

A MULTI-BRAND HOTEL COMPANY

LUXURY  
WELLNESS  
GOLF  
BUSINESS  
LEISURE  
GASTRONOMY

# *Conceptualisation & strategy*

At ADH Hotels & Resorts we individualise each project, adding personality and a differential value, whilst offering and applying strategic solutions to protect the interests of investors.

---

We are a hotel company specialised in international multi-brand management and focus on conceptualising and positioning different products. We define a new concept of management and operation of hotel spaces.



ADH HOTELS & RESORTS

SPECIALISTS IN HOTEL  
CONCEPTUALISATION AND REPOSITIONING



EXPERIENCE, INNOVATION AND OPERATIONAL  
CAPACITY IN THE TOURISM SECTOR



## ***Our model offers our clients a unique, comprehensive, and ongoing system***

With its broad coverage and operational capabilities, it provides the ideal solution for investment funds and developers who are interested in entering the hospitality sector but lack experience or who want to improve their bottom line.

At Adh Hotels & Resorts we start out by performing a detailed evaluation of the asset based on our operational know-how, bringing to bear a high level of specialisation through outsourcing services and thanks to its highly experienced interdisciplinary team.

1. DEVELOPMENT AND EXECUTION
2. PRE-OPENING
3. OPERATIONS
4. DUE DILIGENCE · STUDY PLAN
5. IMPLEMENTATION PLAN
6. CONTROL & SUPERVISION OF EXECUTION AND ASSEMBLY
7. MULTI-BRAND HOTEL MANAGEMENT
8. DEFINITION, ADAPTION AND DESIGN

**Concept analysis and rebranding.**

**Define, adapt, design and adjust the investment/Business plan.**

**Partner with the most suitable brand for the project.**

**Develop and implement.**

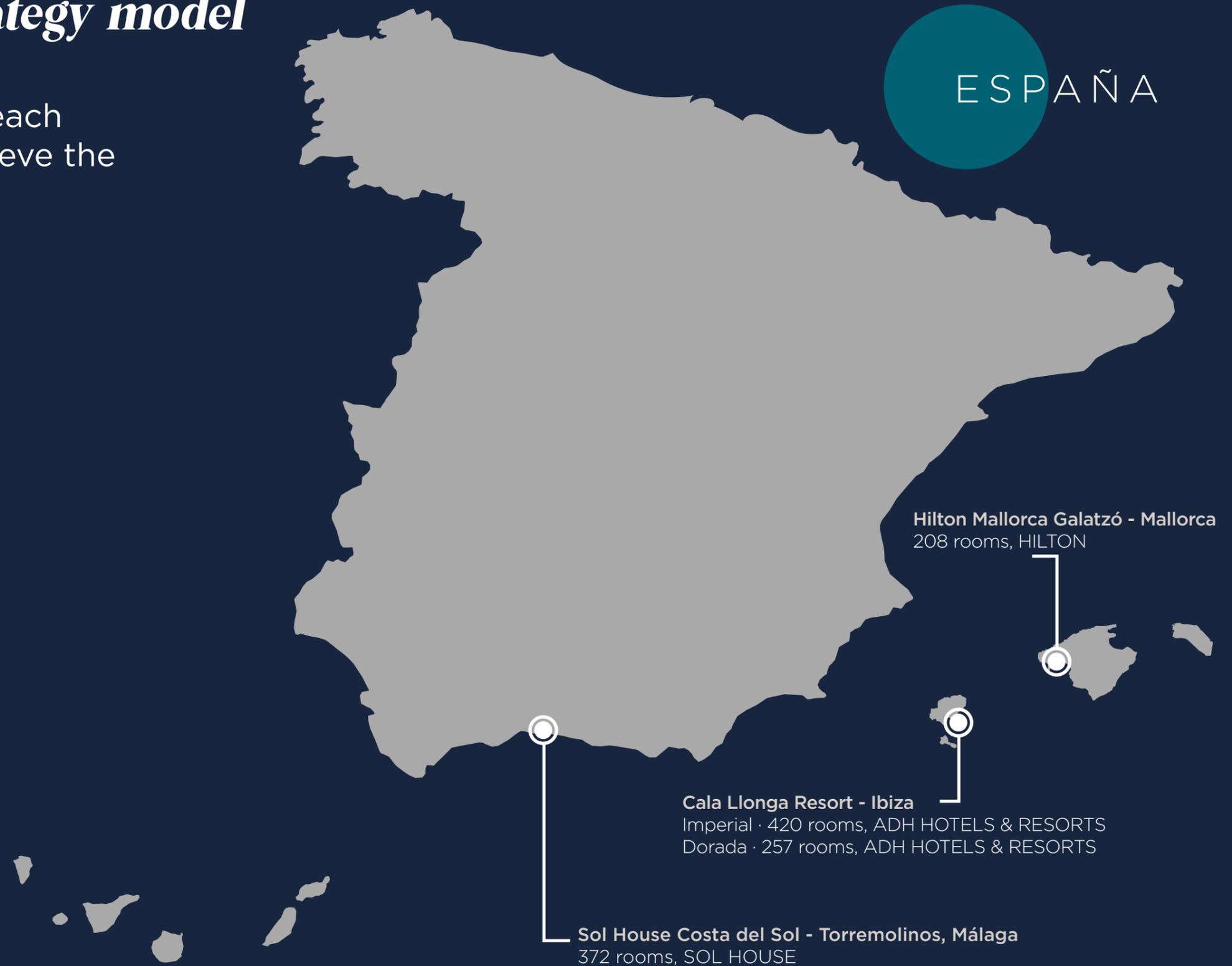
**Evaluate competitive advantages.**

# Flexible growth strategy model

We adapt to the needs of each project and partner to achieve the targets set.

## hotel business model

- MANAGEMENT
- FRANCHISE
- ASSET MANAGEMENT
- RENTAL AGREEMENT



# Hilton Mallorca Galatzó



Hotel business model: Asset Management

Located on the Costa de la Calma in Mallorca.

It offers a full range of dining and wellness options and sporting activities, with magnificent views of the sea, while also being uniquely placed for golfing.



In partnership with Meliá Hotels International.

Hotel business model: management and operations.

Located 300 metres from the famous Carihuela beach in Torremolinos.

It combines an unbeatable location with a full range of top-notch facilities, including five swimming pools with ocean views.



ADH HOTELS & RESORTS



# Sol House Costa del Sol

MÁLAGA  
372 ROOMS  
MELIA.COM

SOL  
HOUSE

# Cala Llonga Resort



IBIZA

- IMPERIAL: 420 ROOMS
- DORADA: 257 ROOMS

[CALALLONGARESORT.COM](http://CALALLONGARESORT.COM)



A family resort with a shorefront location in one of Ibiza's most pristine natural spaces.

The hotel consists of two interconnected buildings, and it also has a direct ferry connection from the beach to the center of Ibiza and Formentera island.



# Carlos Fernando

## Martins CEO

Carlos Martins has more than 35-years' experience in hotel and resort management for such large companies as Savoy Hotels and Meliá Hotels Internacional in Spain and Portugal.

As Vice-President for the Mediterranean Region for Meliá Hotels International, he managed a portfolio of 75 hotels, chiefly in the Canary Islands, the Balearic Islands, and the coast of Spain, as well as in other venues outside Spain like Bulgaria, Croatia, Montenegro, and Morocco. During his last five years with the company, he was involved in an ambitious programme of investments in those assets undertaken by Meliá and achieved outstanding results.

During that same time he also oversaw Meliá's joint-ventures with Starwood Capital, London & Regional, and Avenue Capital. He has been CEO of Adh Hotels & Resorts since 2019.



# Manuel Fernández – Marcote

## CFO

Manuel Fernández-Marcote was Vice-President of Finance at NH Hotels Group, where he supervised the company's debt re-structuring and a 115 million-euro bond issue.

He also worked as Finance Director for the Room Mate Group, a mid-size hotel management group with a portfolio of 22 hotels in Europe and America. During that time he also oversaw the group's expansion by renewing lease agreements and acquiring new ones.

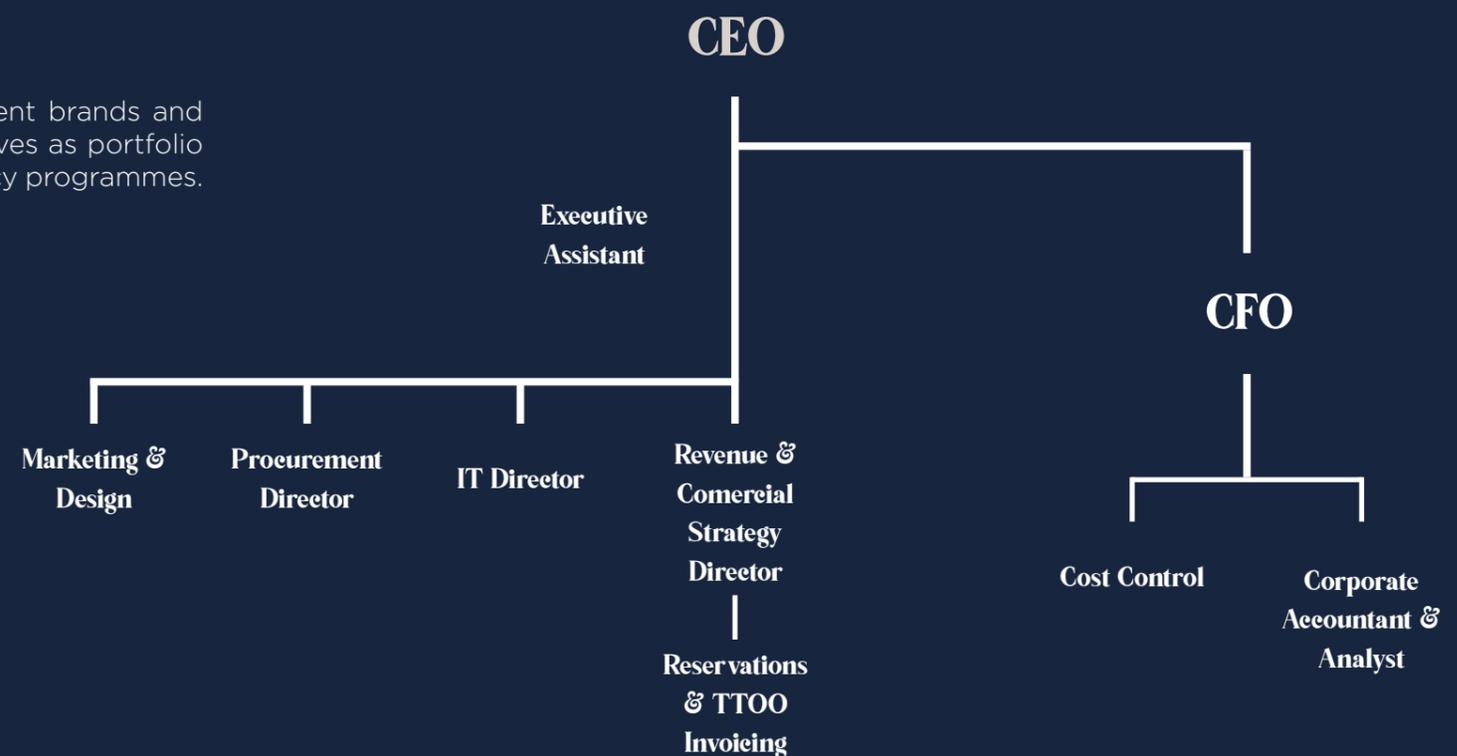
Manuel started off his career as a financial auditor with Deloitte, working mainly in the building and hospitality industries. He is currently the CFO of Adh Hotels & Resorts.



# Organisational structure

Established in 2014, Adh Hotels & Resorts has extensive experience in the Spanish hotel and tourism market and has a hand in such key tourist destinations as the Costa del Sol and the Balearic Islands.

It currently operates 1,264 rooms in association with independent brands and large international hotel brands and leads such business objectives as portfolio repositioning projects, brand conversions, and operating efficiency programmes.

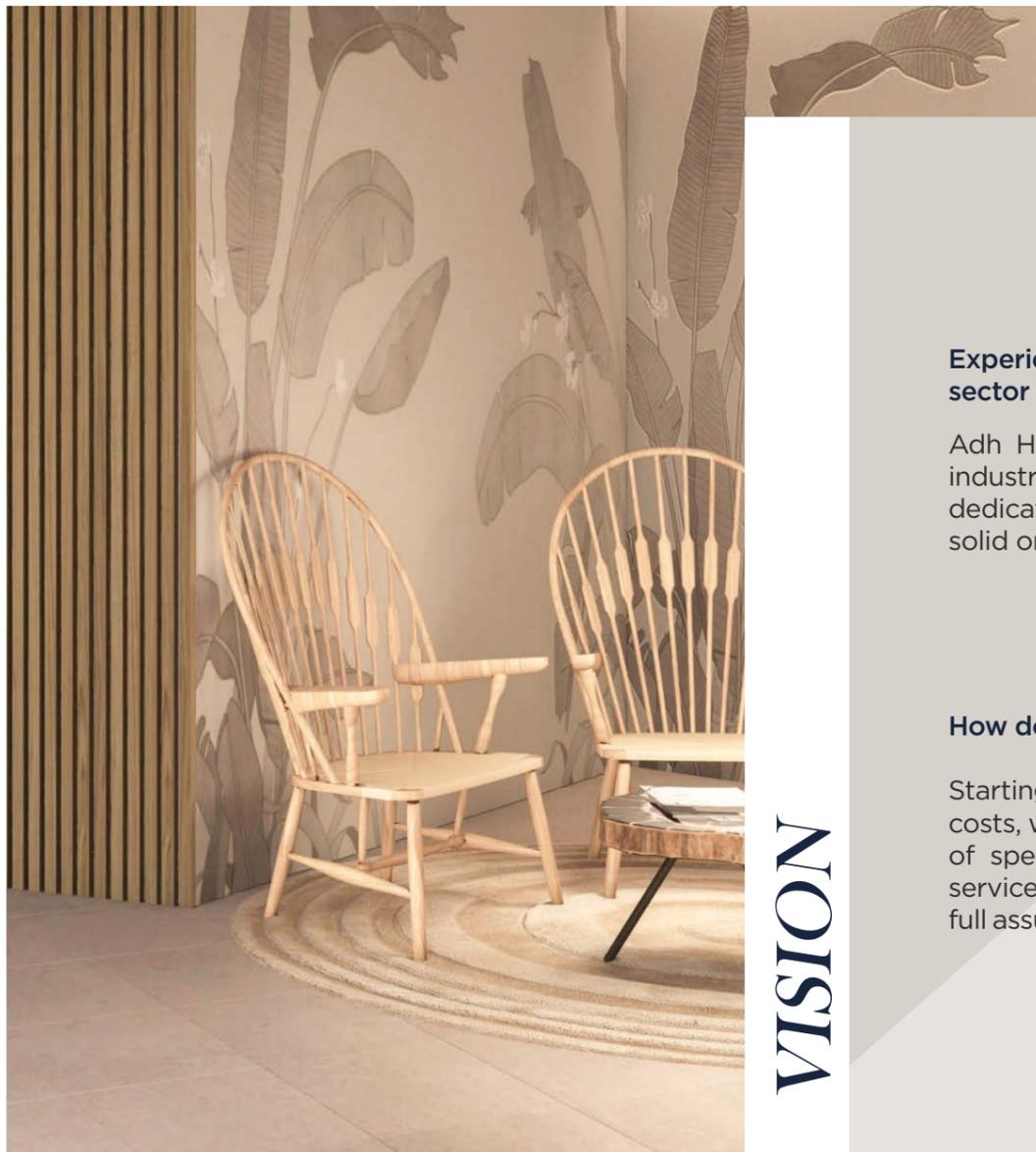


Backed by its outstanding team, with its innovative profile, **EXPERIENCE, and know-how,** Adh Hotels & Resorts is synonymous with an assurance of **SUCCESS.**

# Who we are

Based on concept formation, operating efficiency, positioning, and producing returns. Adh Hotels & Resorts offers an innovative business model tailored to each operation, designing and applying strategic solutions aimed at creating uniquely competitive products, maximising investments, and promoting good business practices in the industry.

***Experts in international multi-brand hospitality management and operations, a new way to manage and operate hotel properties***



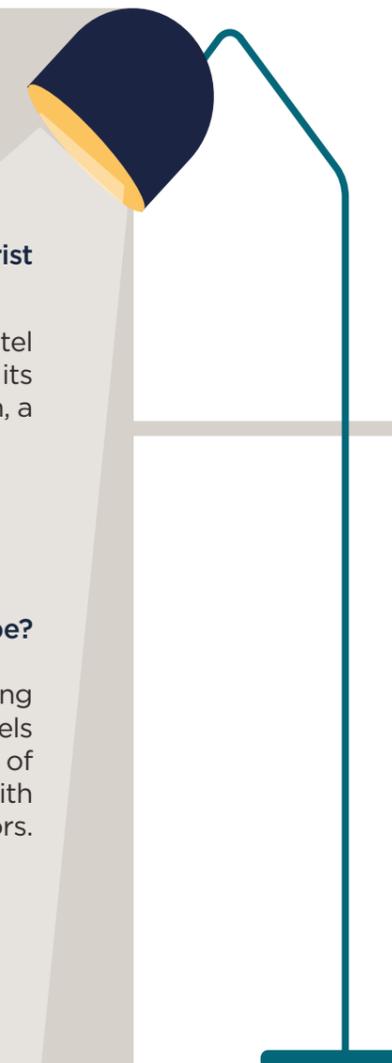
**VISION**

## **Experience, innovation, and operating capacity in the tourist sector**

Adh Hotels & Resorts' innovative business vision for the hotel industry combines optimal business partnerships rooted in its dedication to leadership, expertise the tourism industry in Spain, a solid organisational structure, and highly experienced staff.

## **How does our innovative vision of the hotel business take shape?**

Starting with a detailed analysis of the status of assets and operating costs, we employ a results-oriented method marked by high levels of specialisation in each phase of the project, outsourcing of services, and the ability to generate funding and resources, with full assurances of security and returns for developers and investors.



**ADH HOTELS & RESORTS**

# Who we are

## MISSION

**To be the go-to multi-brand managing and operating company for the hotel industry in Spain.**

Adh Hotels & Resorts was established in 2014 to develop and apply a different business model. To take on projects with a commitment to results in a way that goes beyond customary business practices. Our mission is to show that the results achieved by our alternative strategic solutions produce better returns and value from hotel properties.

We have come up with an optimal approach for doing this, a business outlook open to exceptional opportunities and perspectives that earns the confidence of clients and investors and combines the enthusiasm and drive that informs the hospitality industry and the competitive spirit of a young, qualified team. Adh Hotels & Resorts has the resources we need to accomplish our mission.

## VALUES

Our staff's values are a reflection of our mission and our vision. They define who we are and what we do.



**EFFORT  
LEARNING  
EXCELLENCE**



This involves taking the initiative, earning trust, and having conviction in the flexible, innovative solutions we offer.



**INITIATIVE  
TRUST  
ASSURANCE**

**INTEGRITY  
INNOVATION  
SUCCESS**



Our values ensure that we are honest and competitive and that we employ a transparent, innovative approach tantamount to an assurance of success



## Core equity investments

- The necessary experience and skills to **manage and carry out equity investment projects** in the hospitality market and tourism sector.
- The in-house experience and expertise to **oversee and manage the process from start to finish.**
- **The involvement and support of the leading partners and consultants** in the marketplace.
- A proven **track record of delivering equity projects on time and on budget.**
- Equity investment based on different **brands and levels of investment.**
- Large-scale conversion and **repositioning projects.**
- The ability to **balance** practical considerations against **client and brand requirements.**

## Gestión de activos

- Interdisciplinary experience in **driving top-line revenues, managing costs,** and providing **solid returns.**
- A **business team** that specialises in **equity/yield management,** personalised **marketing,** and **e-commerce.**
- Continuous attention to **cost control** and **precise acquisitions.**
- An **operating mindset** that makes our clients' (and our colleagues') security and satisfaction the cornerstone for decision-making.
- A rigorous approach to increasing corporate value through **value-added acquisitions, expansion, and investments.**

## Hotel agreements

- Expertise and experience in all **brands/levels in the chain** and types of **properties.**
- Brands/levels in the chain.
- Deluxe, up-scale, high end, mid-range, standard, and economy.
- Hilton, Accor, Marriott, Meliá.
- All types of properties.
- **Proprietary** or operated by **franchises.**
- **Leases** (fixed, variable, mixed).
- **Proprietary run by outside asset management.**

# Functional Expertise

---

## Operations

Guest Relations  
Restaurants & Bars  
Meetings & Eventss  
Housekeeping  
Health & Safety  
Legal & Risk  
IT & Systems

## Commercial

Revenue  
Sales  
Marketing  
E-commerce

## Capital

Development  
Technical Services  
Estate Management

## Finance

Corporate Finance  
Operations Finance  
Real Estate  
Asset Management  
Procurement

## Human Capital

Human Resources  
Learning & Development



C/ Albasanz, 15B 3º A  
28037, Madrid · Spain



T +34 91 005 26 72  
[www.adhhotels.com](http://www.adhhotels.com)



**ADH**  
HOTELS & RESORTS

LUJO  
WELLNESS  
GOLF  
BUSINESS  
OCIO  
GASTRONOMÍA

**COMPAÑÍA HOTELERA MULTIMARCA**

C/ Albasanz, 15B 3º A  
28037, Madrid · España

T +34 91 005 26 72  
[www.adhhotels.com](http://www.adhhotels.com)



**ADH**  
HOTELS & RESORTS

---

LUJO  
WELLNESS  
GOLF  
BUSINESS  
OCIO  
GASTRONOMÍA

**COMPAÑÍA HOTELERA MULTIMARCA**



COMPañÍA HOTELERA MULTIMARCA

LUJO  
WELLNESS  
GOLF  
BUSINESS  
OCIO  
GASTRONOMÍA

ADH  
HOTELS & RESORTS

# COMPAÑÍA HOTELERA MULTIMARCA

LUJO  
WELLNESS  
GOLF  
BUSINESS  
OCIO  
GASTRONOMÍA

ADH  
HOTELS & RESORTS