



S U B I R A T S

A photograph of three men in dark blue suits and white shirts standing on a modern, glowing yellow staircase. The man on the left is smiling and has his hands in his pockets. The man in the center is older, with grey hair, and has his hands clasped in front of him. The man on the right is smiling and has his arms crossed. The staircase is illuminated from below, creating a warm, golden glow. The background is a dark, textured wall.

# OUR PRINCIPLES

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After more than five decades of business activity, Subirats Bureau's objective remains true to the essence of its origins: **a deep-rooted connection to 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 medium- to long-term expansion strategy that guarantees strong business consolidation over time.

# PROFESSIONAL DEVELOPMENT

**Subirats Bureau began operating in 1975** in the Ebro Delta region as a result of the leadership and vision of Catalan businessman Joan Subirats Berenguer, founder and honorary chairman of the group.

**Always foreseeing market trends** and maintaining maximum added value in all its projects, Subirats has led a group that is now fully consolidated. The diversification strategy implemented over the last few decades has allowed **Subirats Bureau to expand into the areas of real estate development, construction and the hotel and restaurant industries. Currently, Subirats Bureau employs more than 900 professionals of up to 15 different nationalities**, respecting gender parity across all its business units.

In 1994, **the group naturally evolved** from the Ebro Delta region to Tarragona, where the real estate division was consolidated with two landmark 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 m<sup>2</sup>. The current land reserve** accumulated by the real estate division is more than **100,000 m<sup>2</sup> of building space**. To this day, Subirats Bureau is carrying out projects in Figueres, Castellví de Rosanes, Castelldefels, Reus, Tortosa and L'Ampolla.

**SB Hotels was founded in 1988**, with the construction and marketing of the Aparthotel La Ràpita in Sant Carles de la Ràpita, followed by the Hotel SB Corona Tortosa in 1994, the Hotel SB Ciutat Tarragona in 1998 and the Hotel SB Express Tarragona in 2003. The chain's continued success led to **further expansion with new openings in Barcelona**: the SB Icaria in 2004, the SB Diagonal Zero in 2009, the SB BCN Events in 2011, the SB Plaza Europa in 2013, the SB Glow in 2017 and the extension of the SB BCN Events in 2018. In 2019, SB Hotels **expanded outside Catalonia** with the acquisition of a hotel in Madrid. The SB Win, located in Sant Feliu de Llobregat (Barcelona), opened in 2024, and the chain's 11<sup>th</sup> hotel is scheduled to open in Barcelona in 2027.

**Innovation and gastronomic leisure** complete the circle of professionalism of Subirats Bureau, from 2014, with such emblematic venues as El Nacional.

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