

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

ADH HOTELS & RESORTS



***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

Hotel Las Águilas Tenerife · Puerto de la Cruz, Tenerife
215 rooms, AFFILIATED BY MELIÁ

Hotel Ocean House Costa del Sol · Torremolinos, Málaga
372 rooms, AFFILIATED BY MELIÁ

Mondrian Ibiza & Hyde Ibiza · Cala Llonga, Ibiza
401 rooms, HYDE · ACCOR
154 rooms, MONDRIAN · ACCOR

Hilton Mallorca Galatzó · Mallorca
208 rooms, HILTON

ESPAÑA



Hilton Mallorca Galatzó



Franchise with Hilton Hotels & Resorts.

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.

Cotton Club Mallorca – Exclusive Cotton Lifestyle Space.



ADH HOTELS & RESORTS

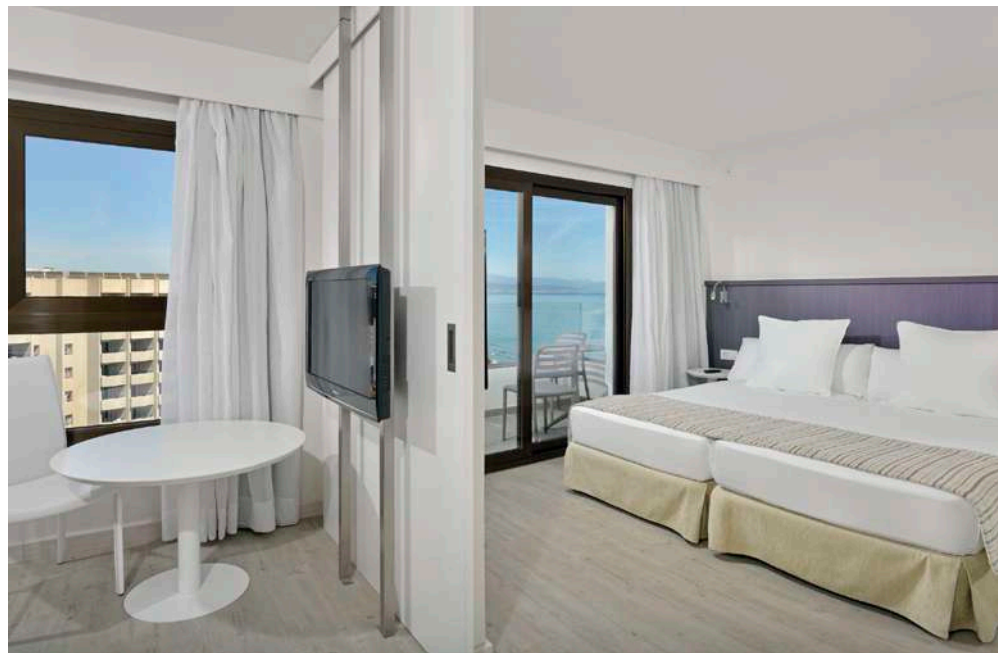
MALLORCA
208 ROOMS
HILTON.COM

In partnership with Meliá Hotels International.

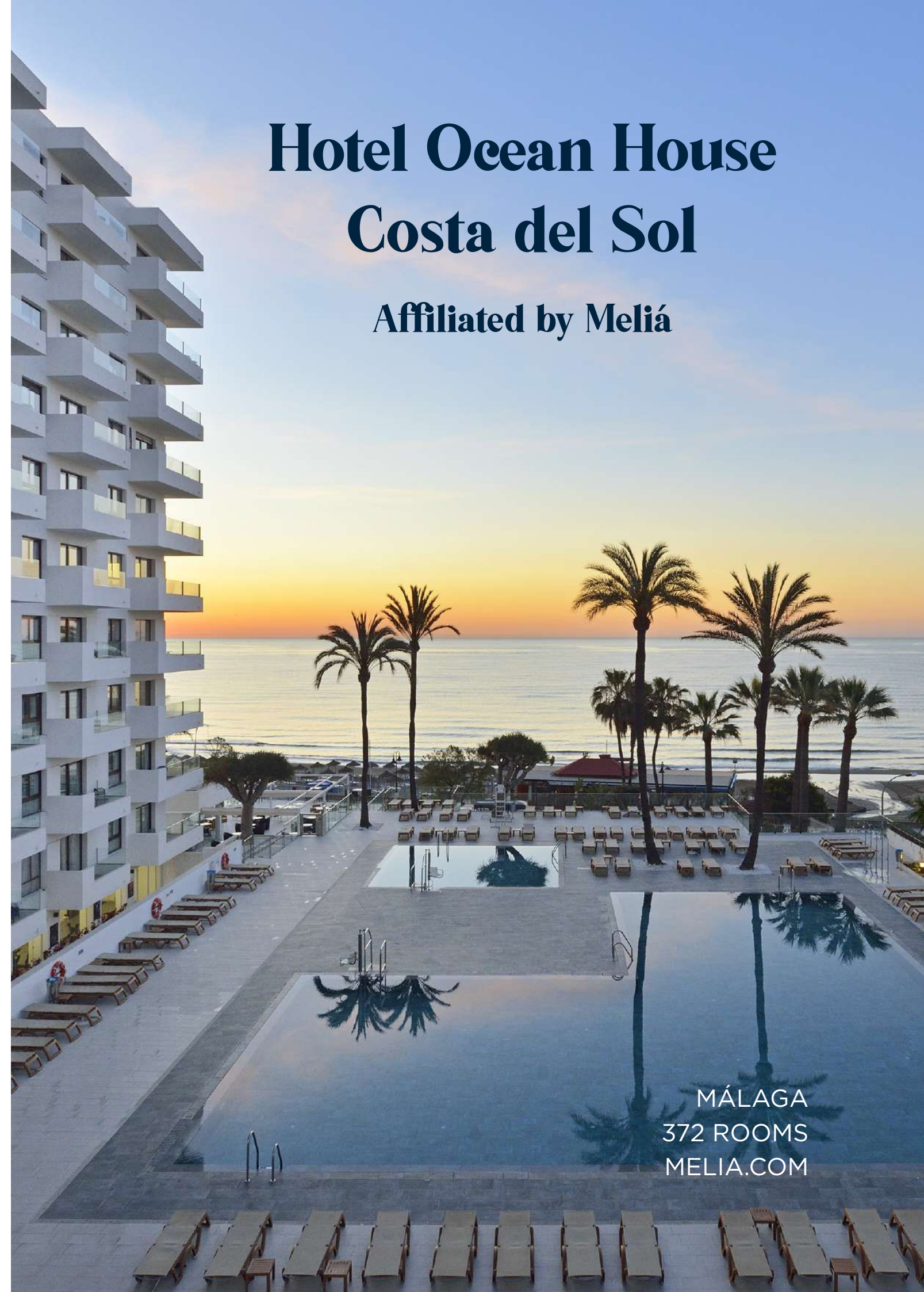
Hotel business model: management and operations.

Located 300 metres from the famous Carihuela beach in Torremolinos.

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



ADH HOTELS & RESORTS



Hotel Ocean House Costa del Sol

Affiliated by Meliá

MÁLAGA
372 ROOMS
MELIA.COM

Hyde Ibiza & Mondrian Ibiza

Two premium hotels under the Accor group's Mondrian and Hyde brands, located on the seafront in one of Ibiza's most pristine natural spaces; Cala Llonga.

They include nine dining and drinking establishments, with high-end pool areas, nightlife and music venues.

There is a direct ferry connection from the beach to the centre of Ibiza and Formentera island.



CALA LLONGA, IBIZA

- HYDE IBIZA: 401 ROOMS
- MONDRIAN IBIZA: 154 ROOMS



ADH HOTELS & RESORTS



Resort located in Puerto de la Cruz, north of the island of Tenerife in the Canary archipelago. On top of a hill in the heart of the Orotava Valley, a paradisiacal place surrounded by magnificent beaches of volcanic sand overlooking the Teide.

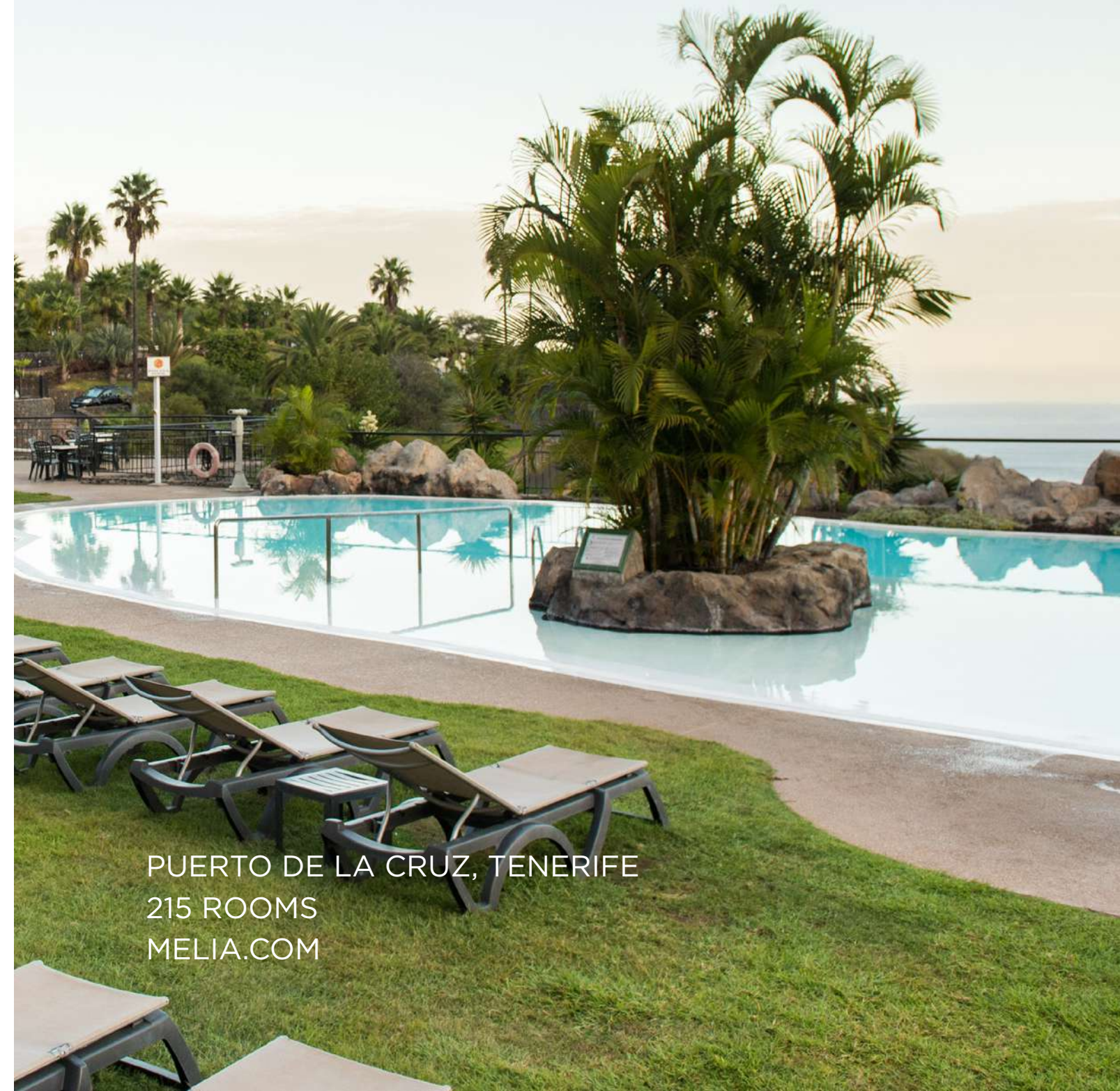
It has a complete gastronomic offer, half board and all inclusive, and spectacular facilities with two swimming pools, more than 10,000 m2 of landscaped areas and convention rooms designed for business trips or social events.



ADH HOTELS & RESORTS

Hotel Las Águilas Tenerife

Affiliated by Meliá



PUERTO DE LA CRUZ, TENERIFE
215 ROOMS
MELIA.COM

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.

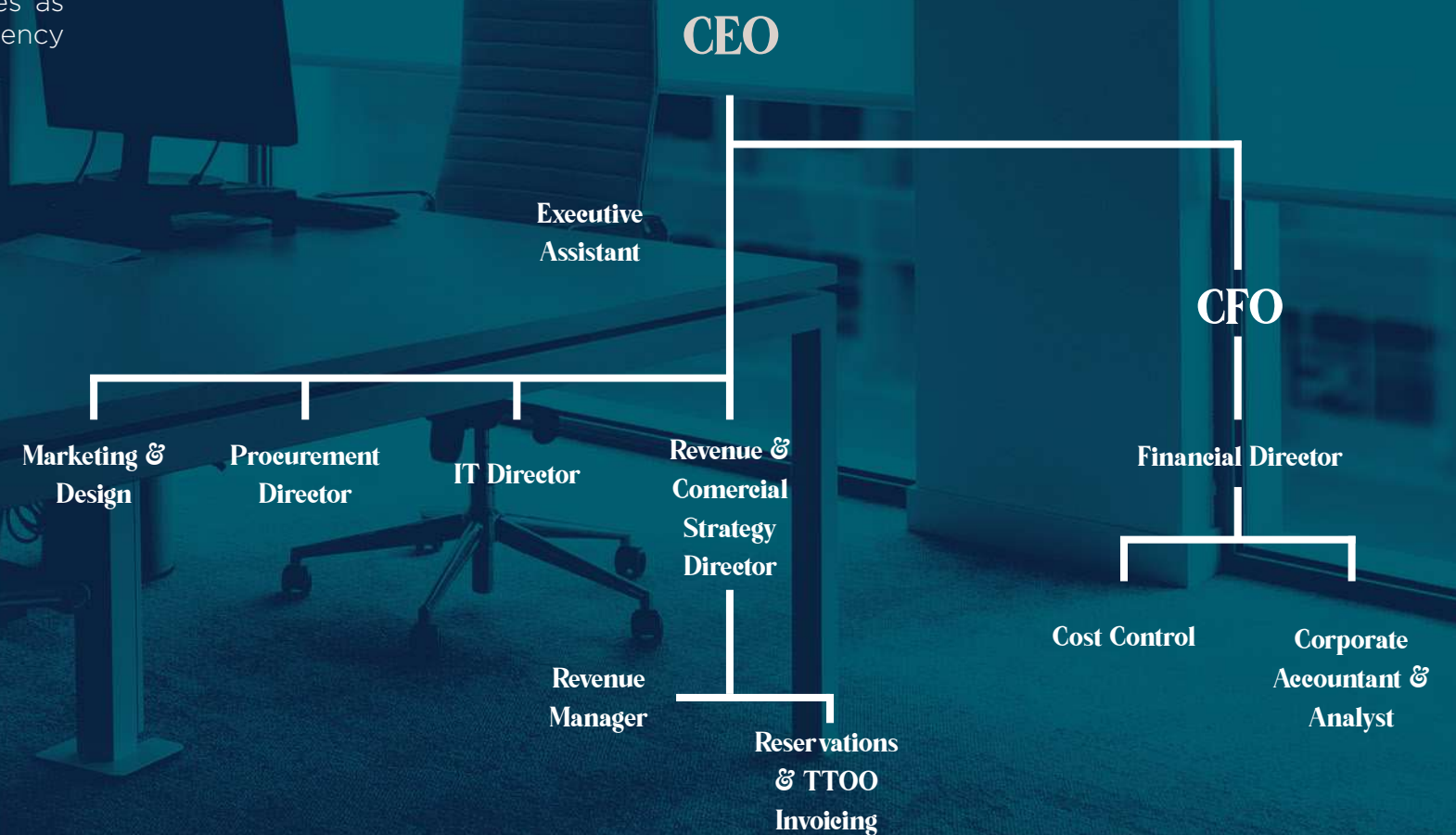


Organisational structure

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 1.350 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.



VISION

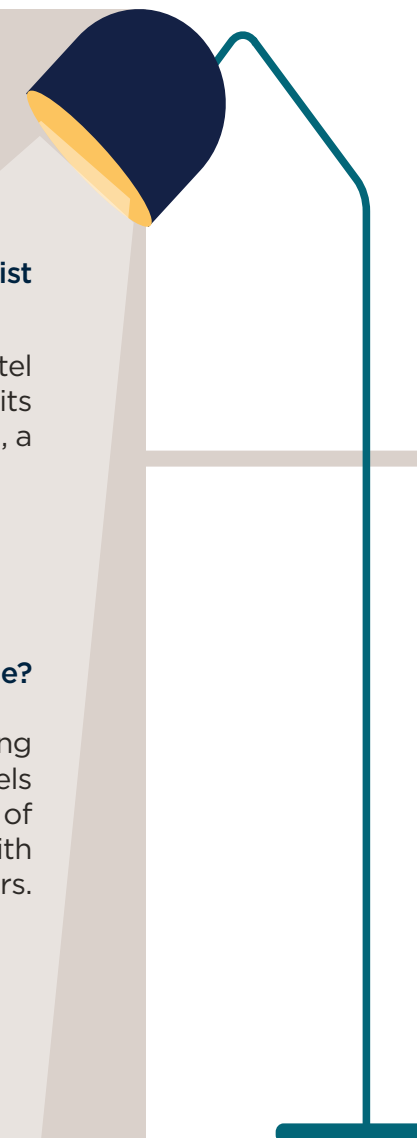
***Experts in international
multi – brand hospitality
management and operations,
a new way to manage and
operate hotel properties***

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.

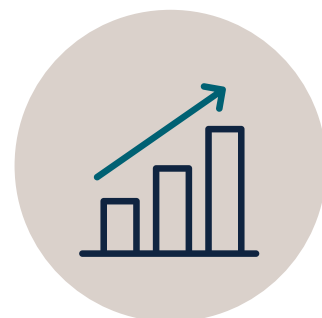
We have come up with an optimal approach for doing this, a business outlook open to exceptional opportunities and perspectives that earns the confidence of clients and investors and combines the enthusiasm and drive that informs the hospitality industry and the competitive spirit of a young, qualified 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.**

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.**

Asset Management

- 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.**

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



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