



KEFALOS DAMON
HOTEL APARTMENTS

Corporate Social Responsibility Report 2025



Message from our CSR Leaders

“At Kefalos Damon Hotel Apartments, sustainability isn’t a goal. It’s our promise: to guests, to nature, and to our community.”



At Kefalos Damon, sustainability is more than a policy, it is part of who we are. Over the past years, we’ve made real progress in conserving energy and water, reducing waste, and hiring local talent.

We’re proud of what we’ve achieved, but we know more is needed. So going forward, we are committed to:

- Expanding renewable and energy-efficient systems
- Deepening our water-saving measures
- Strengthening waste recycling and circular practices
- Enhancing transparency and stakeholder engagement

Thank you to all our guests, staff, suppliers, and community for walking this path with us. Together, we’ll continue to protect the natural beauty of Cyprus, uplift our community, and ensure Kefalos Hotels remains a place of care, respect, and meaningful impact.

With gratitude,

Andreas Sofroniou

Our Company



Kefalos Hotels is a family-owned hospitality group based in Paphos, Cyprus, known for its warm welcome, local charm and high standards of service. Established in the 1990s, the company includes flagship properties such as Kefalos Beach Tourist Village and Kefalos Damon Hotel Apartments.

Rooted firmly in the values of community, quality, and sustainability, Kefalos Hotels combines traditional Cypriot hospitality with modern amenities. The group emphasises customer-oriented service, local employment, and sourcing locally, while ensuring that its operations meet international quality, hygiene and safety standards.

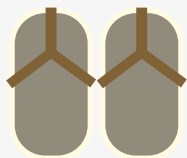
With its impressive coastal location, including a beach-front setting near Paphos' historic sites, plus facilities for weddings, self-catering options, and family-friendly features, Kefalos Hotels offers a distinctive holiday experience. Guests return year after year, drawn by both the tranquillity of the surroundings and the sense that they're part of a caring "Kefalos family".

Our CSR Policies: Guiding Principles & Commitments

At Kefalos Hotels, corporate social responsibility is central to who we are. Our CSR efforts in the last year include reducing energy and water use, improving waste management, hiring locally, supporting community initiatives, and upholding strong policies for child protection, health & safety.

We've had real wins (lower consumption, better recycling, stronger local partnerships), but also learned that habits take time to change and upfront investment can be challenging.

We invite you employees, guests, suppliers & neighbours — to give feedback, share ideas, and collaborate with us so we can go further, together.



01 Diversity

We believe that diversity enriches our workplace and enhances the experience of our guests. At Kefalos Hotels, we strive to build teams that reflect the rich variety of backgrounds, cultures, perspectives, gender, age, and abilities present in our community and among our guests. By intentionally recruiting from locally and internationally diverse candidate pools, we aim to bring the benefit of multiple viewpoints and experiences into everything we do—from guest service to decision-making.



02 Equity

Equity means giving everyone what they need to succeed—not treating everyone the same in order to be fair. Our goal is to remove barriers and foster equal opportunity in hiring, professional development, recognition, and advancement. This includes unbiased performance evaluation, fair pay practices, and providing necessary support (such as training, mentoring, accommodations) so all of our team members can reach their full potential.



03 Inclusion

Inclusion is about creating a culture and environment where everyone feels welcomed, respected, and able to contribute. At Kefalos Hotels, we commit to building psychological safety—where each employee or guest can bring their full selves without fear of exclusion. This involves listening to diverse voices, ensuring accessibility, recognizing different needs and identities, and cultivating a sense of belonging.

Community Engagement and Social Responsibility

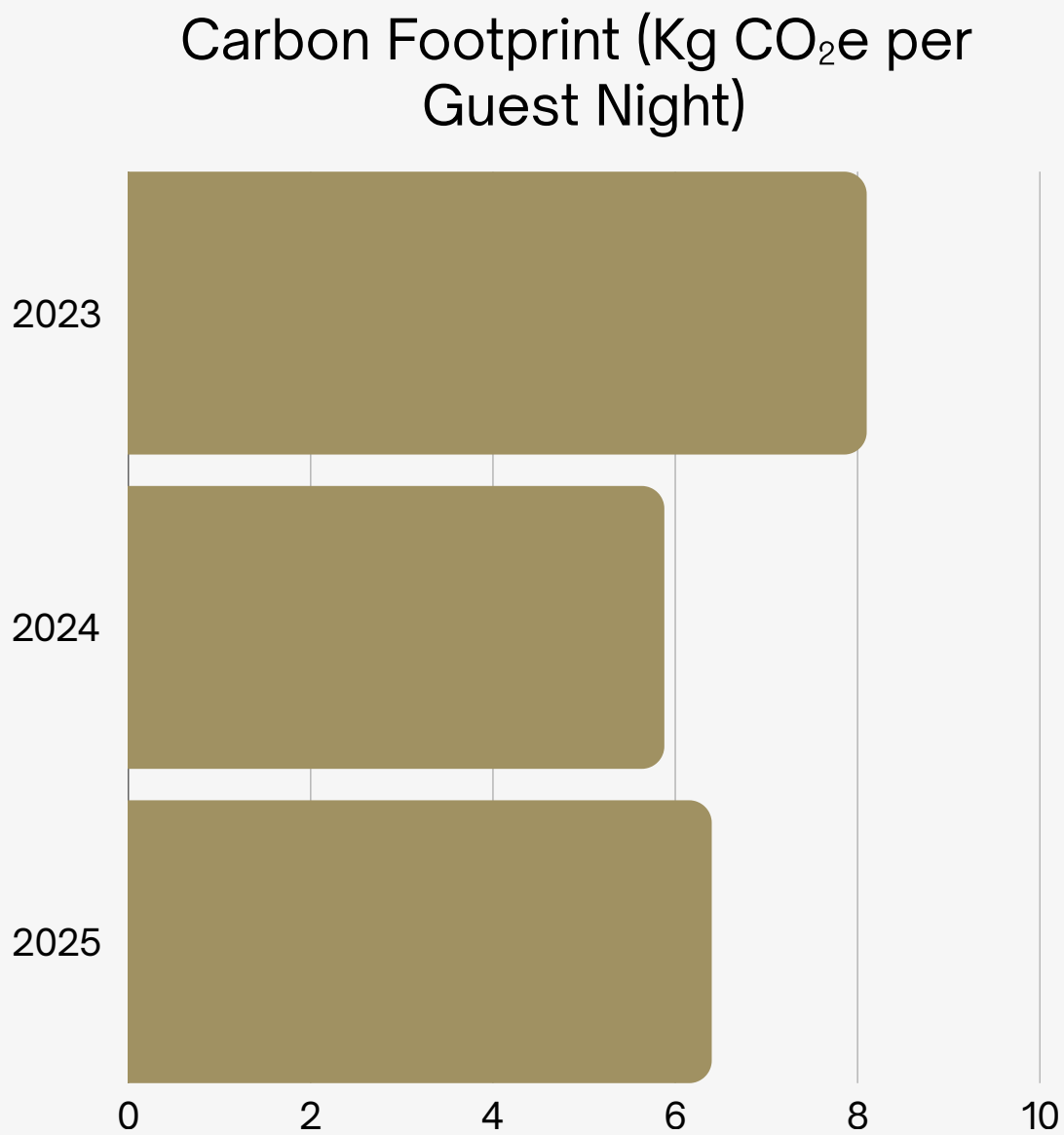
At Kefalos Hotels, we are deeply committed to making a positive impact on our community and beyond. Our initiatives reflect our dedication to social responsibility and include:

- **Blood Donation Drives:** In collaboration with the Cyprus Red Cross, we organize annual blood donation events at our hotels, encouraging staff and guests to contribute to this life-saving cause.
- **Support for Special Needs Schools:** We donate gently used furniture and linens to special needs schools across Cyprus, aiding in the creation of supportive learning environments.
- **Assistance for Ukraine:** In response to the ongoing crisis, we have donated €1,000 to support Ukrainian refugees and have employed individuals from Ukraine, providing them with opportunities to rebuild their lives.
- **Health and Safety Training:** We prioritize the well-being of our team by conducting regular health and safety training programs, including first aid, fire safety, and workplace safety, to ensure a safe environment for both staff and guests.
- **Child Protection Policy:** Kefalos Hotels is dedicated to safeguarding the rights of children. Our Child Protection Policy ensures the safety and protection of all children through adherence to established guidelines. Staff members are trained to recognize and report any concerns related to child safety, ensuring prompt and appropriate action is taken.

These efforts are part of our broader commitment to corporate social responsibility, aiming to foster a culture of care, respect, and community support.



Tracking Our Progress: Key Sustainability Metrics and Social Impact



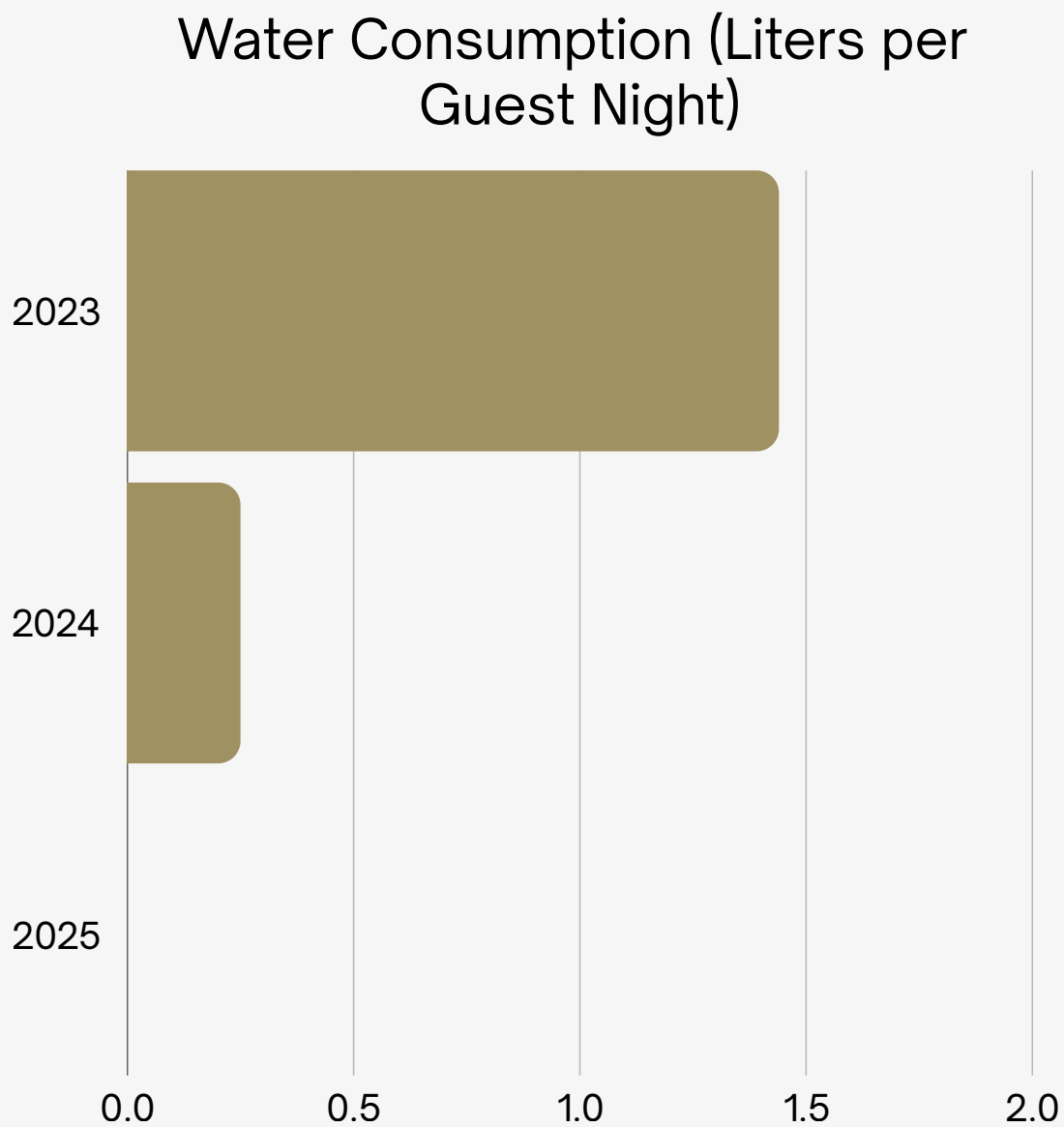


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Employee Demographics: Gender, Local Recruitment and Tenure

Staff	2025
Male	33
Female	37
Locals	21
Long Term (3 + years)	18

Commitment to the Future

At Kefalos Damon, we see the years ahead not just as opportunities, but as obligations to our guests, our people, our community, and the natural world that makes Paphos and Cyprus unique.

We commit to:

- Leading with integrity by going beyond compliance. We will continuously raise our environmental standards, deepen transparency in our reporting, and remain accountable for both our successes and our areas of improvement.
- Strengthening resource stewardship through aggressive energy efficiency, water conservation, and waste-reduction programs. Our goal is to minimize our footprint while preserving the beauty and resources of our surroundings for future generations.
- Empowering our people by cultivating diversity, equity, and inclusion in all we do from fair hiring and advancement, to training and support, so every team member has the chance to thrive and contribute.
- Investing in our community by sourcing locally, supporting local businesses and organizations, and engaging in social projects that build connections, improve wellbeing, and honor the cultural heritage of our region.
- Working with partners suppliers, guests, stakeholders to align with sustainability values. Whether through environmentally friendly sourcing, green certifications, or guest behaviour, we invite collaboration and shared responsibility.

We know this journey isn't easy. There will be trade-offs, unexpected challenges, and times we fall short of our goals. But we believe that by being honest about where we are, ambitious in where we want to go, and inclusive in how we move forward, we can build a future that is resilient, respectful, and regenerative.

We thank our guests, employees, partners and community members for walking this path with us. Together, we can ensure that the legacy we leave is one of care, purpose, and sustainable impact.