

# S U B I R A T S

G R O U P R

R E P O R T



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### **OUR PRINCIPLES**

After more than five 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.



### 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 Subirats 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 Figueres, Castellví de Rosanes, Castelldefels, Reus and Tortosa.

SB Hotels was born in 1988, with the construction and commercialisation of Aparthotel La Rápita in Sant Carles de la Ràpita, with Hotel SB Corona Tortosa in 1994, Hotel SB Ciutat Tarragona in 1998 and Hotel 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, SB Glow in 2017, and the extension of SB BCN Events in 2018. In 2019, SB Hotels expands outside Catalonia with the acquisition of a hotel in Madrid. Finally, in 2022 the construction of a new hotel in Sant Feliu de Llobregat (Barcelona) has started.

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

# SUBIRATS TIMELINE

### HIGHLIGHTS

1975

BIRTH OF SUBIRATS BUREAU

CONSTITUTION

SB IMMOBILIÀRIA

1982

START P.P.
DEVELOPMENT TEMPLE
Tortosa

1988



APARTHOTEL LA RÁPITA La Rápita

2003



HOTEL
SB EXPRESS TARRAGONA
Tarragona

2004

HOTEL SB ICARIA

Barcelona

RESIDENCIAL SB L'AMPOLLA L'Ampolla

2009



HOTEL
SB DIAGONAL ZERO
Barcelona

2016



LOMOALTO & LOMOBAJO Barcelona 2017



HOTEL SB GLOW Barcelona 2018



RENOVATION:
HOTEL SB BCN EVENTS
HOTEL SB CORONA TORTOSA
HOTEL SB ICARIA

### 1992



START P. P.
TEMPLE 1 VORAPARC
Tortosa





HOTEL
SB CORONA TORTOSA
Tortosa

### 1998





HOTEL
SB CIUTAT TARRAGONA
RESIDENCIAL TORRES ROMA
Tarragona

### 2011



HOTEL
SB BCN EVENTS
Castelldefels





HOTEL SB PLAZA EUROPA L'Hospitalet de Llobregat

2014



EL NACIONAL Barcelona

### 2019



HOTEL
SB EXPRESS MADRID NORTE
Madrid

### 2021



RESIDENCIAL SB PORTA TORTOSA Tortosa

END OF CONSTRUCTION



VILLA SB GAVÀ MAR Gavà

### 2022



START OF CONSTRUCTION HOTEL SANT FELIU DE LLOBREGAT San Feliu de Llobregat

OPENING SCHEDULED FOR 2024



#### SUBIRATS BUREAU SL

www.subirats.net

Holding 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.sbhotels.es

Construction and development of hotel establishments and property rentals

sbhotels

PI. Europa 9-11, planta 24 08908 L'HOSPITALET DE LLOBREGAT CIF: B-43067172

### SUBIRATS BERENGUER IMMOBILIÀRIA SL

www.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

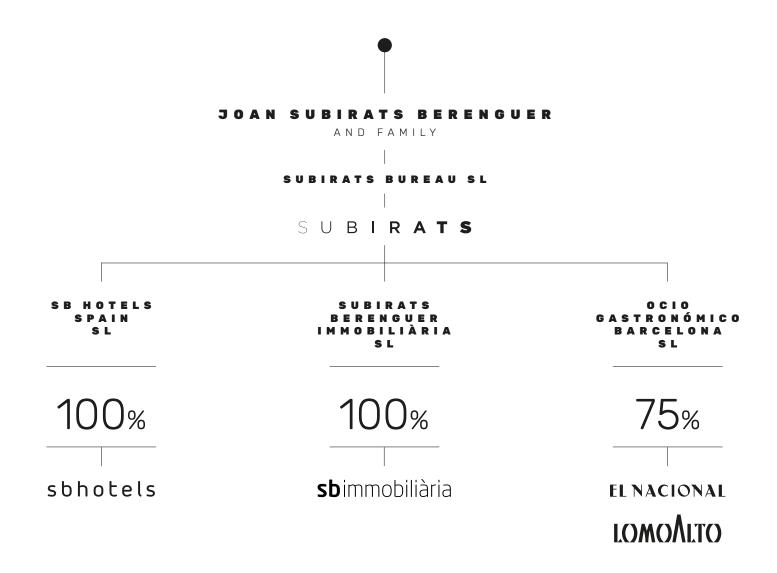
Restaurants and gastronomy

**EL NACIONAL** 

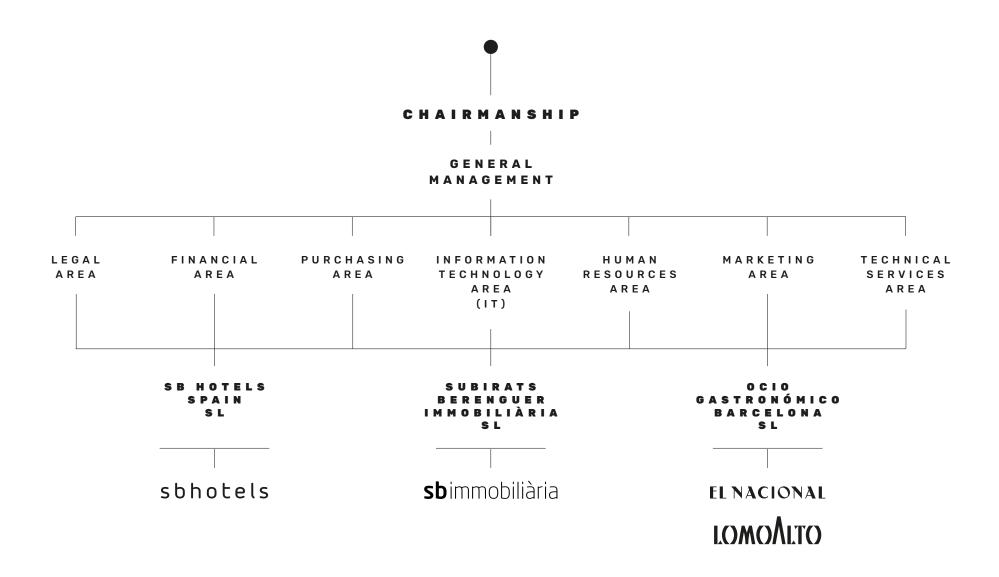
romovito

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

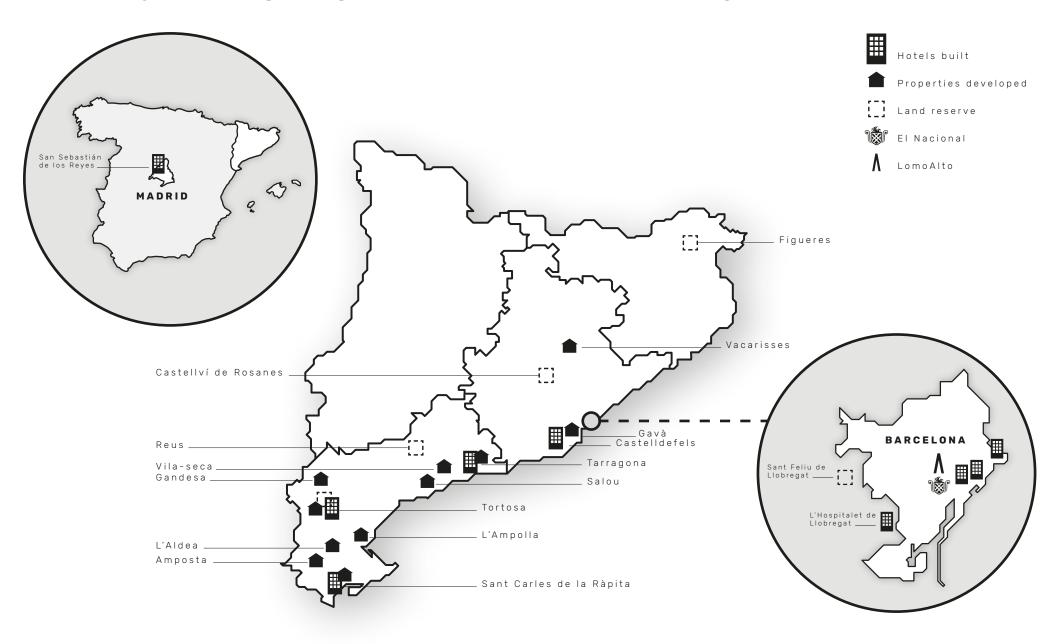
# COMPANY ORGANISATION CHART



# BUSINESS ORGANISATION CHART



# DISTRIBUTION IN THE TERRITORY



### **HUMAN CAPITAL**

The key to the success of our project is, without a doubt, human capital. We have a professional staff that grows organically to the rhythm of the group's projects and is characterised by a markedly global profile. We have more than 800 employees of more than 15 different nationalities. In addition, the desire for continuous improvement drives us to constantly train and improve ourselves. Therefore, we have an annual training program of more than  $\bigcirc$  50,000 aimed at all levels of the organisation and focused on different areas of expertise.







INVESTMENT IN TRAINING



# CONSTRUCTION. SB IMMOBILIÀRIA

**Since 1975,** the company has developed close to 40 building projects, with more than 565,000 m<sup>2</sup> 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 93 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 development of its land portfolio and is actively searching for new real estate projects, both residential and tertiary, either from the point of view of property business or development for sale.

**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 and Figueres. This means a total of about 1,000 housing units available in the medium term.



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

#### LATEST MILESTONES

#### 2019

- The **Hotel SB BCN Events was refurbished and expanded,** providing a new convention centre with a capacity for more than 400 people, just 10 minutes from Barcelona Airport. In addition, this extension has meant reaching a total of 323 rooms.
- SB Hotels expands outside Catalonia with the acquisition of a new asset: the Hotel SB Express Madrid Norte. With this acquisition the company goes on to offer the market a total of 1,702 rooms.

#### 2021

• SB Hotels redesigns the concept of its 3\* Express hotels and materialises it with the complete refurbishment of the Hotel SB Express Tarragona, bringing a fresh and casual style and interior design to the company.

#### 2022

• SB Hotels begins the construction of what will be its tenth hotel. A 4\* superior asset located in Sant Feliu de Llobregat (Barcelona). This opening will transform the hotel chain in one of the leading brands with more rooms in Barcelona as a destination.



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

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





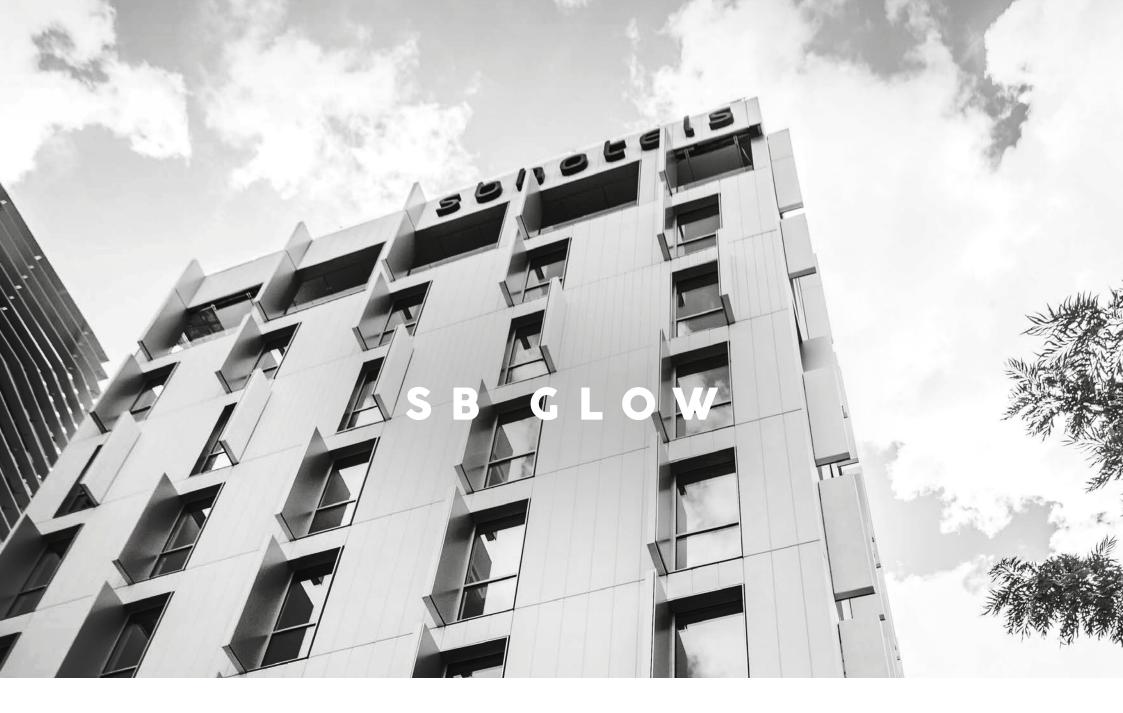




### **Hotel SB Diagonal Zero**

Pl. de Llevant, s/n 08019 Barcelona

hotelSBdiagonalzero.com



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.

- 4-star superior
- · 235 bedrooms
- · Free Wi-Fi
- · Buffet breakfast
- Floor with executive rooms with
- Panoramic terrace with pool, solarium and bar
- 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









#### Hotel SB Glow

Badajoz, 148-154 08018 Barcelona hotelSBglow.com



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.

- · 4 stars
- · 180 bedrooms
- · Free Wi-Fi
- · Buffet breakfast
- · 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









#### Hotel SB Icaria

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

hotelSBicaria.com



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.

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









#### Hotel SB Plaza Europa

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

hotelSBplazaeuropa.com



rior, 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.



- · 323 bedrooms
- · Free Wi-Fi
- · Buffet breakfast
- · Restaurant, café and bars
- · Large garden with pools
- New spaces and new events centre for 400 people
- · Kids' corner
- · Private garage
- · Private dining rooms
- Bicycle rental









#### Hotel SB BCN Events

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

hotelSBbcnevents.com



Hotel **SB Ciutat Tarragona 4\*** is located in the very heart of the city, where you will find all of the leisure venues, shops and culture on the doorstep.



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









#### Hotel SB Ciutat Tarragona

PI. Imperial Tarraco, 5 43005 Tarragona

hotelSBciutatdetarragona.com



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









- · 3 stars
- · 90 bedrooms
- · Free Wi-Fi
- Buffet breakfast
- · BLÚ Mediterranean Food & Coffee
- · Fitness centre
- Meeting room for 10 people
- · Private garage

#### Hotel SB Express Tarragona

PI. de les Corts Catalanes, 4 43005 Tarragona

hotelSBexpresstarragona.com



Hotel **SB Corona Tortosa 4\*** is located in the most modern part of the city, just a few minutes from the Ebro River and the centre. In addition to targeting the general public, the hotel has a touring cyclist label and offers services and facilities for cyclists under the **sbhotels&bike** brand.

- · 4 stars
- · 102 bedrooms
- · Free Wi-Fi
- Buffet breakfast
- · Restaurant, café and bars
- · Large garden with pool
- · Meeting rooms for 250 people
- Familiy apartments
- · Private garage
- · Private dining rooms
- · Facilities for cyclists











#### Hotel SB Corona Tortosa

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

hotelSBcoronatortosa.com



## HOTEL INDUSTRY. SB HOTELS

Hotel **SB Express Madrid Norte** is located just a few kilometres from Madrid city centre, close to the airport, the IFEMA trade fair centre and next to a large business area.









· 99 bedrooms

• Free Wi-Fi

· 3 stars

· Buffet breakfast

· Large garden

Vending machines

· Meeting rooms for 150 people

Private garage

#### **Hotel SB Express Madrid Norte**

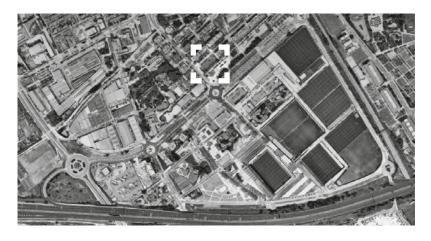
Paseo de Europa, 11 28700 San Sebastián de los Reyes (Madrid) hotelSBexpressmadridnorte.com



## HOTEL INDUSTRY. SB HOTELS

#### SANT FELIU DE LLOBREGAT (BARCELONA)

#### **OPENING 2024**

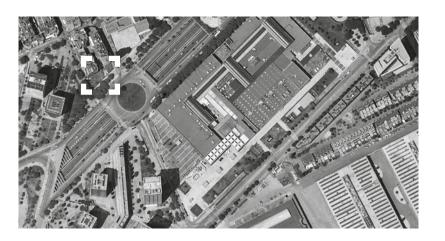


- 4-star superior
- 177 bedrooms
- Buffet breakfast
- · Floor of executive rooms with terrace
- · Panoramic terrace with pool, solarium and pool bar
- · Fitness centre with steam room and sauna
- Restaurant
- Meeting rooms
- · Private garage, with designated spaces for electric vehicles
- · Building with A-rated energy efficiency

Calle de Josep Tarradellas 08980 Sant Feliu de Llobregat (Barcelona)

### L'HOSPITALET DE LLOBREGAT (BARCELONA)

#### **OPENING 2025**



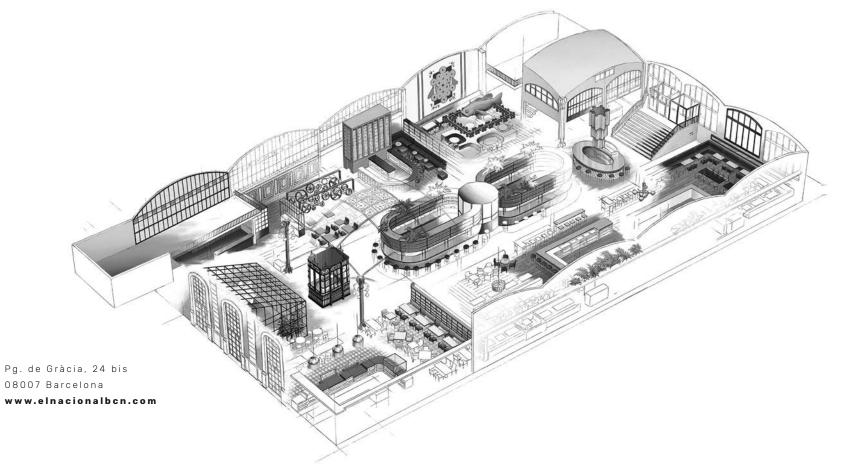
- 4-star
- 120 bedrooms
- Buffet breakfast
- · Rooftop with pool, solarium and pool bar
- Restaurant
- Private garage, with designated spaces for electric vehicles
- · Building with A-rated energy efficiency

Plaza Europa 08908 L'Hospitalet de Llobregat (Barcelona)



## GASTRONOMY. EL NACIONAL

Opened in October 2014, El Nacional is a project of Ocio Gastronómico SL, leader in the restaurant sector, with more than 200 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 Modernist 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 receives an average of about 1,500 visitors per year.





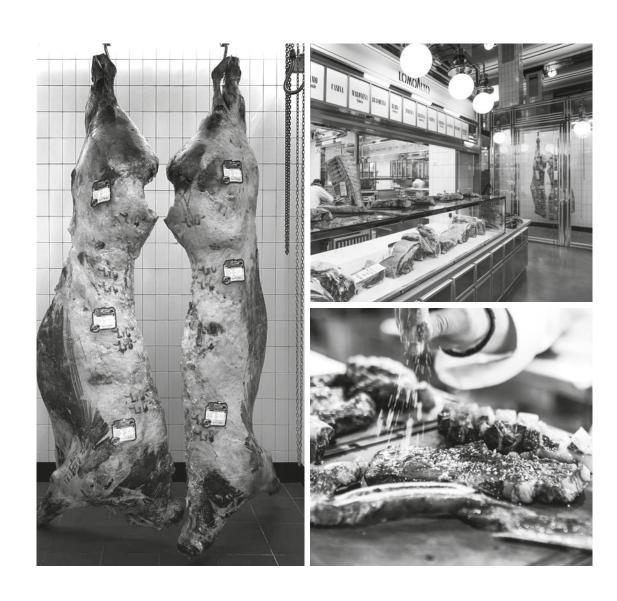
## GASTRONOMY. LOMOALTO & LOMOBAJO

Another project of Ocio Gastronómico SL is this double space, with 750 m², located in the heart of Barcelona: LomoAlto & LomoBajo. 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 LomoBajo, the diner will be able to enjoy the best 'meat between bread' in the city and on the upper floor, named LomoAlto, the diner will taste the best aged meat in an elegant Steak House format.

Aragó, 283-285 08009 Barcelona

https://lomoalto.barcelona





## 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 spaces.

The impact zones are concentrated in the provinces of Barcelona and Tarragona: more than 10,400 m² of commercial area for companies in the tertiary sector, both national and international, and more than 1,250 m² for rental homes, the latter located in the new construction building SB Av. Colom (Tortosa).

The net income for 2021 related to this activity exceeded € 1,800,000. The forecast for this 2022 is to exceed € 1,900,000.





## STRATEGIC OBJECTIVES

## 1. Hotel Industry

- Activation of a national expansion plan focused on Madrid and Barcelona, and their metropolitan areas, as well as Spanish provincial capitals.
- The international expansion in the short term focused on Italy (Lombardy) and in the medium term on the main European capitals.
- To strengthen the business profile of SB Hotels incorporating strategic locations in large cities, with a capacity of between 100 and 400 rooms and with a quality standard of 3\*, 4\* and 4\* superior.

#### 2. Real Estate

- · Materialise the available plots and start new strategic developments for the group.
- Build and refurbish all available SB Hotels establishments participating in the improvement of these assets.

## 3. Restaurant Business

- Analysis of a possible implementation of the El Nacional & LomoAlto concept in the main European cities.
- Invest in the continuous improvement of all gastronomic aspects linked to the hotel chain.

## 4. Properties

• Analysis of the properties division's growth in two directions: rental homes and operations in the tertiary sector (warehouses, commercial spaces and offices).



# SOCIAL RESPONSIBILITY AND ENVIRONMENTAL AWARENESS

At Subirats Bureau we like to work from our hearts and give back to society part of what it brings us. Therefore, we have several avenues of sponsorship and patronage active as well as solidarity fundraising campaigns.

In addition, quality and environment management concern us and therefore we work to grow in a respectful and sustainable way to the environment.



OUR SOCIAL
RESPONSIBILITY
FOCUSES ON
SOLIDARY PROJECTS
FOR THE BENEFIT
OF CHILDHOOD
DISEASES RESEARCH
AND BREAST
CANCER FIGHT



OUR SPORT
SPONSORSHIP
PROGRAMME
FOCUSES ON
RUNNING, CYCLING
AND TRIATHLON

WE PROMOTE SPORTS AMONGST OUR EMPLOYEES



AVAILABLE TO OUR GUESTS:

BIKE RENTAL

PARKING FOR ELECTRIC VEHICLES



MORE THAN 50%
OF OUR HOTEL
ROOMS ARE A-RATED
ENERGY EFFICIENT



WE HAVE
THE FOLLOWING
CERTIFICATIONS:

ISO 9001 QUALITY MANAGEMENT SYSTEMS

ISO 14001 Environmental Management systems

## S U B I R A T S

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