San José, Costa Rica, 2024



To whom it may concern,

Enjoy Group is a hospitality company in operation since 1973, managing and developing projects in Costa Rica and the Central American markets. We own and operate a diversified portfolio of hotel companies of both proprietary and international brands, such as Marriott Autograph Collection and Hilton Garden Inn, with 6 hotels and more than 800 rooms; our own brand restaurants as well as franchises, and also communities and real estate developments in the hospitality sector.

Between November 2023 and August 2024, we successfully carried out a project in collaboration with London Consulting Group aiming to implement a shared services unit, with the goal to generate substantial improvements in the operational cost of administrative and accounting support processes, as well as their respective efficiency and service level metrics. Thanks to this project, the group's accounting operations were consolidated, processes were standardized across various operations, and the use of the ERP was enhanced by implementing high-value operational improvements, achieving the following results during the project:

- Comprehensive mapping of 216 accounting processes in hotels, restaurants, and corporate companies.
- Implementation of best practices and step-by-step redesign of our accounting processes, simplifying the great operational complexity that existed into 6 standardized core processes.
- Standardization of the configuration of the accounting processes in the ERPs of our 36 different companies under the new work logic, substantially improving its utilization and enhancing process efficiency.
- Definition of a standardized chart of accounts for all operations, aligned with IFRS standards.
- Implementation of centralized accounting processes in the group's business units, clearly defining the responsibility and participation of the Shared Services Unit (SSU) and the business at each stage of the processes.
- Definition of the organizational structure and governance model of the shared services unit, as well as the optimal staffing plan for the group's companies and the centralized unit, with a 19% reduction in headcount.
- Implementation of the centralized shared services unit, including relocation, personnel hiring, and all associated logistical aspects.
- Projected impact of a 24% reduction in operating costs.

With great pleasure, and considering the project's achievements, we have no hesitation in recommending London Consulting Group as a highly professional company that has demonstrated the ability to generate profound changes in our way of working, in collaboration with our employees and ensuring their involvement in the initiatives developed.

Yours since rely

Javier Pacheco

CEO

Enjoy Group

San José, Costa Rica, 2024

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From May 2023 to August 2024, we undertook Project Dakúanuk in our Planning and Development business unit, in partnership with London Consulting Group. The project involved a comprehensive review of our operations, resulting in the consolidation of efficient practices and the standardization of processes. Below, the key achievements of the project are listed:

- Redesign of the organizational structure to enable modular growth with the introduction of new projects, as well as the specialization of roles, enhancing the ability to capture new business opportunities.
- Thoroughly redesigned job and skill profiles for critical positions.
- Definition of the governance model for the area and development of KPI dashboards for project control.
- KPIs were established for each role and a compensation model implemented aligned with business objectives.
- Redesign of every departmental process in alignment with the best practices of the Procore platform, ensuring:
  - Agility in onboarding new projects and traceability of the respective projects pipeline.
  - Strengthened operational and financial planning, allowing for better risk management and adherence to schedules and budgets.
  - Formal tracking of project progress and monitoring of contractors and consultants, enabling closer project control.
  - Alignment of deliverables by stage with the implementation of checkpoints between phases, facilitating active supervision and reducing the likelihood of errors.
  - Implementation of a budgeting policy that allows better management of contingency budgets and efficiencies generated during project management.
  - Efficient procurement processes that make the department ready to handle third-party projects, capitalizing on the potential of this new business line.
  - A pricing model for procurement projects, enhancing the profitability of FF&E and OS&E projects.
  - Efective management of project closure, delivery, and post-delivery to ensure customer satisfaction.

With great pleasure, and considering the project's achievements, we have no hesitation in recommending London Consulting Group as a highly professional company that has demonstrated the ability to generate profound changes in our way of working, in collaboration with our employees and ensuring their involvement in the initiatives developed.

Yours sincerely,

avier Pacheco

CEC