



S U B I R A T S

G R O U P R E P O R T

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S U B I

R A T S

BUREAU

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A black and white photograph of three men sitting at a long, light-colored table. The man on the left is wearing a patterned button-down shirt and has his hands clasped. The man in the middle is wearing a dark polo shirt and has his hands clasped. The man on the right is wearing a white button-down shirt and has his arms crossed. They are all smiling and looking towards the camera. The background is a bright, modern interior with horizontal lines on the wall.

OUR PRINCIPLES

OUR PRINCIPLES

After four decades of business activity, the objective of Subirats Bureau continues to respect the very essence of its origins: **the roots of our culture, along with excellence and honesty in all our projects.**

Through gastronomic leisure, hotel comfort and top-quality real estate developments, Subirats Bureau strives for commitment to the well-being of each and every one of our clients and collaborators.

With a clear vocation of generational continuity, Subirats Bureau proposes responsible growth and a strategy of expansion in the medium and long term that guarantees strong business consolidation over time.

An aerial, black and white photograph of a coastal town. A river flows from the top left towards the center, then turns right to empty into a bay. The town is built on a peninsula, with a dense grid of streets and buildings. The bay is dark, and the surrounding land is a mix of urban and natural terrain. The overall tone is historical and documentary.

A HISTORY OF QUALITY

SUBIRATS

PROFESSIONAL DEVELOPMENT

The activity of Subirats Bureau began in 1975 in the Ebro area as a result of the leadership and vision of the Catalan entrepreneur Joan Subirats Berenguer, founder and current chairman of the group.

Always foreseeing market trends and maintaining maximum added value in all of his projects, Subirats has led a group that is now fully consolidated. The diversification strategy carried out over the last few decades has allowed the **Bureau to expand in the areas of: real estate development, construction and the hotel and restaurant industries**. Currently, Subirats Bureau already has **more than 800 professionals of up to 15 different nationalities**, respecting gender parity that manifests itself in all its business units.

The natural evolution of the group took place in 1994, from the Ebro Area to Tarragona, where the consolidation of the real estate division was achieved with two emblematic developments: Plaça Generalitat and Torres Roma. Throughout its history, **Subirats Bureau has built more than 3,700 homes with a total built area of 565,000 m²**. The **current land reserve** accumulated by the real estate division is more than **100,000 m² of building space**. To this day, Subirats Bureau carries out projects in Tortosa, L'Ampolla, Tarragona, Reus, Figueres, Badalona, Castellví de Rosanes and Viladecans.

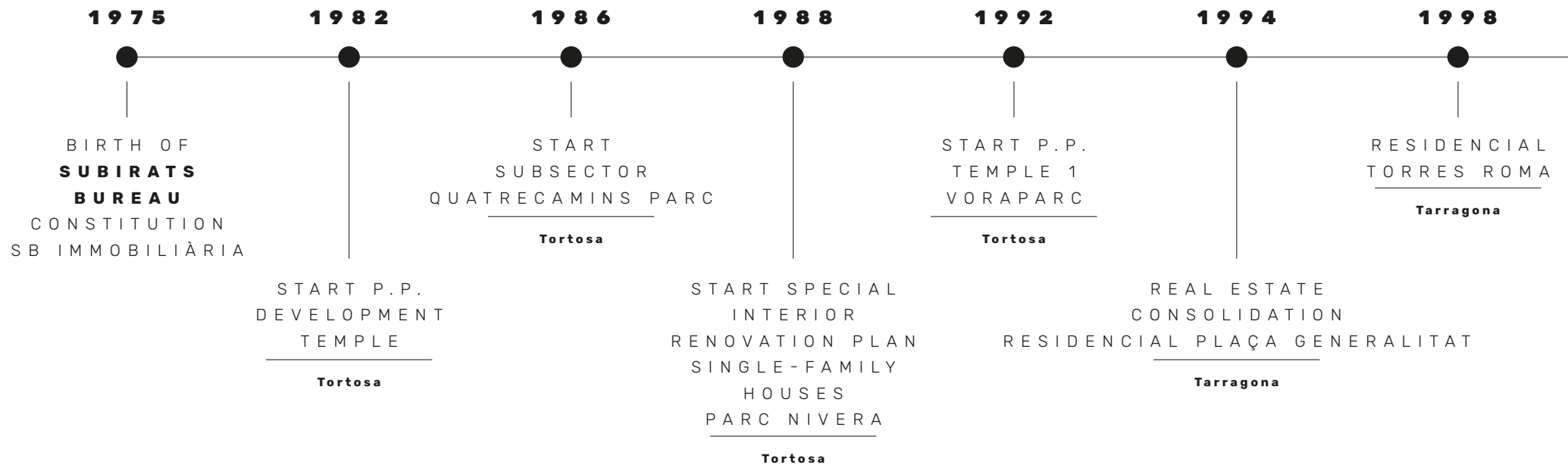
SB Hotels was born in 1988, with the construction and commercialisation of Aparthotel La Ràpita in Sant Carles de la Ràpita, with Hotel SB Corona Tortosa in 1994, Hotel SB Ciutat Tarragona in 1998 and SB Express Tarragona, in 2003. Constant success boosted the **expansion of the hotel chain with the opening of new hotels in Barcelona**: SB Icaria, in 2004; SB Diagonal Zero, in 2009; SB BCN Events, in 2011; SB Plaza Europa, in 2013 and SB Glow, planned for July 2017.

Innovation and gastronomic leisure complete the professional sphere of Subirats Bureau, from 2014, with emblematic spaces such as El Nacional or Lomo Alto.



SUBIRATS TIMELINE

SB IMMOBILIÀRIA (REAL ESTATE)





1999

LES CORTS
BUILDING

Tarragona

2002

START ACTION
AREA 4
TIRANT LO BLANC

Tortosa

2003

SINGLE-FAMILY
HOUSES SEMINARI

Tortosa

2004

RESIDENCIAL
L'AMPOLLA

L'Ampolla

2006

AGREEMENT
SECTOR ACTION
AREA 6
PLATJA LLARGA

Vilanova i la Geltrú

2015

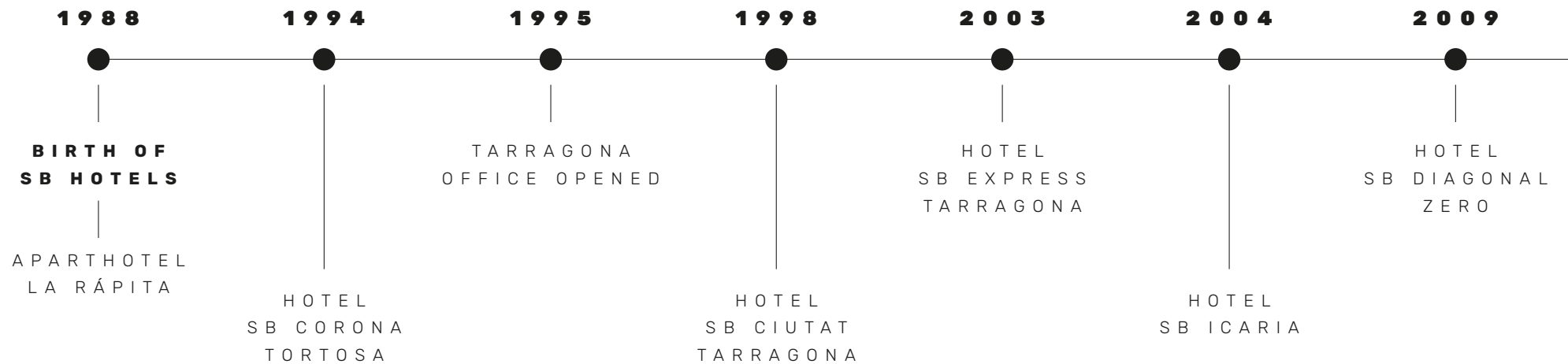
DELIVERY
1st AND 2nd PHASE
LAND DEVELOPMENT
P.P. TEMPLE SUD

Tortosa



SUBIRATS TIMELINE

THE HOTEL AND RESTAURANT INDUSTRY





2011

**CENTRAL OFFICES
OPENED
BARCELONA**

HOTEL
SB BCN EVENTS

2013

HOTEL
SB PLAZA EUROPA

2014

**BIRTH OF
OCIO GASTRONÓMICO
BARCELONA SL**

EL NACIONAL

2016

LOMOALTO
& LOMOBAJO

TAKARA

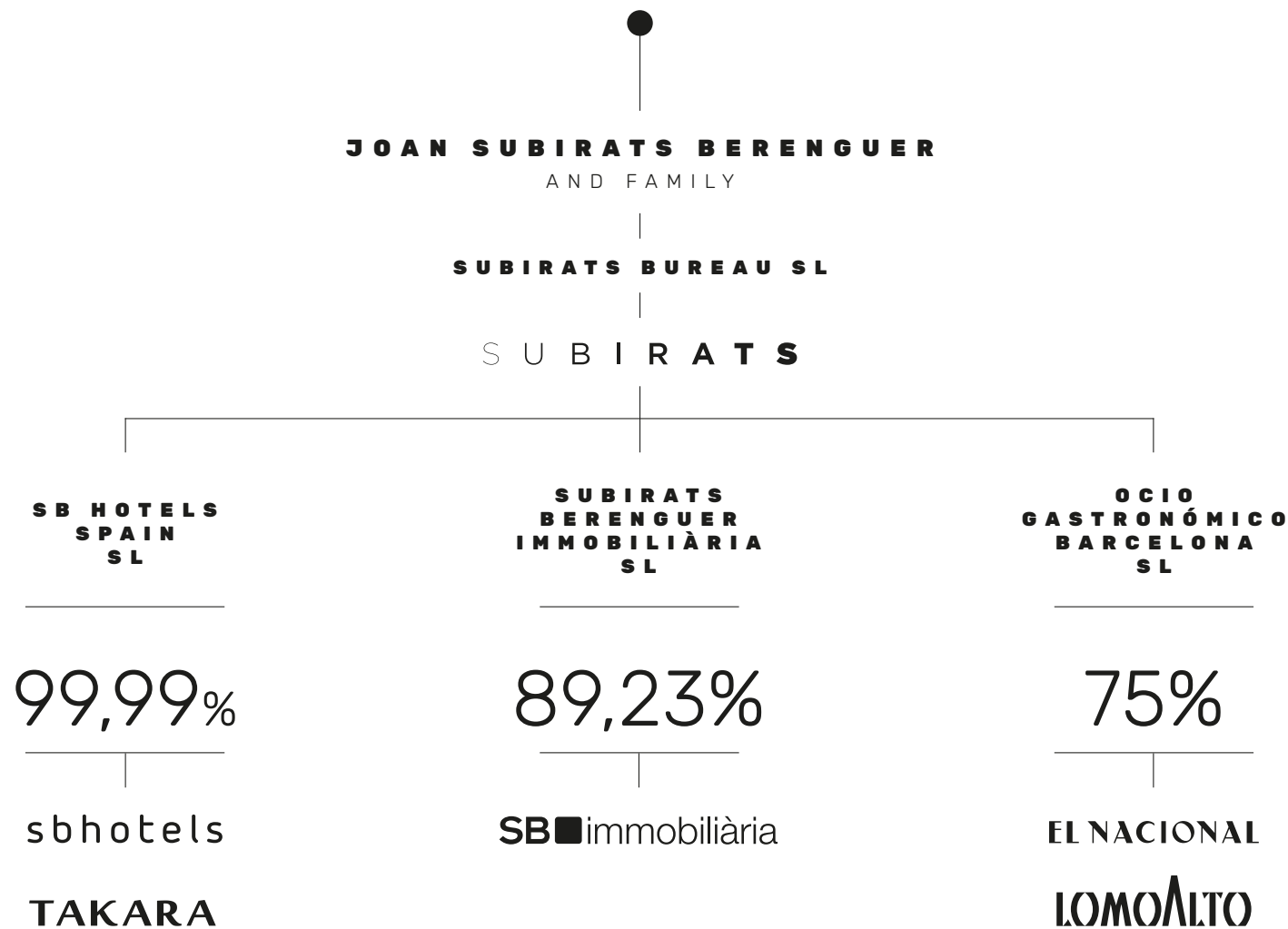
2017

HOTEL
SB GLOW



COMPANY ORGANISATION CHART

COMPANY ORGANISATION CHART

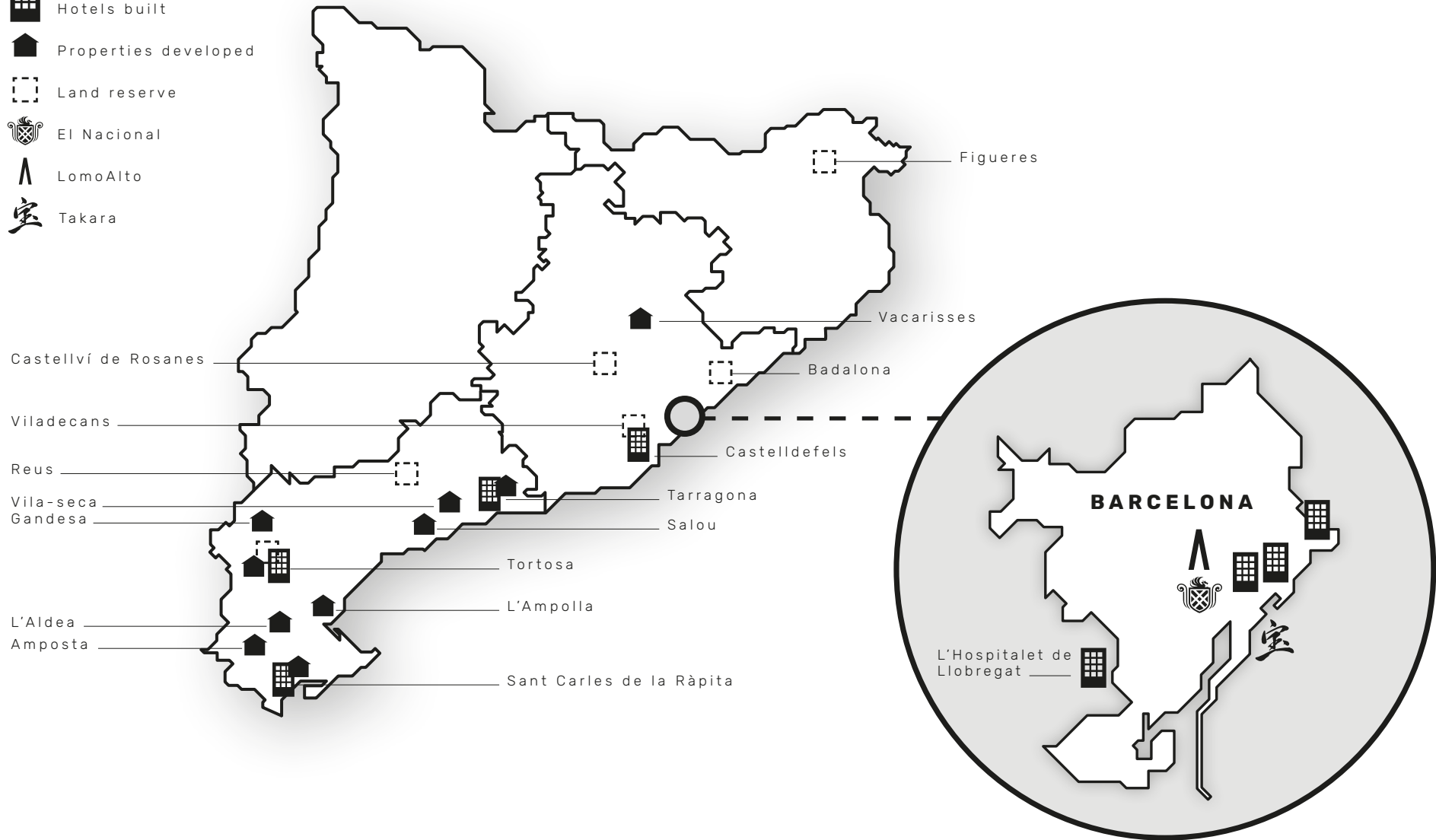




B U S I N E S S I M P A C T

SUBIRATS IN CATALONIA

-  Hotels built
-  Properties developed
-  Land reserve
-  El Nacional
-  LomoAlto
-  Takara





COMPANIES CONSOLIDATED

SUBIRATS BUREAU SLwww.subirats.net

Bureau company of the Group

S U B I R A T S

Av. Pearson, 17-19
08034 BARCELONA
CIF: B-63936041**SB HOTELS SPAIN SL**www.sbhoteles.esConstruction and development
of hotel establishments and
property rentals

sbhotels

Pl. Europa 9-11, planta 24
08908 L'HOSPITALET DE LLOBREGAT
CIF: B-43067172Luxury boat rental with automated
technology, nautical equipment and
personalised service

TAKARA

SUBIRATS BERENGUER IMMOBILIÀRIA SLwww.sbimmobiliaria.com

Property developer and builder

SB ■ immobiliària

Av. Generalitat, 175
43500 TORTOSA
CIF: B-43020882**OCIO GASTRONÓMICO BARCELONA SL**www.elnacionalbcn.com / www.lomoalto.barcelona

Multispace restaurants

EL NACIONAL

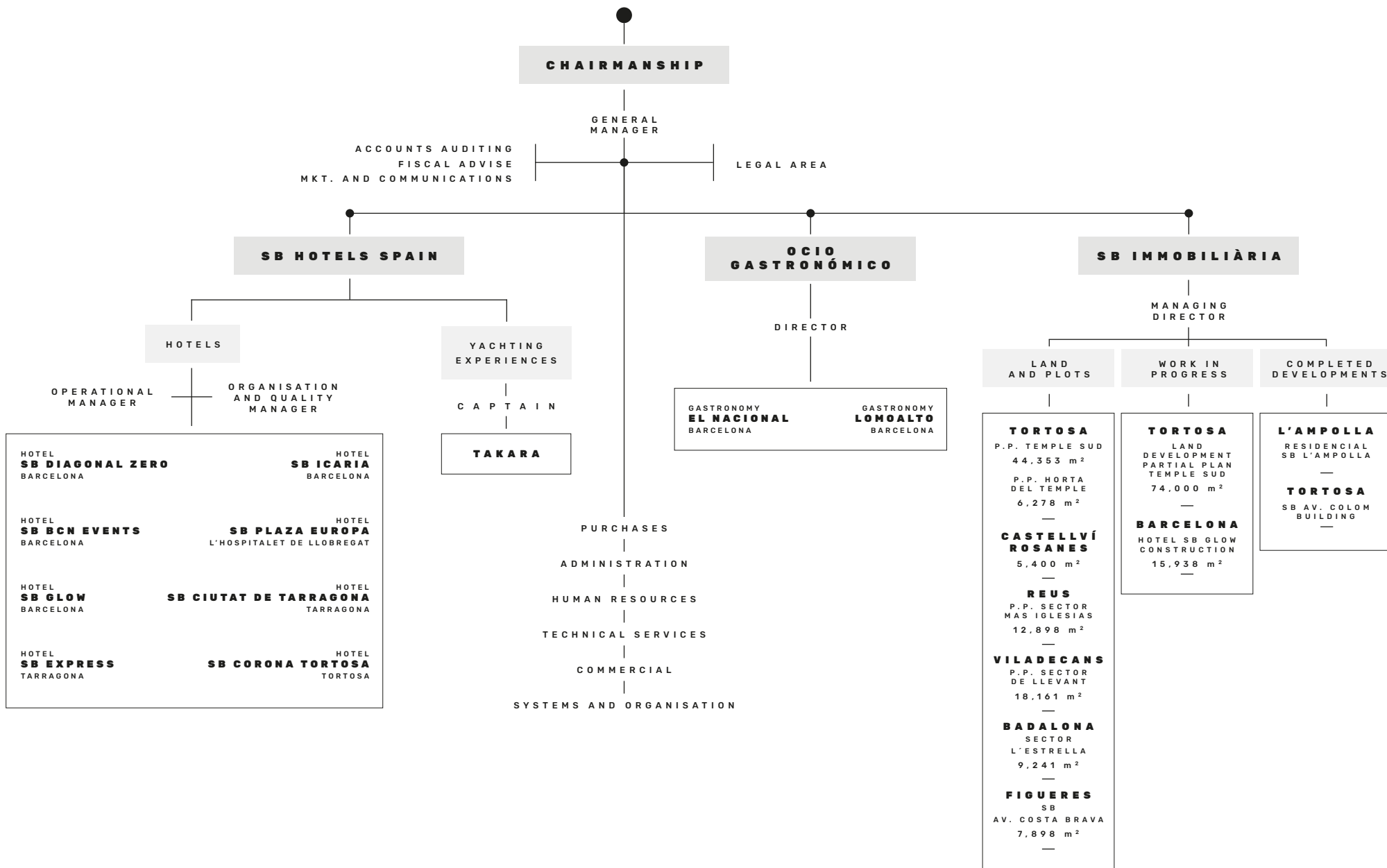
LOMOALTO

Pg. de Gràcia, 24 bis
08007 BARCELONA
CIF: B-66070699



M A N A G E M E N T T E A M

BUSINESS ORGANISATION CHART





S B I M M O B I L I À R I A

CONSTRUCTION. SB IMMOBILIÀRIA

Since 1975, the company has developed close to 40 building projects, with more than 565,000 m² of built area, urbanization of different Special Interior Renovation Plans, Units of Action and Partial Plans.

In addition to carrying out the construction of 9 hotels, SB Immobiliària has built 91 multi-family and single-family buildings, with more than 3,700 homes, more than 3,100 parking spaces and more than 60,600 m² of commercial premises and industrial warehouses.

The group's real estate division is **currently** working on the land development for Temple Sud Partial Plan in Tortosa as well as the construction of the new SB Hotels hotel in Plaça de les Glòries Catalanes in Barcelona.

The company today has a total of 75 homes for sale in Tortosa and L 'Ampolla and a tertiary building for rent.

In the coming years, SB Immobiliària will be present along the whole eastern strip of Catalonia and will focus on the development and promotion of its buildings in Tortosa, Reus, Castellví de Rosanes, Figueres, Badalona and Viladecans. This means a total of about 1,000 housing units available in the short and medium term.



S B H O T E L S

HOTELS. SB HOTELS

Since 1988, the hotel chain of Subirats Bureau has built and operated 9 city hotels of its own.

The **SB Hotel BCN Events has been recently refurbished and expanded**, providing a new convention centre with capacity for more than 400 people, just 10 minutes from Barcelona Airport. In addition, this extension has meant reaching a total of 212 rooms and earning the hotel the 4-star superior category.

As of July 2017, a new hotel joins the group, being this the 9th hotel asset. Under the name of SB Glow and located in Barcelona, the new opening will provide 235 rooms and a total of 519 places to the chain. In total, SB Hotels will offer the market 1,492 rooms and 3,141 hotel beds.



SUBDIAGONAL ZERO

HOTELS. SB HOTELS

Hotel **SB Diagonal Zero 4* superior**, to enjoy Barcelona with all of the most exclusive services on the Mediterranean shore.

Hotel SB Diagonal Zero

- 4-star superior
- 262 bedrooms and suites
- Free Wi-Fi
- Buffet breakfast
- Business centre
- Executive VIP floor
- Fitness centre-SPA (SPAZIO)
- Restaurant, café and bars
- Private garage
- Private dining rooms
- Open-air pool with panoramic terraces and sea views
- Meeting rooms for 300 people
- Bicycle rental
- Building with A-rated energy efficiency
- Pet friendly

hotelsbdiagonalzero.com

ADDRESS

Pl. de Llevant, s/n
08019 Barcelona

GPS

Latitude: 41° 24' 38.13" N
Longitude: 2° 13' 15.24" E



SB HOTELS

S B G L O W

HOTELS. SB HOTELS

Hotel **SB Glow 4* superior**, offering exclusive accommodation next to the Agbar Tower and the innovative 22@ district. Located in one of Barcelona's most up-and-coming areas, just a few minutes from the centre.

Hotel SB Glow

- 4-star superior
- 235 bedrooms
- Free Wi-Fi
- Buffet breakfast
- Floor with executive rooms with terraces
- Panoramic terrace with pool, solarium and bar
- Business centre
- Fitness centre with steam room and sauna
- MUC Restaurant-Grill
- Private dining rooms
- Bicycle rental
- Meeting rooms for 300 people
- Private garage with special spaces for electric vehicles
- Building with A-rated energy efficiency
- Pet friendly

hotelSBglow.com

ADDRESS

C/ Badajoz, 148-154
08018 Barcelona

GPS

Latitude: 41° 24' 6.887" N
Longitude: 2° 11' 28.656" E



SUBICARIA

HOTELS. SB HOTELS

Hotel **SB Icaria 4*** is found next to the beaches of Barcelona, just a few minutes from the city centre, on foot or by public transport.

Hotel SB Icaria

- 4 stars
- 180 bedrooms
- Free Wi-Fi
- Buffet breakfast
- Business centre
- Restaurant, café and bars
- Private dining rooms
- Fitness centre with steam room and sauna
- Pool, exterior jacuzzi and solarium
- Meeting rooms for 300 people
- Private garage
- Bicycle rental
- Pet friendly

hotelsBicaria.com

ADDRESS

Av. d'Icària, 195 (Vila Olímpica)
08005 Barcelona

GPS

Latitude: 41° 23' 37.27" N
Longitude: 2° 11' 57.78" E



S B P L A Z A E U R O P A

HOTELS. SB HOTELS

Situated in front of the Gran Vía trade fair centre, Hotel **SB Plaza Europa 4*** enjoys a strategic location for every occasion, just minutes from the airport, Zona Franca business area and the Barcelona City of Justice.

Hotel SB Plaza Europa

- 4 stars
- 243 bedrooms
- Free Wi-Fi
- Buffet breakfast
- Interior terrace on ground floor
- Panoramic terrace with pool, solarium and pool bar
- Business centre
- Restaurant, café and bars
- Fitness centre with steam room and sauna
- Meeting rooms for 170 people
- Private garage
- Private dining rooms
- Bicycle rental
- Pet friendly

hotelSBplazaeuropa.com

ADDRESS

C/ Ciències, 11-13
08908 L'Hospitalet de Llobregat
(Barcelona)

GPS

Latitude: 41° 21' 32.82" N
Longitude: 2° 07' 56.42" E



S B C N E V E N T S

HOTELS. SB HOTELS

Hotel **SB BCN Events 4* superior**, is located just a few kilometres from Barcelona, close to the airport and in front of the Olympic Channel. A space that blends work and leisure.

Hotel SB BCN Events

- 4-star superior
- 212 bedrooms
- Free Wi-Fi
- Buffet breakfast
- Restaurant, café and bars
- Business centre
- Large garden with pools
- New spaces and new events centre for 400 people
- Kids' corner
- Private garage
- Private dining rooms
- Bicycle rental
- Pet friendly

hotelSBbcnevents.com

ADDRESS

Rda. de Can Rabadà, 22-24
08860 Castelldefels (Barcelona)

GPS

Latitude: 41° 16' 52.79" N
Longitude: 1° 59' 22.92" E



S B C I U T A T T A R R A G O N A

HOTELS. SB HOTELS

El hotel **SB Ciutat Tarragona 4*** is in the very heart of the town, where you will find all of the leisure venues, shops and culture on the doorstep.

Hotel SB Ciutat Tarragona

- 4 stars
- 168 bedrooms
- Free Wi-Fi
- Buffet breakfast
- Restaurant, café and bars
- Business centre
- Fitness centre with steam room and sauna
- Pool, exterior jacuzzi and solarium
- Meeting rooms for 420 people
- Private garage
- Private dining rooms
- Pet friendly

hotelsBciutatdetarragona.com

ADDRESS

Pl. Imperial Tarraco, 5
43005 Tarragona

GPS

Latitude: 41° 07' 06.83" N
Longitude: 1° 14' 41.21" E



SB EXPRESS TARRAGONA

HOTELS. SB HOTELS

Hotel **SB Express Tarragona 3*** is situated in a modern area of the city, although Tarragona's historical past can be felt constantly.

Hotel SB Express Tarragona

- 3 stars
- 90 bedrooms
- Free Wi-Fi
- Buffet breakfast
- Café
- Meeting room for 50 people
- Private garage
- Pet friendly

hotelSBexpresstarragona.com

ADDRESS

Pl. de les Corts Catalanes, 4
43005 Tarragona

GPS

Latitude: 41° 07' 24.63" N
Longitude: 1° 14' 11.85" E



SB CORONA TORTOSA

HOTELS. SB HOTELS

Hotel **SB Corona Tortosa 3*** is located in the most modern part of the city, just a few minutes from the Ebro River and the centre. A place where history and the sea go hand in hand.

Hotel SB Corona Tortosa

- 3 stars
- 102 bedrooms
- Free Wi-Fi
- Buffet breakfast
- Restaurant, café and bars
- Large garden with pool
- Meeting rooms for 250 people
- Family apartments
- Private garage
- Private dining rooms
- Pet friendly

hotelSBcoronatortosa.com

ADDRESS

Pl. Corona d'Aragó, 5
43500 Tortosa (Tarragona)

GPS

Latitude: 40° 48' 59.63" N
Longitude: 0° 30' 43.44" E



TAKARA

HOTEL INDUSTRY. TAKARA

Takara. **The yachting experience.** Rental of a luxury boat with an innovative design, created in 2016, with all modern conveniences, Internet connection and the most advanced automation technology. You can sail through the Mediterranean, plough its crystalline waters and visit the most emblematic destinations on its coasts. With a custom designed experience and completely personalised service, the client has the possibility to configure their experience choosing the place of origin, routes, menus, etc.

Takara has 5 cabins and a capacity of up to 12 people, besides our crew of 6 professionals. The boat measures 38 m in length and 8 m in width and can reach a cruising speed of 16 knots. On board, you can also practice various water sports such as sea bobbing, paddle surfing or scuba diving.

www.takarabrokerage.com



EL NACIONAL

GASTRONOMY. EL NACIONAL

Opened in October 2014, El Nacional is a project of Ocio Gastronómico SL, leader in the restaurant sector, with more than 220 employees. Its innovative **multi-dining space** brings together different gastronomic concepts with a common denominator: **high quality national cuisine in a select environment**. The establishment is a unique example of Modernista industrial architecture in Barcelona. Between restaurant space and work rooms, it has an area of more than 3,000 m² and a free height of 8 m. Last year, El Nacional received 1,290,000 visitors.

The different gastronomic areas of El Nacional are segmented by: two bars for sampling beers and wines with some appetisers, in the central part, and several spaces around the bars, each with its own philosophy and identity:

- **La Paradeta**, healthy fast food throughout the day.
- **La Taperia**, offers the most typical snacks of each region and are served 'al cante' (verbally announced).
- **La Llotja**, the space for lovers of seafood, rice and the best fish.
- **La Braseria**, the place to eat aged beef.
- **La Barra d'Ostres**, a corner specialised in the preparation of oysters.
- **El Quiosc**, a spot that offers homemade ice creams.

The **Cocktail Bar** deserves highlighting, which, perfectly integrated in the restaurant, offers an extensive list of liquors and cocktails until 2 o'clock in the morning.

El Nacional also offers a separate area from the main room: **El Magatzem**. A space open for reservation for events or presentations where you can enjoy high-end gastronomy in privacy.

www.elnacionalbcn.com

ADDRESS

Pg. de Gràcia, 24 bis
08007 Barcelona

GPS

Latitude: 41° 23' 25.94" N
Longitude: 2° 10' 5.85" E



LOMOALTO

GASTRONOMY. LOMOALTO & LOMOBAJO

Another project of Ocio Gastronómico SL is this double space, with 750 m², located in the heart of Barcelona: Lomo Alto & Lomo Bajo. An **exclusive Steak House concept** where the cult of meat is celebrated and slow aged bovine meat takes centre stage.

On the **ground floor**, named **Lomo Bajo**, the diner will be able to enjoy the best '**meat between bread**' in the city. With this more informal space and marked by an exuberant 'pop art' design, aged meat and unique pieces on the market are made available to the client: gourmet sandwiches, rolls and freshly cut ox burgers.

On the **upper floor**, named **Lomo Alto**, meat specialists welcome the guests and help them select the breeds, cuts and type of meat they wish to consume. What's more, the tables are equipped with thermal lamps that maintain the ideal temperature of the meat at the time of the cutting.

<https://lomoalto.barcelona>

ADDRESS

C/ Aragó, 283-285
08009 Barcelona

GPS

Latitude: 41° 23' 37.07" N
Longitude: 2° 9' 59.05" E



OBJECTIVES

STRATEGIC OBJECTIVES

The real estate division of Subirats Bureau will continue to maintain a proactive attitude in the market with the aim of:

- Preparing and materialising the land we have available in Catalan territory
- Starting new strategic developments for the group
- Promoting the commercialisation of current assets

In the field of construction, we will continue to build hotels that join the chain of SB Hotels. In the hotel sector, SB Hotels' strategic objectives will be to consolidate a brand image of quality service, of seriousness in the commitments acquired and corporate social responsibility. To achieve these goals, SB Hotels develops an Action Plan, based on ISO 9001 Quality Assurance standards, periodically audited by Bureau Veritas Quality International. The hotel model supported by the chain SB Hotels is the following:

1. SB Hotel Profile:

- Hotels with brand image according to the quality standards of the chain.
- Operating or soon to be opened hotels.
- Urban hotels located in strategic areas of each city.
- Capacity: between 100 and 400 rooms.
- Categories: Hotel SB Express 3 *, Hotel SB 4 * and 4 * Superior.

2. Location of our assets and activation of an expansion plan that passes from the national territory (Barcelona, Madrid, San Sebastián, Palma de Mallorca, Seville or Bilbao) and incorporates, in the medium and long term, the main European capitals.

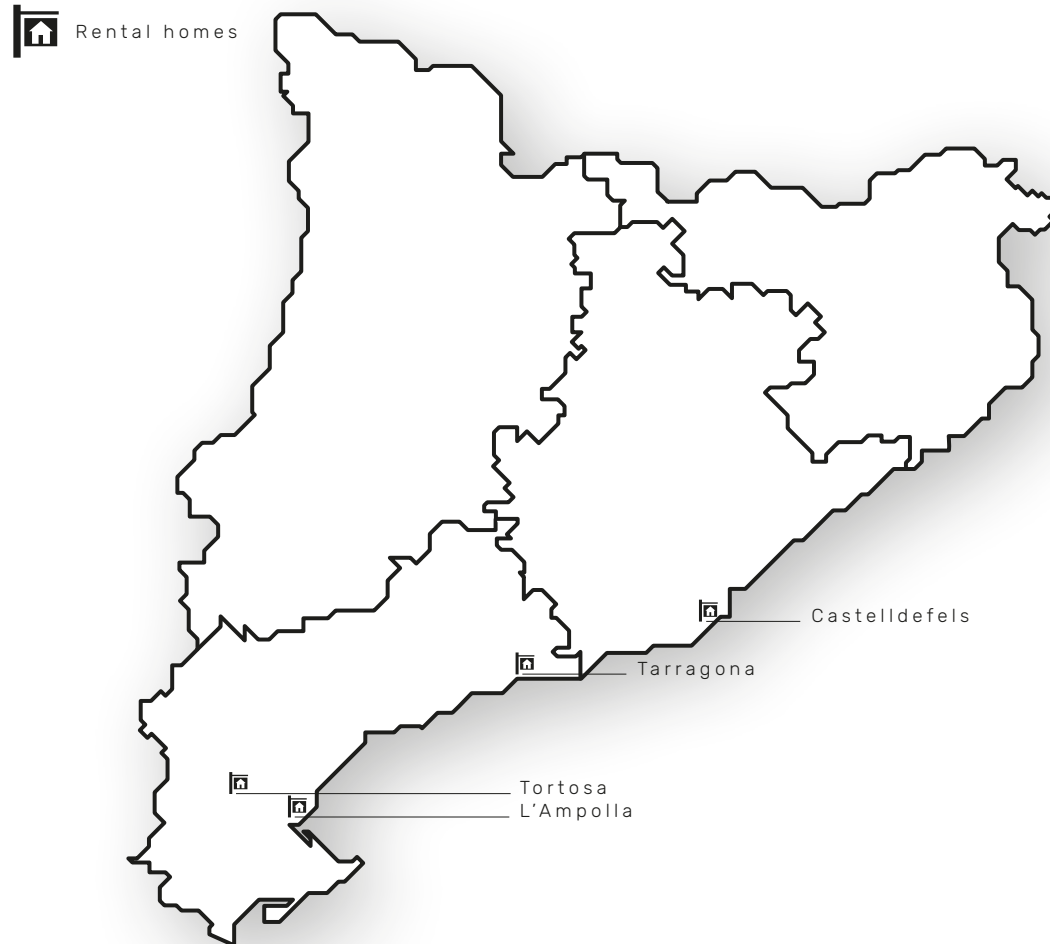


RENTAL PROPERTIES

RENTAL PROPERTIES. SUBIRATS BUREAU

RENTAL SPACE

Subirats Bureau has a wide range of properties used as **rental homes, commercial premises, offices, industrial warehouses** and **parking places**. The impact zones are concentrated in the provinces of **Barcelona** and **Tarragona** with more than 2,400 m² available for homes and more than 10,400 m² of commercial area. At present, commercial leases are aimed at companies in the tertiary sector, both national and international. The net income for 2016 related to this activity exceeded €1,400,000. The forecast for this 2017 is to exceed **€1,600,000**.



S U B I R A T S

Av. Pearson, 17-19
08034 Barcelona
subirats.net