

# Company Profile

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# INTRODUCTION



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**Arum Group**, a leading services provider for large-scale planned community leisure resorts, with an excellent portfolio of resort management projects and a proven track record of sustainable business models that maximize financial returns for investors.

- ❖ Leisure Resort Management & Restructuring
- ❖ Resort Real Estate Development & Design
- ❖ Resort Real Estate Marketing & Property Sales
- ❖ Resort Asset Management

## SERVICES

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Arum offers our clients transverse services that include restructuring and management of resort projects; real estate design and development, and property sales and marketing. We focus on leveraging our projects' unique environments and facilities to create one-of-a-kind, profitable leisure resort communities.

### ❖ Leisure Resort Management & Restructuring

Arum's projects combine a strong leisure component with lodging and residential elements, resulting in innovative places where people live and enjoy.

Our resort management approach is characterized by **experience, creativity and control**. We have an understanding the' very complex businesses and budgets, and we match that knowledge with incredible **financial discipline**. This has enabled Arum to develop **effective resort management** structures, but also to restructure rapidly and successfully when needed.

Our specialised departments offer **innovative financial and legal solutions** to our clients.



# SERVICES

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Real estate is the backbone of a successful resort, and Arum works closely with clients to develop self-sustaining communities that attract and retain visitors and residents.

## ❖ Resort Real Estate Development & Design

### Master planning and definition of land use

For large and small projects alike, master planning is the value creation process that makes a resort real estate development project financially viable.

Its objective is to optimize value creation within each resort component so as to optimize value creation throughout the whole.

Projects must be segmented in such a way that they are both executable and profitable.

### Product design

Product design comprises the component mix of a resort, and also the optimal product typology for each resort component. Ex.

- Hotel (condo hotels, residences and serviced apartments)
- Residential (single-family and all types of multi-family homes)
- Leisure real estate component (golf, tennis, football, spas, pools, etc.)

### Resort Development

Once the master planning and product design are complete, the resort real estate development process begins. We focus on budgeting, conceptual design and construction management, affording maximum value to the land at our disposal.

## SERVICES

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### ❖ Resort Real Estate Marketing & Property Sales

#### Property Sales & Rental

With a portfolio of over 5,000 homes sold in Spain, Arum brings a fresh perspective to property selling. We have our own innovative technology that applies consumer marketing and communication techniques to real estate sales. Arum leads distribution channels both nationally and internationally and has a steady flow of partnership agreements with top-level international sales brokers.

We select, train and lead local property sales teams to achieve exceptional sales quotas.

In the rental market, Arum offers our clients our proprietary technology for managing holiday lets to ensure maximum revenue from their property assets. We design packages that combine holiday and leisure activities according to the project and our clients' needs.

Additionally, we work with a network of leading international tour operators in holiday apartment rentals.

#### Marketing

Arum's resort real estate marketing department aim is to match each customer with the most suitable property.

We are also tasked with the creation and maintenance of our communities. Arum's resorts are thriving neighbourhoods full of activity, and a destination in themselves. We take great care of our owners, making sure that each visit is a homecoming. From golf tournaments to galas to casual events, there are ample opportunities to meet and interact with neighbours.

It is the constant buzz of life that separates an Arum resort from the rest.

## SERVICES

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### ❖ Resort Asset Management

The objectives of resort asset management are to understand your products, value them correctly and assure that they perform in line with their value.

Arum has extensive experience in both direct resort asset management and oversight asset management. Our direct management consists of an analysis and reporting process that benchmarks each component of a product against international standards. We optimize performance and costs to ensure the most profitable results.

Our oversight resort asset management assures that operators are maximizing profits in line with the value of the assets. We examine management practices, review budgets and decisionmaking, and ensure that there is an internal auditing mechanism in place.



## PROJECTS

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The large-scale planned community leisure resort demands extreme selectivity from investors. Each is a world unto itself, requiring the utmost attention to detail and the successful alignment of hundreds of relevant factors.

Arum has selected unique destinations that leverage Spain's competitive advantage in the industry: the best climates in continental Europe (the Mediterranean), as well as the additional benefits of accessibility, security and great natural beauty.

Actually Arum is working on the following projects:

- ❖ La Manga Club
- ❖ Abama Resort
- ❖ El Dorado Playa
- ❖ Med Cambrils Resort



# La Manga Club

## ❖ DESCRIPTION

Awarded with **the first prize** at the **World Travel Awards** as Best Resort for several seasons. La Manga Club with 560 hectares, regularly hosts international tournaments in its **three golf courses** and it is used as training center for many **football clubs and national teams** worldwide.

## ❖ LOCATION

Murcia (Spain)

## ❖ SERVICES

- **Real Estate offer**
- **Luxury 5 \* Hotel Prince Felipe**
- **Condo-hotel Las Lomas Village**
- **More than 15 bars and restaurants**
- **Spa and Fitness Centre of 200 m<sup>2</sup>**
- **3 golf courses**
- **David Leadbetter Academy**
- **27 tennis courts**
- **8 football fields (FIFA size)**
- **Private access beach open to the Mediterranean sea**



# La Manga Club

## ❖ ROLE OF ARUM

La Manga Club is an established destination that offers endless real estate and residential opportunities for both buyers and renters.

Arum manages the resort real estate components, as far as new developments and restructuring are concerned.

- **Strategic Plan and urban planning**
- **Construction supervision**
- **Management control**
- **Marketing and sales management**



# Abama Resort

## ❖ DESCRIPTION

Due to its quality facilities and services within its 160 hectares, Abama Resort is positioned as one of **the most luxurious resorts** in southern **Europe**.

## ❖ LOCATION

Guia de Isora, Tenerife, Canarias (Spain)

## ❖ SERVICES

- **Real Estate offer**
- **5 star hotel The Ritz-Carlton Abama**
- **10 restaurants (2 with Michelin Star)**
- **Golf 18 holes designed by Dave Thomas**
- **Sports facilities (Gym, Tennis and Padel)**
- **Spa**
- **Private access Beach**



<http://www.abamahotelresort.com/es/propiedades-de-lujo/>

# Abama Resort

## ❖ ROLE OF ARUM

The **premiun** residential offer at **Abama Luxury Residences** consists on four products: **The Terraces** (luxury apartments), **Custom Villas** (newly built custom homes), **Bellevue** (8 fully furnished, town houses) and **plots**.

Arum has directed Abama's **urban development and the strategic plan** from the start, today is responsible for:

- Construction supervision and financial management
- Residential property management and purchase-sale items
- Sales, marketing and communication



# El Dorado Playa

## ❖ DESCRIPTION

El Dorado Playa is a relaxing resort located in Cambrils in the province of Tarragona, Catalonia. Originally designed over 40 years ago, El Dorado Beach was redesigned by a Swiss group as a **destination for family tourism and sports, especially cycling.**

## ❖ LOCATION

Cambrils, Tarragona (Spain)

## ❖ SERVICES

- Real Estate offer
- Newly renovated hotel in the beach
- Beach club
- 3 restaurants
- Sports facilities (tennis, gym)
- Spa



# El Dorado Playa

## ❖ ROLE OF ARUM

This beach resort offers a range of real estate including plots, fully furnished **villas, customizable and resale homes**. Arum is responsible for::

- **Property management and restructuring of this resort**
- **Expand and update real estate services**
- **Sales and Marketing**



# Med Cambrils Resort

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## ❖ DESCRIPCIÓN

The Med Cambrils Resort has been designed as a private leisure complex next to Tarragona, developed on 115 hectares, located in the natural Park Sama, which gardens have been designed by Fontseré, landscaper responsible for the Ciutadella Park in Barcelona.

## ❖ LOCATION

Cambrils (Parc Samá surroundings) Tarragona (Spain)

## ❖ SERVICES (future)

- **Real Estate offer** (villas, townhouses and custom villas)
- **Condo-Hotel**
- **27 holes golf course**
- **Sports facilities** (swimming pool and tennis)

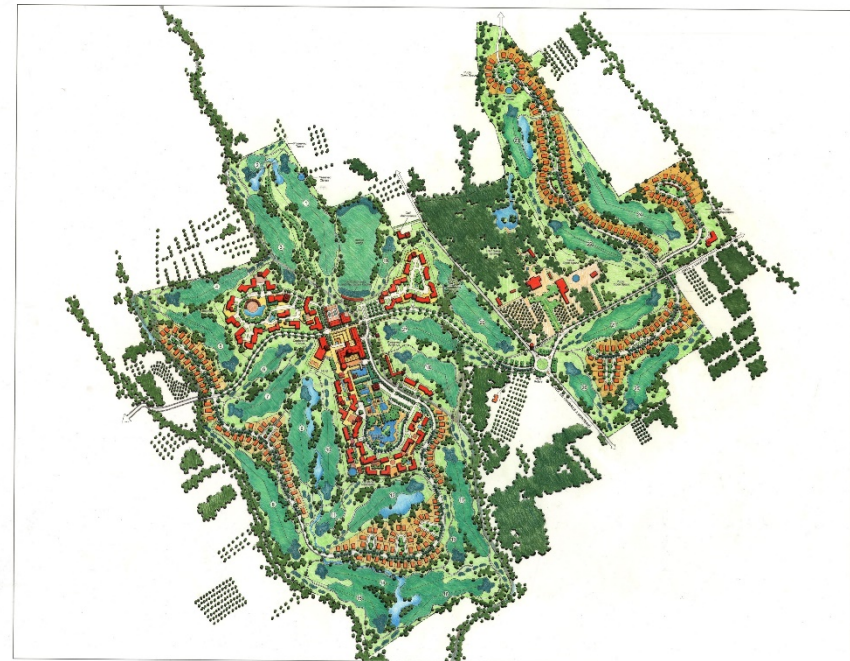


# Med Cambrils Resort

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## ❖ ROLE OF ARUM

- Legal issues
- Spatial planning
- Strategic planning
- Infrastructure, development plan and design..





# OUR TEAM



Arum's professionals are specifically recruited for their specialized international experience in fields relevant to large-scale planned resort leisure communities. Together, they comprise a team unmatched in its resort management expertise

## ❖ NUESTRA HISTORIA

**Jordi Robinat**, is one of the few international experts with true breadth of experience in the development and management of large-scale planned resort communities. His entrée into the tourism and travel sector was the successful restructuring, management, and subsequent resale of the Palace and Ritz hotels in Madrid in the 1980s. He moved on to manage Giga Hotels and the aviation company Meridiana, both tied to Sardinia's Costa Smeralda, providing an introduction into the inner workings of the leisure resort world.



# EQUIPO



## ❖ Ricard Penadés Castells

Expert in General Management of Tourism Resorts

Ricard is responsible for operations management of all Arum's projects. He defines the objectives and plans the strategies for each of the business areas of the resorts (accommodations, sport and real estate) and assures their proper execution in line with those established objectives.



## ❖ Xavier Quiles

Financial Management of Real Estate Developments and Resorts

Xavier joined Arum in October 2010 and has since participated in the financial management of various Arum resorts and vacation complexes including La Manga Club, Club Bonmont (Montroig del Camp), Eldorado (Cambrils), Macenas (Mojacar) and Abama (Tenerife). He is responsible for overseeing the departments of finance, auditing, management and accounting, as well as IT. Since joining Arum he has restructured and refinanced a financing pool of 700 million €.



# OUR TEAM



## ❖ Agustí Gómez

Real Estate Development and Resort Construction

Agustí has held the positions of Technical Director and Land Development Director at Arum since his incorporation in 2000. He has been responsible for the conceptual design, land zoning, entitlement process, and civil and infrastructure construction for several major coastal tourism resorts including Eldorado and Bonmont in Tarragona (more than 200 ha.), La Manga Club in Murcia (460 ha.), Macenas in Mojacar, Almería (150 ha.), and Abama in Tenerife (150 ha.). He has also led projects in planned communities such as El Solell de Santa Agnès (25 ha.) and Can Coll Sant Pere de Ribes (25 ha.), both in Barcelona. Agustí is additionally responsible for oversight of all architectural design, landscaping and other technical elements of the resorts, coordinating external teams to build attractive and world-class projects



## ❖ Vicente Mestre

Property Sales and Development

Vicente joined Arum as Director of Real Estate and Sales in 2013. He is responsible for managing real estate developments and sales for all the Group's real estate projects, including La Manga Club, Abama Resort & Luxury Properties and Eldorado Playa. Among his responsibilities are the management of the directors of each project, the definition and management of real estate and sales strategies, the pricing of the products, and the maintenance of relationships with national and international real estate agents.



# OUR TEAM



❖ **Elodie Casola**  
Real Estate Marketing

Elodie Casola joined Arum as Director of Marketing and Communications in 2013. She is responsible for real estate marketing for all the Group's real estate projects, including La Manga Club, Abama Resort & Luxury Properties and Eldorado Playa. She has been personally involved in organizing the international PR network for the group's projects (UK, Germany, France, Scandinavia, Russia), particularly for Abama and La Manga Club; selecting and directing marketing companies in the development of campaigns and brand strategy; overseeing online and digital strategy (websites, SEO, SEM, social media, etc.); and organizing on- and off-site events for owners, agents, media and clients.



❖ **Toni Aguiló**  
Resort Asset Management

Toni joined Arum in 2006 as an analyst and is currently the Asset Manager for the hotels and golf courses in the Bonmont and Pueblo Eldorado Playa resorts. He has also supported the operations management of La Manga Club, focusing on management oversight of Las Lomas Village and the Príncipe Felipe Hotel. Additionally, he actively carries out financial and operations due diligence processes for new resort investment opportunities for Arum.

Prior to joining Arum, Toni was an auditor at KPMG and held the position of Controller for hotel chains such as Riu Hotels.



# OUR TEAM

❖ **Marina Buxó**

Real Estate Transactions and Real Estate Law

Marina is a specialist in mercantile and real estate transactions, with broad experience in commercial, contractual, civil, real estate and intellectual property law. She specializes in corporate structures and in the purchase and sales of real estate and tourism projects, as well as in legal assessment regarding development and management of complexes and real estate holdings of all types.

She joined the legal department of Arum in 2004 and has been involved in purchases, sales and the development of the real estate holdings of the Group, as well as residential, tourism and hotel projects, and in negotiation of all related project contracts.



# SOCIAL AND ENVIRONMENTAL RESPONSIBILITY



## ❖ Environmental responsibility

"Respect for our environment has always been one of the main criteria Arum Group has taken into account when implementing our projects," Jordi Borinat

- ❖ Create a model of development that includes building and sustainability principles.
- ❖ Supervise the work of our architects to ensure compliance with the sustainability criteria.
- ❖ Participate in the design process of the properties, ensuring that they take into account all the environmental implications and contributing to the latest ideas and innovations in the field.
- ❖ Increase environmental awareness among our suppliers and construction companies, ensuring that they comply with environmental standards.
- ❖ Create internal control procedures to certify that projects meet Arum sustainability criteria set.
- ❖ Help develop an exemplary model for the design and management of golf courses.

## ❖ Social responsibility social and Alda Foundation

It is a private non-profit organization working for social change in Paraguay, which aims to improve the quality of education of children and adolescents through three main programs.

### ❖ Alda Educa

The Alda Educa program works with Paraguayan public education system, helping schools to improve the management and standards of a total of 58 schools with 12,150 children.

### ❖ Community Centres

Several community centers provides additional education in personal care, nutrition and medical care

### ❖ Joven Adelante

A training program to help adolescent to prepare for college, offering courses and activities that includes coaching, language training, information and tutoring, also organizes trips for young people to have the opportunity to know other parts of the country.

# CONTACTO

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