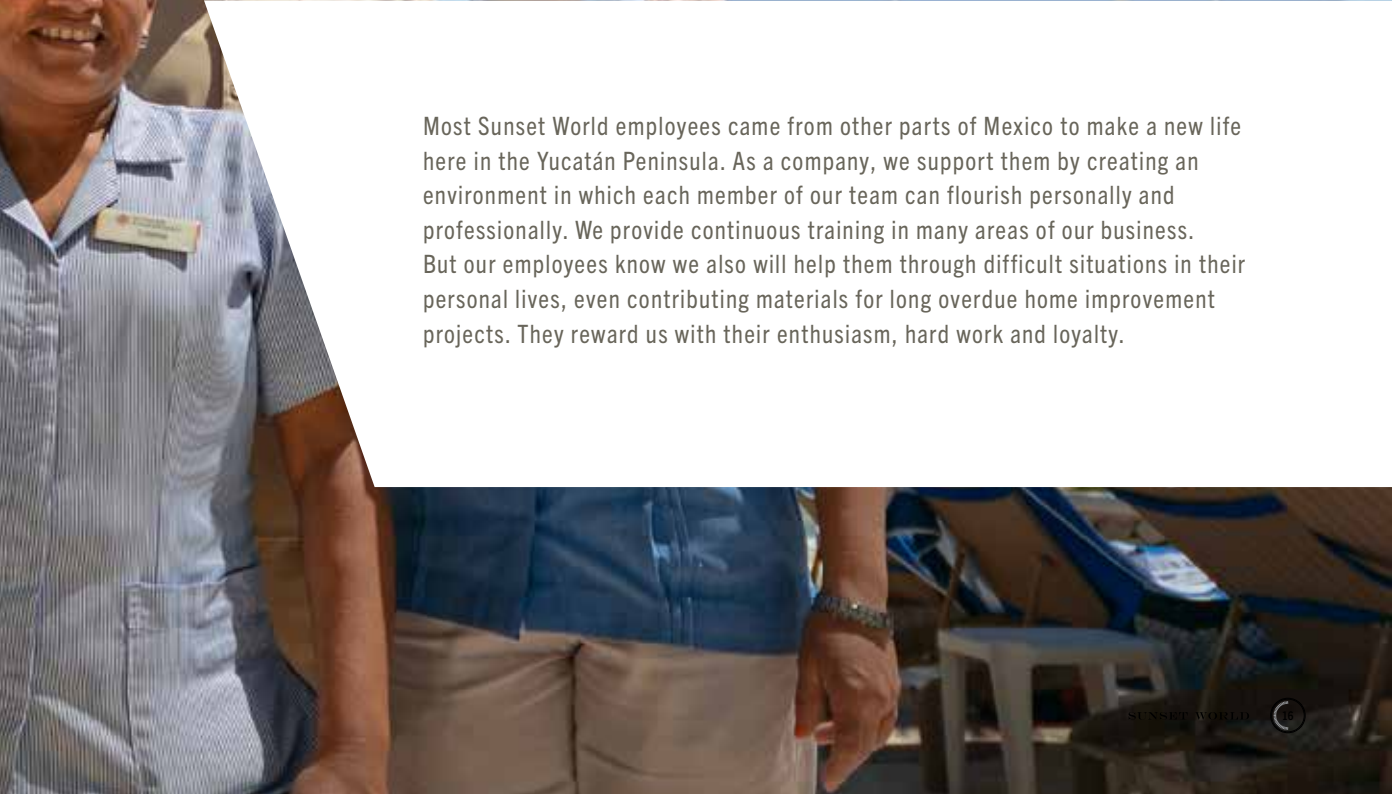


OUR PEOPLE ARE THE HEART OF OUR BUSINESS.

We are at home in our hotels, living and dining alongside guests, members and staff. Many of our employees have been with us for decades and we consider them family.



Most Sunset World employees came from other parts of Mexico to make a new life here in the Yucatán Peninsula. As a company, we support them by creating an environment in which each member of our team can flourish personally and professionally. We provide continuous training in many areas of our business. But our employees know we also will help them through difficult situations in their personal lives, even contributing materials for long overdue home improvement projects. They reward us with their enthusiasm, hard work and loyalty.

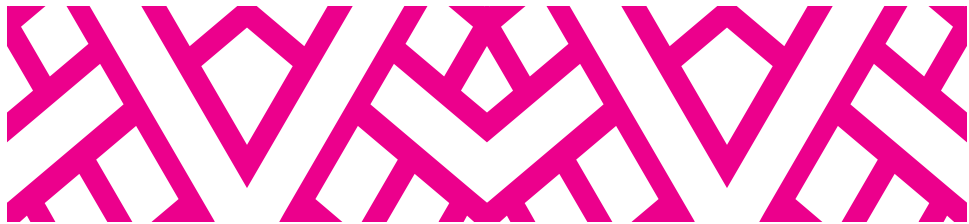


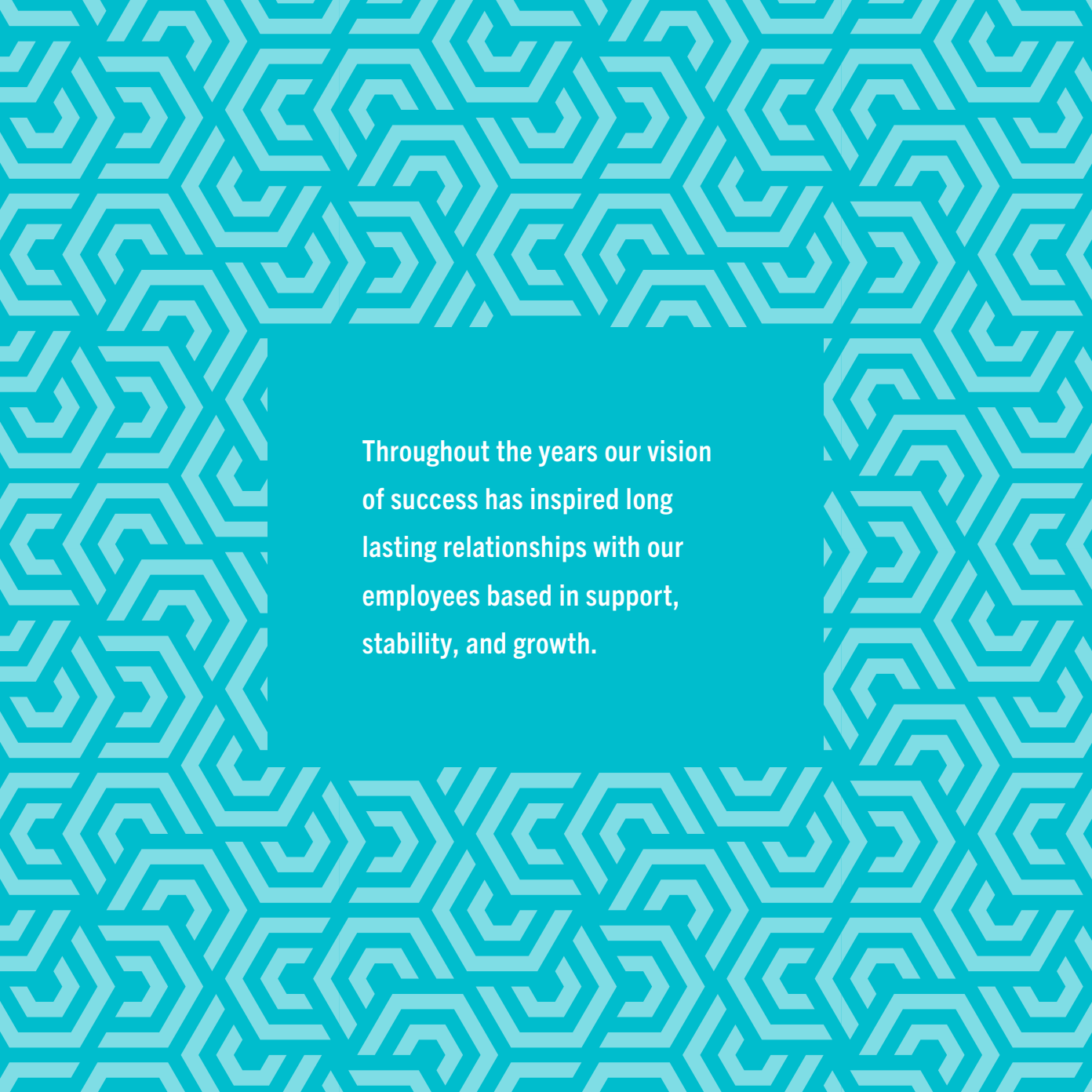
A close-up photograph of a chef's hands. The chef is wearing a dark grey or black long-sleeved shirt with a white cuff. They are holding a white ceramic pitcher and pouring a dark, thick sauce onto a dish. The dish is served on a white rectangular plate and consists of a golden-brown, crispy base topped with fresh green herbs and dark leafy vegetables. The background is a bright, out-of-focus beach scene with a clear blue sky and turquoise water. The word "PASSION" is overlaid in large, bold, pink capital letters across the center of the image.

PASSION



PASSION FOR WHAT WE DO MEANS WE
TREAT OUR MEMBERS LIKE FAMILY, AND
THEY DO LIKEWISE. STRONG TIES AND LONG
LASTING FRIENDSHIPS ARE OUR HALLMARK.





Throughout the years our vision
of success has inspired long
lasting relationships with our
employees based in support,
stability, and growth.





TALENT



SANTIAGO BRISEÑO



23 YEARS WITH SUNSET WORLD / WAITER CAPTAIN TO GENERAL MANAGER AT SUNSET MARINA

Santiago came from México City in 1986. He started working for Sunset World in 2000 as a Waiter Captain in Sunset Royal Beach Resort. After a prosperous, non-stop ascending career that took him to many operational positions in most of the hotels of the company, now he is proudly the General Manager at Sunset Marina. Thus, he has been able to raise eight children, the eldest having achieved a major in Tourism Administration and the youngest studying high school already.



DAVID BÁRCENAS

26 YEARS WITH SUNSET WORLD / WAITER TO GENERAL MANAGER AT SUNSET ROYAL

A native of Querétaro, David Bárcenas combined his first-hand experience working as a waiter in Sunset World resorts with knowledge he gained completing restaurant and bar management courses—everything from Beer and Wine Tasting to Efficient Complaint Handling—to become a General Manager at Sunset Royal. Married a year after joining Sunset World, David raised two children with his wife — one in high school and one in college.





EDGAR OSORIO


20 YEARS WITH SUNSET WORLD / SYSTEMS DEVELOPER TO SYSTEMS DIRECTOR

The son of a former executive assistant to one of Sunset World's vice presidents, Edgar was able to pursue a degree in systems engineering full-time. While he was still a student, Orlando Arroyo asked him to tackle a technical problem. The CEO was so impressed with Edgar's solution he offered him a job as a Systems Developer. Fifteen years later, Edgar is Sunset World's Systems Director. He enjoys the challenge of developing systems to fulfill the company's vision with the continued trust and support of the company that gave him his professional start and his mother a well-paying, long-term career that allowed her to provide him with a good education. Now is Edgar's turn raising a 17-year old son.





UNITY



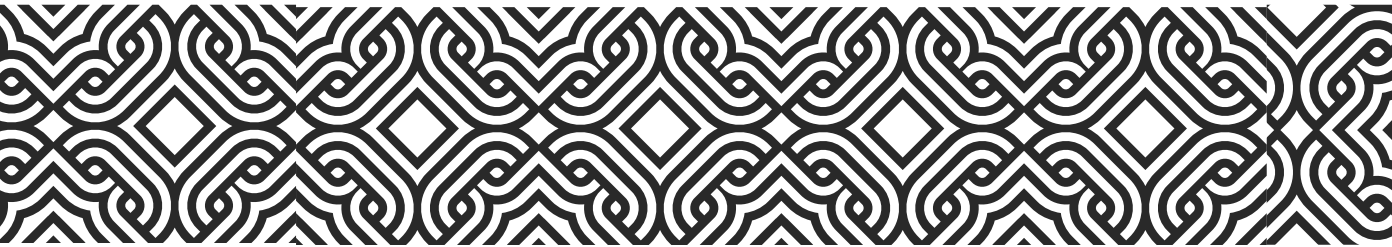
In the wake of Hurricane Wilma — the Category 5 storm that ravaged Cancún and the Riviera Maya in 2005 — 70% of Sunset World’s infrastructure was in ruins. Many of our employees had stayed on-site during the storm to care for members and guests, even before they were able to check on their own families. Once the storm passed and the last guests returned home, Sunset World employees moved from room to room, floor by floor, clearing away damaged furniture and cleaning up debris. Their enthusiasm never flagged. Sunset Royal was the first Cancún hotel to open, only one month later. It is a source of great pride for us that our employees made that possible, as well as the fact that every one of them kept their job and never missed a paycheck though the following months as Cancún recovered and rebuilt.

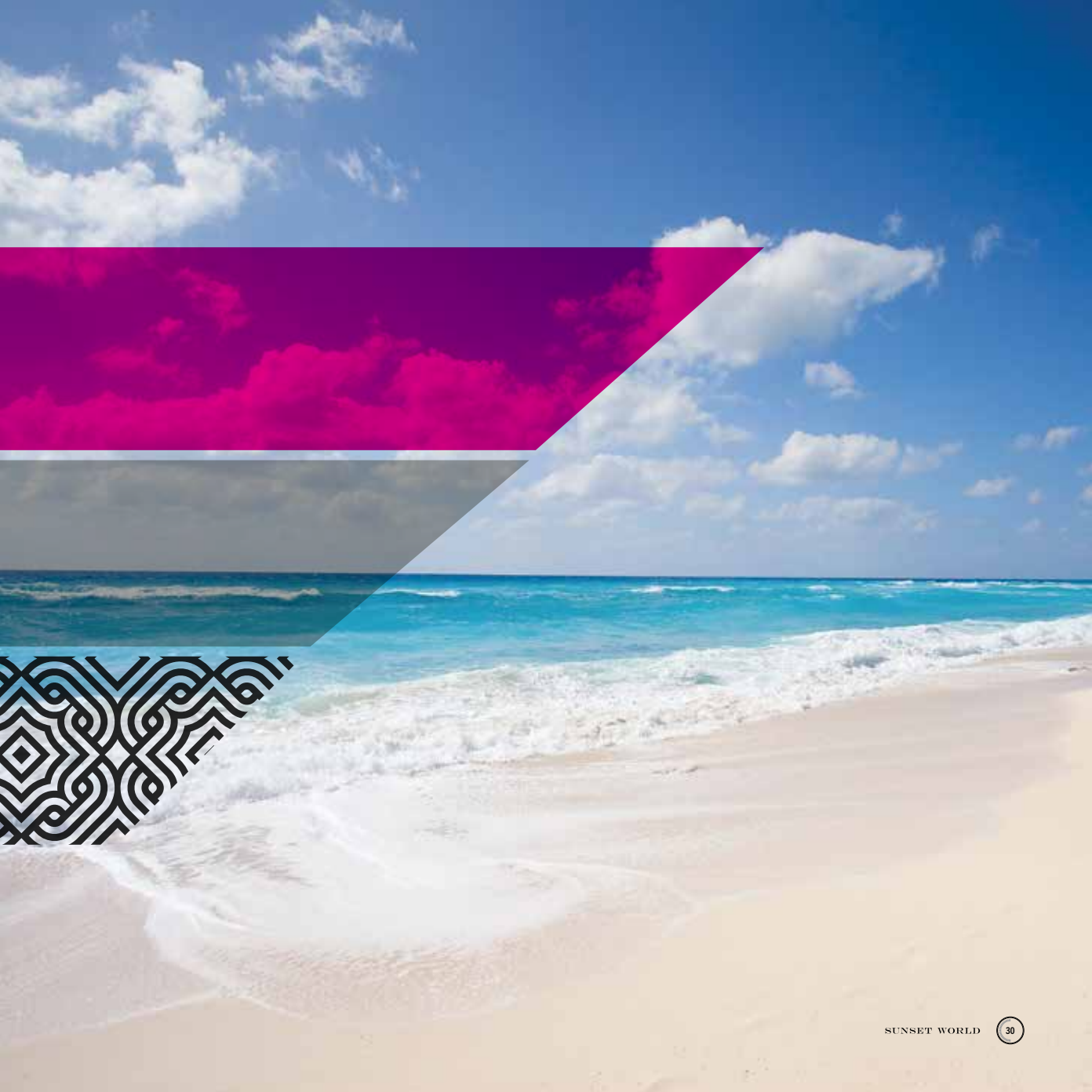
Our humanity can be seen in the faces of our staff – they reflect the warmth and vibrancy of the Mexican culture.



WE ARE IMAGINATIVE PROBLEM-SOLVERS AND PROUD HOSTS.

Orlando Arroyo spearheaded the first beach recovery program in Cancún in 2001 to stem beach erosion and Sunset World was part of “the world’s largest beach party” to support beach conservation. Cancún’s white sand beaches are among the most beautiful in the world - their preservation is an ongoing initiative for our company and a mission we hold dear.





Sunset has also launched and celebrated major events showcasing our culture, traditions and natural resources, including:



**ANNUAL TURTLE
RELEASE**



**EARTH
HOUR**



**HACIENDA
TRES RÍOS
TRIATHLON**



**MAYAN-TIBETAN
CULTURAL
ENCOUNTER
2011-2012**





**WORLD
ENVIRONMENT
DAY**



**SUNSET WORLD
POP CULTURE
FEST 2013**



**SUNSET WORLD
BOAT PARADE**



**WORLD
WATER
DAY**



**WORLD
WETLANDS
DAY**



OUR LOCAL ECONOMY

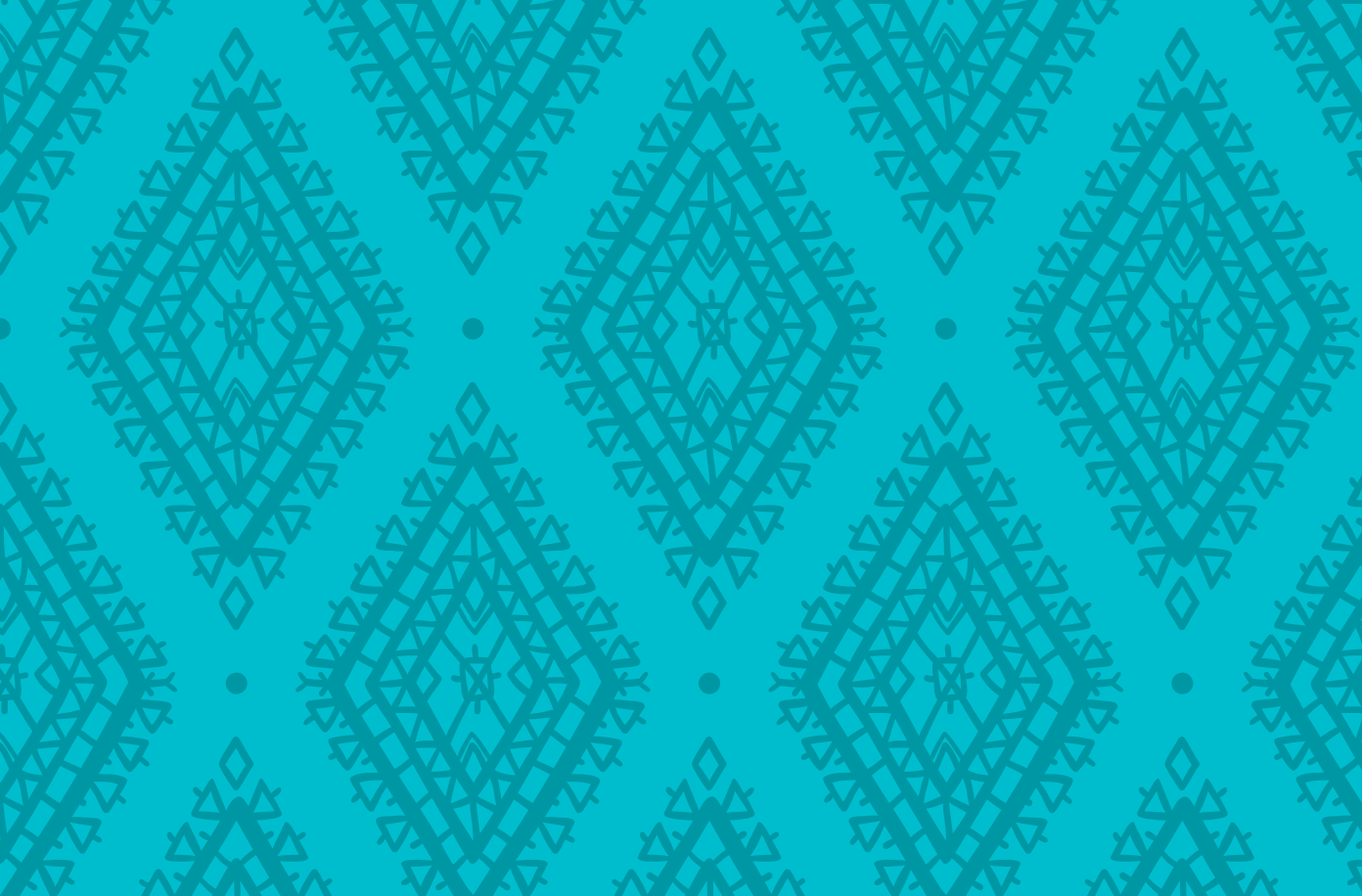
We're bolstering our local economy by hiring local farmers to tend fruits and vegetables and ornamental flowers at our innovative organic farm, Ethos, which supplies high quality products to all of Sunset World's resorts and hotels.



Our profits flow back to our own community. For example, 95% of the investment in supplies and recruitment for the operation of Hacienda Tres Ríos takes place in México, benefitting companies, workers and communities of Quintana Roo and the Yucatán Peninsula.

SERVING THE COMMUNITY WE LOVE







LOS AÑOS DORADOS

Families throughout México arrived in Cancún, eager to take advantage of new opportunities as this booming vacation destination took shape. But, the city's hectic lifestyle often took a toll on traditional Mexican families. While both parents worked all day and children were in school, grandparents were left at home alone in city they didn't know. To keep them from feeling useless and forgotten, Orlando Arroyo's mother, the late Angelita Marroquín, founded Los Años Dorados de la Tercera Edad or The Golden Years Club for the Elderly.

Since 1992, The Golden Years Club for the Elderly has been an important addition to family life in Cancún, giving senior citizens a voice and sense of belonging. Every day several hundred members engage in activities such as singing, acting, dancing, sports, languages, computer science and handicrafts. Many participate in an annual talent show organized by Sunset World. Sunset World also donates old furniture from our hotels, which is sold to raise funds to help cover operational costs of the group. Sunset World often provides discounted rates on visits to resorts, allowing the different generations of families to spend time together.





OUR PHILANTHROPY

Over the years, sunset world has contributed to a constellation of causes, charitable organizations and institutions.



SUPPORTING CAUSES

CLOSE TO

OUR HEART

- Donating certificates for stays at our resorts to auctions and raffles held by charity organizations, schools, hospitals and other good causes.
- Donation of retired hotel linens and goods to community groups in need, such as Los Años Dorados, Cancun Firemen, Red Cross, DIF, Ciudad de Alegría.
- Contributing week-long vacations to the families of children with terminal illnesses
- Inviting families with children battling cancer to participate in the Sunset Christmas Boat Parade.
- Providing twice weekly equine therapy under the guidance of a certified therapist at no cost to children in DIF (The National System for Integral Family Development), a Mexican public institution focused on strengthening and developing the welfare of the Mexican families.
- Collection of toys, school supplies and other goods for donation to community members in need.
- Working directly with student organizations that visit Hacienda Tres Ríos to learn about reforestation and green practices.
- Donation of mangrove plants for reforestation in Cancun and Riviera Maya.
- Participation in Beach cleanup events in Cancun, Riviera Maya and Sian Ka'an Biosphere Reserve

OTHER CHARITIES, ORGANIZATIONS AND CAUSES WE'VE SUPPORTED OVER THE YEARS INCLUDE:

- The Cancún Firemen Department
- CRIT (Teletón Child Rehabilitation Center)
- DIF (Integral Family Development)
- Ciudad de Alegría (Happy City) Foundation
- Aitana Foundation
- Televisa Foundation
- Volaris Foundation
- The Cancún Red Cross
- Christel House
- The Rafa Marquez Foundation
- The Juan Felipe Gómez Escobar Foundation
- Piés Descalzos (Barefoot) Foundation
- Gianni Nicole's Heart of Hope
- Help the Vets
- United Cerebral Palsy
- St. Clare School
- La Clínica de la Raza
- Avery's Angels
- Ronald McDonald House
- Autism Speaks
- Warfare Ministries
- Leukemia and Lymphoma Society
- Heartbright Foundation
- Must Love Dogs
- Prevention Works
- Humane Society
- Boys and Girls Club
- Mission Mexico UK







One of the core principles of Sunset World's philosophy is the right of every human being to be treated with respect. As a company, we encourage this value to maintain self-esteem and family values. Our goal is to empower our colleagues to grow, support each other, and contribute their own unique gifts to the greater good. We share a passion for details as we strive together to find more innovative ways to create unforgettable vacation experiences for our members and guests. We are dedicated caretakers of our natural resources and our local community. Like the sacred Ceiba, we are grounded in our cultural authenticity, but always reaching for the sky. We are Sunset World.

SUN SET



2,000

EMPLOYEES

6

HOTELS

35

COMPANIES

**“WE CANNOT LIVE ONLY FOR
OURSELVES. A THOUSAND
FIBERS CONNECT US WITH
OUR FELLOW MEN.”**

- HERMAN MELVILLE

