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Hilton Worldwide and WWF Collaborate to Strengthen Sustainability in the Hospitality Industry

Collaboration to establish initiatives in water, seafood, renewable energy, and food waste

MCLEAN, Va.--(BUSINESS WIRE)-- [Hilton Worldwide](#) (NYSE:HLT) today announced an initial three-year commitment with World Wildlife Fund ([WWF](#)) to reduce its impact on the environment. As Hilton's signature environmental partner, WWF will work with the company to evolve its global business practices. The collaboration also will further WWF's mission to protect and conserve the Earth's life-supporting resources by making the hospitality industry more sustainable.

Hilton Worldwide properties around the world already contribute to the company's waste reduction and water conservation targets through thousands of on-property projects. The collaboration with WWF builds on existing efforts in these areas and leverages the company's initial work on sustainable seafood.

Together, Hilton and WWF will collaborate to:

- Develop an industry-leading multiyear water stewardship strategy;
- Expand Hilton's sustainable seafood efforts globally;
- Further Hilton's RePurpose waste solutions program by reducing food waste within the company's operations and supply chain;
- Integrate all learnings into LightStay, Hilton's proprietary environmental performance measurement and reporting platform available to all hotels; and,
- Accelerate the adoption of renewable energy through the Corporate Renewable Energy Buyers Principles.

"In our business it is critical that we consider the long term impact of our operations coupled with the natural resources needed to operate our hotels and serve guests around the world," said Jennifer Silberman, vice president, corporate responsibility for Hilton Worldwide.

"Collaborating with WWF will enable us to analyze and monitor our operations as well as develop practical, scalable and impactful solutions that we can integrate into our hotel operations and guest experiences contributing to positive changes for the environment."

"WWF is working with Hilton Worldwide to improve business practices on seafood sustainability, water management, renewable energy, and food waste to reduce the environmental footprint of the company's global operations," said Suzanne Apple, senior vice

president, private sector engagement, WWF. “We hope that our work together will positively influence Hilton’s value chain, and we believe it could inspire others in the hospitality industry to advance their own efforts.”

For nearly a decade, Hilton has worked with WWF on various initiatives, including Seafood Week in Asia Pacific and Earth Hour, a WWF initiative that unites the world around climate action. The original idea for Earth Hour was conceived during a WWF meeting held at Hilton Sydney in 2007, and for the fourth consecutive year, Hilton Worldwide hotels around the world supported the celebration of Earth Hour on Saturday, March 28, 2015.

In 2014, Hilton ceased serving shark fin across its owned and managed properties globally. The ban on shark fin was just one example of the company’s efforts to activate a Sustainable Sourcing Policy, including a focus on sustainable seafood. Most recently, Hilton achieved Marine Stewardship Council (MSC) and Aquaculture Stewardship Council (ASC) certifications at Hilton Singapore, the first hotel in Asia to achieve such certifications. On May 11, 2015, Hilton also signed onto the Corporate Renewable Energy Buyers’ Principles with WWF, joining a coalition of companies working together to make it easier for companies to directly procure more renewable energy.

Hilton Worldwide was one of the first major multi-brand hospitality companies to make environmental reporting and continuous improvement a standard for all its hotels across all brands and has earned ISO 9001, 14001 and 50001 certifications for its comprehensive quality, environmental and energy management.

About Hilton Worldwide

Hilton Worldwide (NYSE: HLT) is a leading global hospitality company, spanning the lodging sector from luxury and full-service hotels and resorts to extended-stay suites and focused-service hotels. For 95 years, Hilton Worldwide has been dedicated to continuing its tradition of providing exceptional guest experiences. The company's portfolio of twelve world-class global brands is comprised of more than 4,350 managed, franchised, owned and leased hotels and timeshare properties, with more than 720,000 rooms in 94 countries and territories, including Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Canopy by Hilton, Curio - A Collection by Hilton, DoubleTree by Hilton, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages an award-winning customer loyalty program, Hilton HHonors®. Visit news.hiltonworldwide.com for more information and connect with Hilton Worldwide at facebook.com/hiltonworldwide, twitter.com/hiltonworldwide, youtube.com/hiltonworldwide, flickr.com/hiltonworldwide, and linkedin.com/company/hilton-worldwide.

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