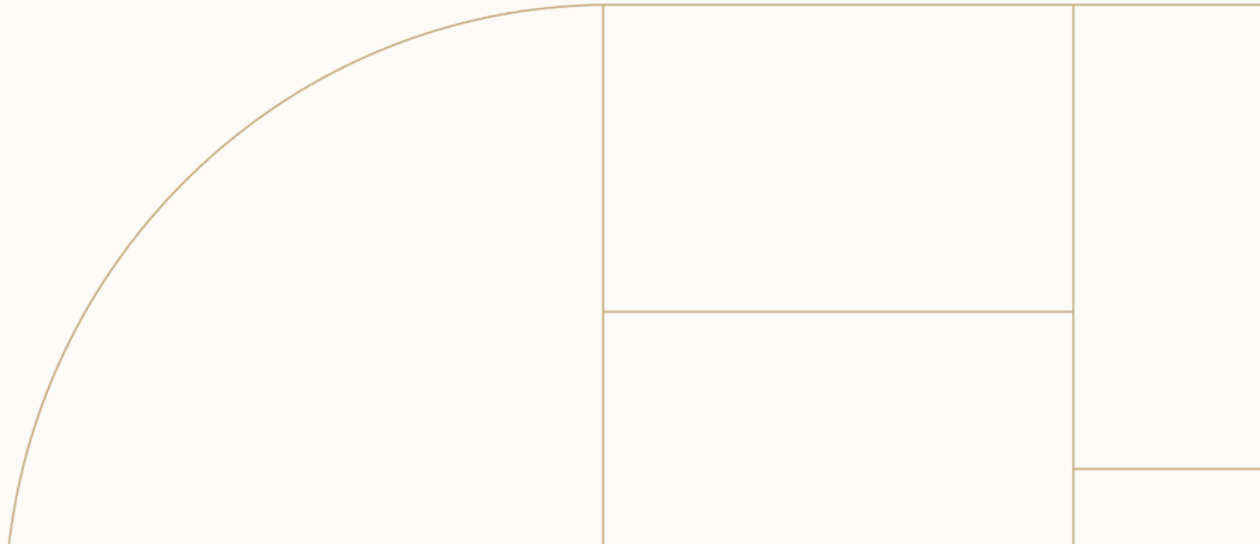

PANORAM
HOTEL MANAGEMENT
EXPERTS
IN HOTEL
MANAGEMENT

1. ABOUT US
2. WHAT DO WE DO
3. WHY PANORAM
4. OUR VALUES
5. THE PANORAM TEAM
6. PORTFOLIO



PANORAM
HOTEL MANAGEMENT

ABOUT US

US



Panoram Hotel Management is a third-party hotel operator company, a pioneer in Spain due to its commitment to the franchise model and its relationship with international brands. Founded in 1989 by Antonio Pérez Gil, we have more than 30 years of history, with experience in different operating models, in the first stage in ownership and leasing and since 2018, specializing in management and franchise, to guarantee maximum profitability to customers. investors in its hotel assets.

Since signing our first franchise in 2010, we have continued to evolve and expand our knowledge of multi-brand hotel management, incorporating various models. In this new stage, we want to become the reference partner for hoteliers, investors and national and international brands seeking to optimize their investments.

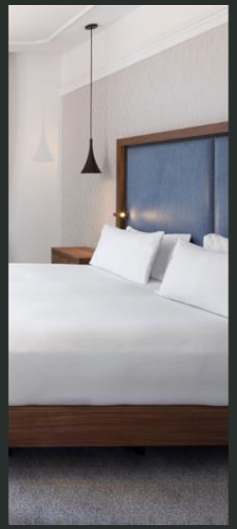
OUR HISTORY



2010
First All Seasons Franchise in Spain



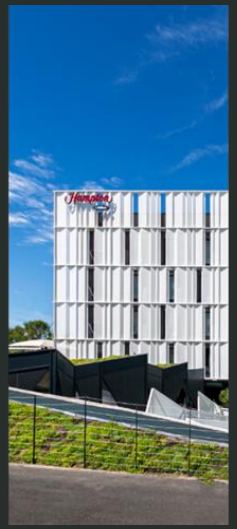
2015
Mercure Barcelona Cóndor, first management contract



2017
Doubletree by Hilton Madrid Prado, first Hilton franchise



2018
Panoram Hotel Management is launched



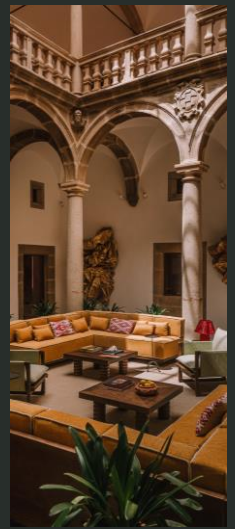
2020
Hampton by Hilton Alcobendas (first Hampton in Spain) opening



2023
Palazzo Castri (Florence), our second international asset



2024
Hampton by Hilton Málaga & Staybridge Suites Málaga (first Staybridge in Spain) openings



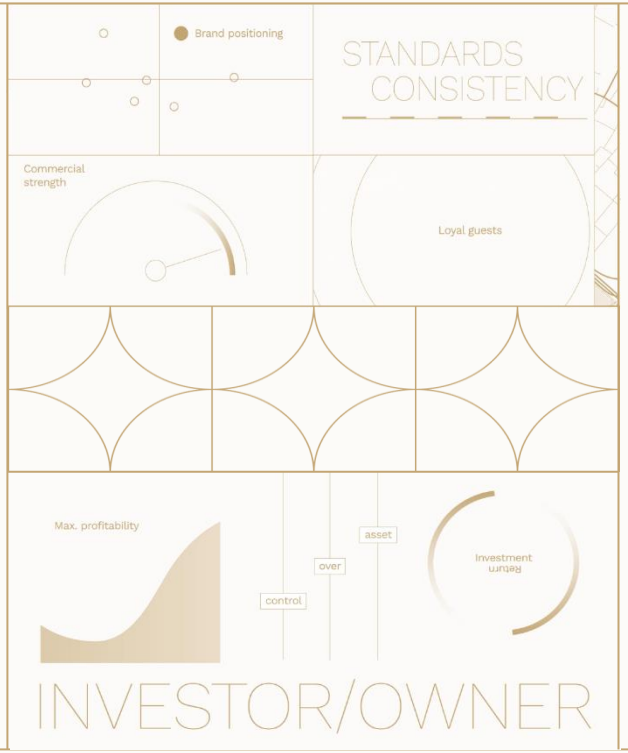
2025
Palacio de Godoy Cáceres, Curio Collection & Hampton by Hilton Alicante openings

PANORAM
HOTEL MANAGEMENT

WHAT DO WE DO

OUR MODEL

At **Panoram Hotel Management** we understand the different roles within the hotel sector and as **specialists in hotel business management,** we give the best response to the needs and demands of both owners/investors, seeking maximum profitability, and the different brands, ensuring their consistency to their standards. All this, always focusing on **the best experience for the guest,** the true protagonist of the hotel business.



OUR SERVICES

01. Hotel Management

Team specialized in management of hotel assets working with different brands, always looking for maximum profitability.

02. Search for opportunities

The deep knowledge of the hotel market and our close relationship with the hotel industry different players allows Panoram Hotel Management to select the most appropriate alternatives for each project.

03. Launch of projects

We support owners in initial stages to create and develop a hotel project that allows him to obtain the highest return on his investment.

04. Renewal and enhancement of assets

We are specialists in finding the best option to revalue a hotel asset and carry out the necessary changes to give value to a property facing a new stage or a future sale.

05. Temporary support

in situations of uncertainty such as restructuring, reorganization or brand change process, we provide support to owners in specific periods easing the way and overcoming these temporary circumstances.

PANORAM
HOTEL MANAGEMENT

WHY PANORAM

WHY PANORAM

Panoram offers significant **advantages to the owner**

01. Term

With an average length of 5 years, Panoram **adapts the terms** of its contract to the investor's needs, with contracts of **varying duration**.

02. Termination rights

To ensure **maximum return on investment** and **generate confidence** in our work, we offer an **owner-friendly approach** to establishing the **exit terms** of our contract, which increases the liquidity of the asset versus other types of management contracts.

03. Management structure

Panoram is **directly involved in the hotel's operations**, providing a horizontal structure that directly services the hotel's on-the-ground-teams, which **saves costs** associated with setting up and maintaining a central service structure

04. Owner control over the asset

We supervise and have control of the hotel **on behalf of the owner**, whilst the **owner still retains full control** of the real estate and the business, since as manager, **Panoram's powers are limited**.

05. Fees structure

Panoram's compensation is **directly linked to certain KPIs** and therefore to the **success of the business**.

Panoram's core business involves **hotel operation under management agreements**

Panoram operates **23 hotels (6 secured pipeline)** in all segments, from **economy to luxury**

OVERVIEW

01.

Progressive increase in our activities

Since 2018, Panoram has quadrupled the number of hotels and rooms in its portfolio, becoming the reference company in Spain in management contracts.

02.

We operate in several international markets

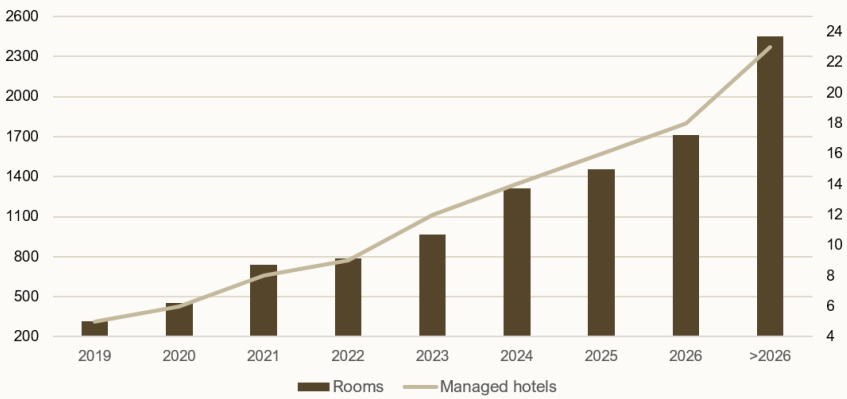
In 2022, Panoram made the leap to the international market by incorporating its first management contract in Italy. This asset is also the first luxury hotel in the portfolio. With this addition, Panoram demonstrates its ability to manage hotels in all segments, from economy to luxury.

03.

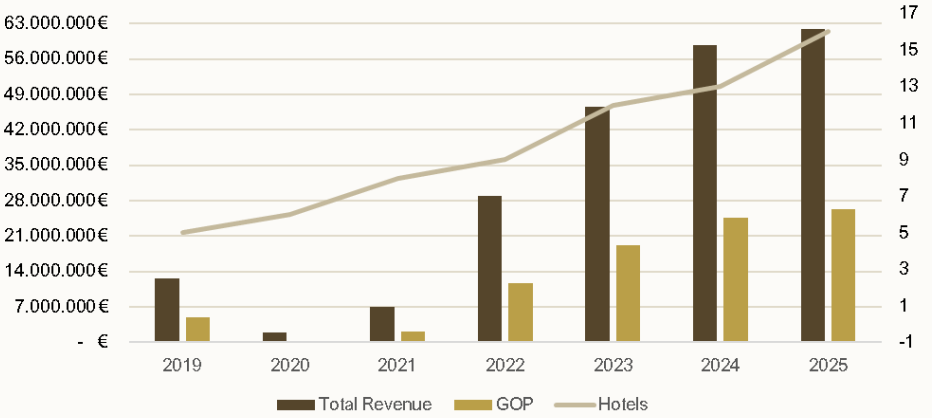
Revenue +65M€ GOP cumulated +40%

The hotels managed by Panoram will reach +€65M in revenue by the end of 2025, obtaining a cumulative GOP of +40%.

MANAGED HOTELS AND NUMBER OF ROOMS



REVENUES AND GOP OF MANAGED HOTELS

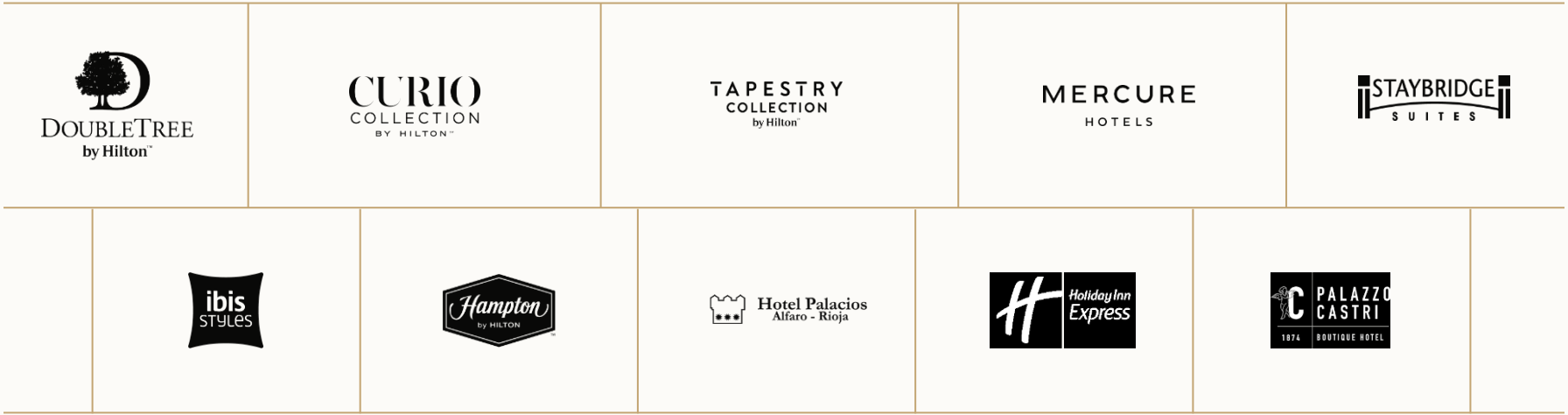


WHY PANORAM

In addition to the hotel operating and commercial experience accumulated over **more than 30 years in the industry,** Panoram's in-depth knowledge of the international branded franchise model, standards and tools makes us the ideal travel partner for owners and investors who want to maximise the results of their investments. Currently, **87% of the rooms** managed by Panoram are **internationally branded hotels**.

- Hilton 57%
- Independent Brand 13%
- Accor 17%
- IHG 13%



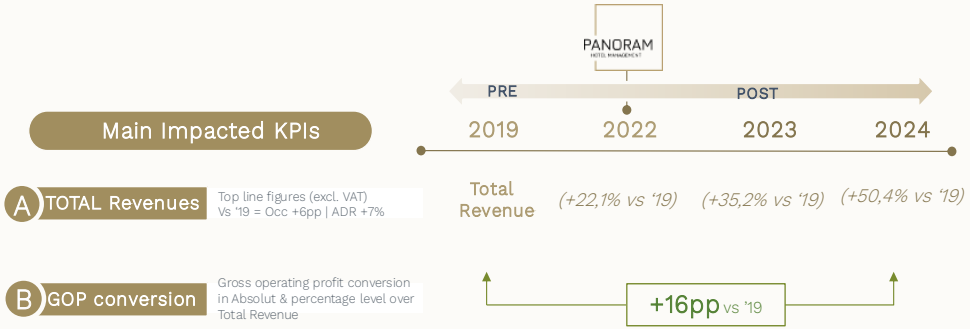


WHY PANORAM

In **May 2023**, PHM began managing the **Palazzo Castri 1874** Hotel, a **59-room hotel** in central **Florence**.

Opened in 2015, the hotel has been managed directly by the owner company. When Panoram took over the asset, it focused on **optimizing the hotel's total revenue** by setting several business actions focused mainly on revenue management.

In just **two years**, Panoram managed to increase the **hotel's revenue by more than two million euros**. At the same time, through strict cost control, the **hotel's GOP has grown by 10 points** over 2022.





WHY PANORAM

Compared to its competitors, while the RevPar of the city of Florence increased **+2.5%** year-on-year (Upper Upscale -4.2%), **the RevPar of Palazzo Castri 1874 increased +27.7%.**

As a result, the **hotel's market share increased** - month-on-month - recording an increase in **RGI of +43% compared to its compset**.



RevPar (12 Mo)

	12 Mo	12 Mo % Change
Palazzo Castri 1874	€247.48	24.8%
Market: Florence	€196.75	0.4%
Market Class: Luxury	€418.06	2.9%
Submarket: Florence Centre	€231.17	-1.4%
Submarket Class: Luxury & Upper Upscale	€307.41	-1.8%
Competitive Set	€182.40	2.2%

5 Members

STR ID	Property	Rooms	Submarket Name	Class
149226	Hotel Orto Dei Medici	42	Florence Centre	Upper Upscale
114258	Rivoli Boutique Hotel	87	Florence Centre	Upper Upscale
148311	Hotel Adler Cavalieri	60	Florence Centre	Upper Upscale
152505	Hotel Boutique Palazzo Lorenzo	26	Florence Centre	Upper Upscale
149541	The Market Urban Hotel	30	Florence Centre	Upper Upscale

Source:
- *STR official market share provider*



PANORAM
HOTEL MANAGEMENT

OUR VALUES

OUR VALUES

We believe in achieving the **maximum profitability of projects for our clients**, designing the most appropriate management formula for each of them and collaborating with the most relevant brands. All this always focusing on the best experience for the guest, the true protagonist of the hotel business.

01.

Dinamism

With a permanent search for opportunities in the market and proactively creating the right conditions for projects to materialize.

02.

Commitment

Of all of us who are part of Panoram Hotel Management with each project, as well as of all the collaborators and employees of the hotels we manage to achieve excellence in service to the end customer.

03.

Efficiency

Thanks to a team of professionals with a high operational capacity, who face the operation of each hotel as a business unit to achieve optimal results.

04.

Versatility

Adapting to each project and finding the most suitable solutions to make it a success.

PANORAM
HOTEL MANAGEMENT

OUR TEAM

OUR TEAM



Our team are experts in the hospitality industry. Committed professionals who bring all their knowledge and expertise to each of the projects we undertake.

Our role as hotel managers is complemented by the daily work done by the more than 300 professionals who are part of the hotels in our portfolio.

Each of them is an indispensable element in the optimal development of projects.

OUR TEAM



GUILLERMO
PÉREZ PALACIOS

CEO

Founder of Panoram Hotel Management, Guillermo leads the strategic direction of the company and the growth opportunities analysis. He's also the primary contact for owners and investors.



ALFONSO
MURILLO

Corporate Director

Alfonso is responsible for identifying and developing opportunities at company level and managing and coordinating Panoram's resources. He also supports Guillermo on new business development.



JAVIER
GANCEDO

Portfolio Management Director

With over 13 years of experience as a Hotel Manager and Head of Operations, Javier leads the hotels management team, bringing strong team management skills and a focus on operational efficiency.



MARÍA
MARTINEZ HORRILLO

HR Director

With more than 10 years of experience in international hotel groups, Maria leads the support to the hotels in everything related to human resources management.



JUAN
TORREJÓN

Finance Director

Juan has spearheaded financial management for renowned international hotel brands, driving strategic initiatives to enhance profitability and lining up operational efficiency.



ESTEFANÍA
FIUZA

Openings & Transition Director

Following her experience as General Manager at various hotels managed by Panoram, Estefanía currently leads the coordination of new openings and ensures strategic monitoring of operations at all hotels nationwide.

OUR TEAM



JOSÉ LUIS
LÓPEZ SERRANO

Commercial Strategy & BI Director

José Luis joins PHM after 7 years as Director BI for Commercial at NH Hotel Group, to define hotel's commercial strategies and manage Panoram's BI projects.



FERNANDO
MAGRO

Asset & Tech. Services Director

Fernando is responsible for advising hotel owners and operations teams on technical projects and ensuring the proper maintenance of the hotels.



FABRIZIO
TRIMARCHI

Development Director Italia

Fabrizio is responsible for the development of PHM in Italy after a consolidated career in hotel real estate consultancy and brokerage in the Italian market.



FLAVIO
MIRABELLA

Operations Director Italia

With over a decade of experience in the hotel industry, Flavio's role is to strengthen Panoram's presence in Italy, ensuring operational excellence as the company continues to expand internationally.



LISA
IMBACH

Office Manager

Lisa works closely with the Corporate Director, contributing to the development and implementation of key projects such as sustainability initiatives. She also plays a role in communication strategies while providing support to other departments.



MATEO
BOVES

Development Manager Iberia

A hospitality investment and consulting professional with extensive experience in asset analysis and strategic development, Mateo joins PHM as Development Manager for Spain and Portugal.

OUR TEAM – OUR PARTNERS

At **Panoram Hotel Management** we are specialists in hotel business management, so in those areas that require specific knowledge we work, through strategic alliances, with **specialized partners** that guarantee the correct development of each project.

PUBLIC RELATIONS	PROJECT MANAGEMENT	IT	LEGAL ADVISORY
ATREVIA	AMC ASSET MANAGEMENT CONSULTORES	LINKA CiberSeguridad Gestionada	dwf RCD

ENGINEERING	INTERIOR DESIGN	INNOVATION & DESIGN
EUROCONTROL	VERUM HOTEL DEVELOPMENT	MONOBO

OUR TEAM – OUR PARTNERS

We collaborate with the leading companies in the hospitality industry in the search and development of projects.

HYATT

ACCOR LIVE LIMITLESS

Hilton

CUSHMAN & WAKEFIELD

Marriott INTERNATIONAL

Colliers INTERNATIONAL

BOREALIS HOTEL GROUP

JLL

IHG HOTELS & RESORTS

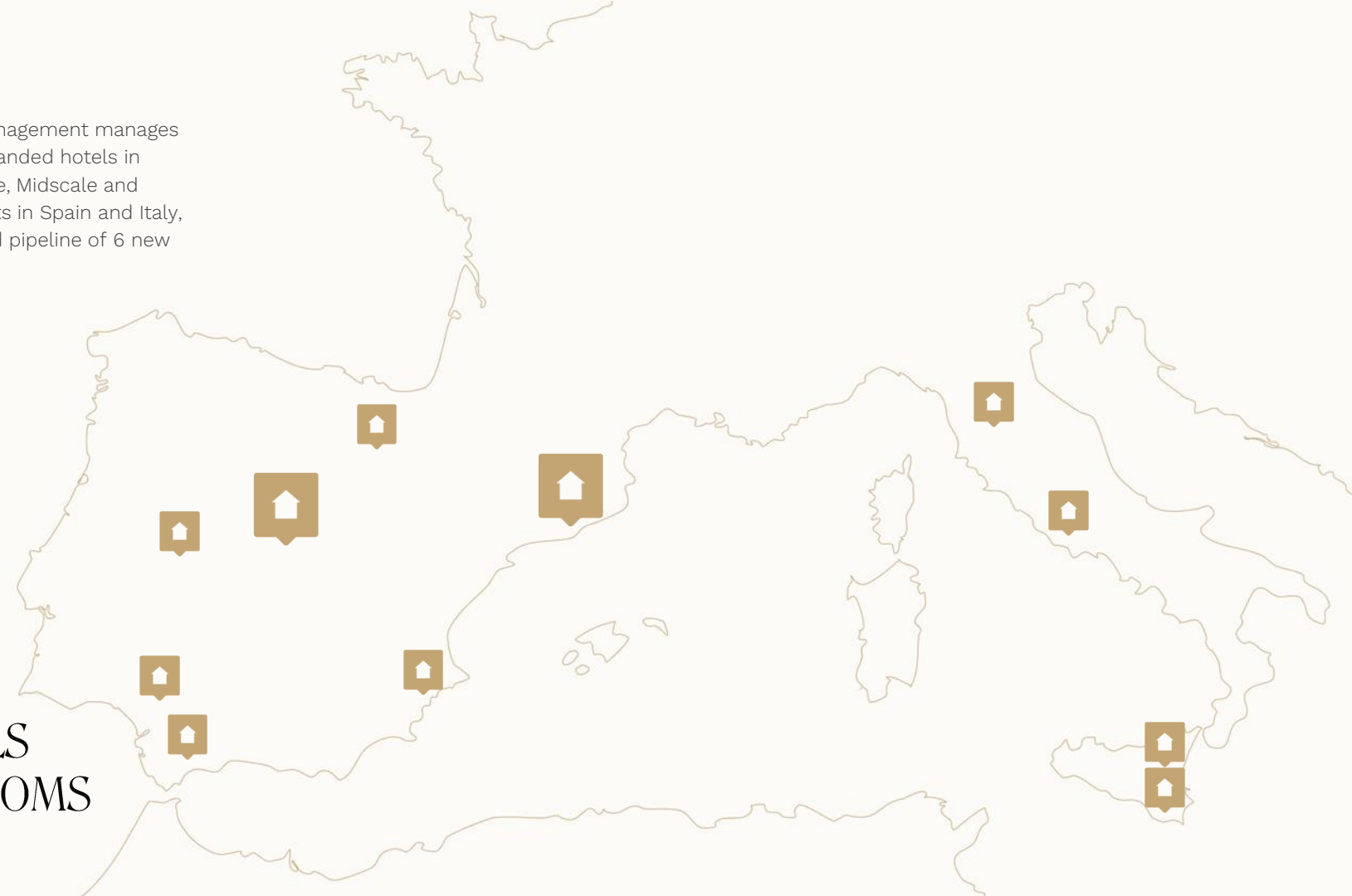
savills AGUIRRE NEWMAN

PANORAM
HOTEL MANAGEMENT

PORTFOLIO

PORTFOLIO

Panoram Hotel Management manages 23 branded & unbranded hotels in the Luxury, Upscale, Midscale and Economic segments in Spain and Italy, including a secured pipeline of 6 new projects.



23 HOTELS
+2400 ROOMS

PORTFOLIO

SPAIN

MADRID

Doubletree by Hilton Madrid Prado · **** · 61 rooms

Atocha Hotel Madrid, Tapestry Collection by Hilton · **** · 46 rooms

Mercure Madrid Centro · **** · 60 rooms

Ibis Styles Madrid Prado · *** · 48 rooms

Hampton by Hilton Alcobendas · *** · 138 rooms

BARCELONA

Hampton by Hilton Barcelona Fira Gran Vía · *** · 241 rooms

Mercure Barcelona Cóndor · **** · 78 rooms

Hotel Via Sants Barcelona, Tapestry Collection by Hilton · **** · 50 rooms

Hotel Terrasa Confort · *** · 74 rooms

LA RIOJA

Hotel Palacios Alfaro · *** · 67 rooms

MÁLAGA

Hampton by Hilton Málaga Martiricos · *** · 209 rooms

Staybridge Suites Málaga · *** · 105 rooms

PAMPLONA

Holiday Inn Express Pamplona · *** · 77 rooms

CÁCERES

Palacio de Godoy Cáceres, Curio Collection by Hilton · ***** · 73 rooms

ALICANTE

Hampton by Hilton Alicante Airport · *** · 72 rooms

PIPELINE

MADRID

Doubletree by Hilton Principe de Vergara · **** · 155 rooms (Q4 2026)

Home2 Suites by Hilton Madrid Retiro · ** · 215 rooms (2028)

SEVILLA

DoubleTree by Hilton Sevilla Nervión · **** · 184 rooms (2028)

TALAVERA DE LA REINA

Ibis Styles Talavera · *** · 165 rooms (2028)

PORTFOLIO

ITALY

FLORENCE

Palazzo Castri 1874 · **** · 59 rooms

TAORMINA (SICILIA)

Quiete Taormina Naxos, Tapestry Collection by Hilton · ***** · 103 rooms

PIPELINE

MARINA DI RAGUSA (SICILIA)

Costa Irminia Retreat & SPA, Vignette Collection · ***** · 44 rooms (Q1 2027)

ROMA

Hampton by Hilton Rome St Peter's · *** · 126 rooms (Q1 2027)



ACCOR
LIVE
LIMITLESS



Mercure Madrid Centro****



Mercure Barcelona Cóndor****



Ibis Styles Madrid Prado***

Hilton



Atocha Hotel Madrid
Tapestry Collection by Hilton****



Hotel Via Sants Barcelona
Tapestry Collection by Hilton****



Doubletree by Hilton Madrid Prado****

Hilton



Hampton by Hilton Barcelona Fira Gran Via***



Hampton by Hilton Alcobendas***



Hampton by Hilton Málaga***

Hilton



Palacio de Godoy Cáceres, Curio Collection by Hilton*****



Hampton by Hilton Alicante Airport***



Quiete Taormina Naxos, Tapestry Collection by Hilton*****

Hilton



Doubletree by Hilton Principe de Vergara****
(Opening Q3 2026)



Doubletree by Hilton Sevilla Nervión****
(Opening 2028)

Hilton



Hampton by Hilton Rome St Peter's ***
(Q1 2027)



Home2 Suites by Hilton Madrid Retiro**
(Opening 2028)

IHG HOTELS & RESORTS



Holiday Inn Express Pamplona***



Staybridge Suites Málaga***



Costa Irminia Retreat & SPA,
Vignette Collection***** (Q1 2027)

UNBRANDED



Palazzo Castri 1874**** (Florence)



Hotel Terrassa Confort***



Hotel Palacios*** (Alfaro – La Rioja)

PANORAM
HOTEL MANAGEMENT

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