



**PESTANA**

HOTEL GROUP

My father Manuel Pestana founded the company in 1972 when he opened the first hotel, today known as Pestana Madeira Carlton Hotel.

As we celebrate 50 years the group continues to offer its valued guests exceptional comfort and services in it's portfolio of 108 hotels on 4 continents and in 14 countries.

In celebrating this important milestone I extend my gratitude to the team of dedicated people that have been so important in growing our company.

The continued strong financial performance of the Group during the last 5 decades has allowed a strategy of dynamic growth and expansion.

Dionísio Pestana

Dec 2023

## 10 YEAR HISTORY OF PESTANA PROJECTS SINCE 2014

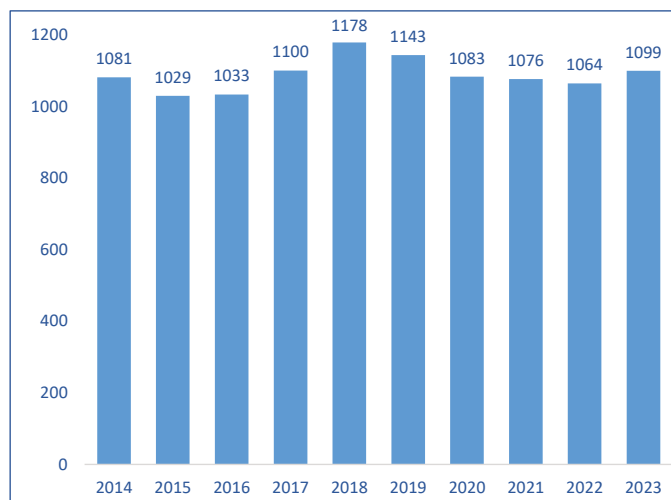
- 2014**
- Launch of Pestana Amsterdam Hotel which will have a 5 star classification and will include 157 rooms. Projected opening during 2017, the hotel will be located in Amsteldijk, a prestigious area close to the historic centre of Amsterdam.
  - Opening of the 5 star 'All Inclusive' resort - Pestana Colombos with 100 rooms and suites on the island of Porto Santo.
  - Acquisition of a classified historical building on Rua da Prata, close to the Praça do Comércio in Lisbon. To be converted into a Boutique hotel with 88 rooms.
  - Acquisition of a 101 room hotel in the Azores on the island of São Miguel.
- 2015**
- Purchase of a hotel site on 34th Street in New York. The hotel with 176 rooms is due to open in 2019.
  - Conversion of an historic building in the famous Plaza Mayor in Madrid into a 5 star hotel with 90 rooms, to be branded Pestana Madrid.
  - Opening of the Pousada de Lisboa in the historic centre of Lisbon with 90 rooms.
  - Extension of the Pestana Vintage Porto hotel to 106 rooms and suites.
  - Opening of the beachfront Pestana Alvor South Beach hotel in Algarve with 80 rooms.
- 2016**
- World famous footballer- Cristiano Ronaldo and Pestana Group signed a joint cooperation agreement to open four Lifestyle hotels that combined his CR7 brand with Pestana Hotels. The hotels will be located in Funchal, Lisbon, Madrid and New York; the first opened in August in Madeira- the birthplace of both Pestana and Ronaldo, followed shortly after by the Lisbon CR7.
  - Opening of the 66 room 4 star Pestana Race Hotel located within the Algarve International Raceway near Portimão.
  - Opening of the 4 star Pestana Ilha Dourada resort on the island of Porto Santo, consisting of 50 luxury villas and suites.
  - Opening of the 4 star, 101 room Pestana Bahia Praia located on the island of São Miguel in the Azores.
- 2017**
- Opening in Madeira of the 77 room Pestana Casino Studios adjoining the 5 star Pestana Casino Park Hotel.
  - Opening of a 20 room golf hotel in Gramacho, Algarve which will also feature 34 apartments in real estate.
  - Opening in Funchal, Madeira of the Pestana Royal Hotel with 324 rooms.
  - Concession to build a 50 room hotel in the bay of Camara de Lobos, Madeira to be named Pestana Churchill Hotel
- 2018**
- Opening of the five star Pestana Amsterdam in Holland with 154 rooms and suites, located in the historic centre of the city.
  - Opening of the luxury 90 room five star Pestana Porto - A Brasileira in the historic centre of Porto.
  - Launch of Pestana CR7 Lifestyle Hotel in Marrakesh, Morocco, with 125 suites. Opening in 2020.
  - In New York construction is underway at the 177 room Pestana CR7 Time Square Hotel and will open in 2020 .
  - Construction started at the 87 room Pousada to open in 2020 on the Rua das Flores in Porto.
  - Opening of a second Pousada in Obidos with 28 rooms known as Pousada da Vila
- 2019**
- Opening of the second phase of the refurbished Madeira Beach Club with 88 apartments.
  - Pestana Churchill Bay, the first Pousada of Portugal in Madeira opened with 55 rooms on the Câmara de Lobos harbor front.
  - Pestana Blue Alvor a five star all-inclusive hotel opened in May in the Algarve, with 551 rooms.
  - Pestana Troia Eco (50kms south of Lisbon) opens in 2019 with 450 rooms.
  - Pestana Plaza Mayor, opened in May with 89 rooms – a 5 star hotel located in Madrid's world famous Plaza.
  - In Porto, Pestana Goldsmith a 43 room boutique hotel has opened on the Avenida dos Aliados.
  - In the Algarve, approval of a project to build a third golf course in Ferragudo, Carvoeiro including 170 golf apartments and 133 golf villas.
- 2020**
- In New York, Pestana Park Avenue Hotel in the heart of Manhattan opened with 95 rooms.
- 2021**
- Opening of the Pestana CR7 Madrid with 168 rooms, located in Gran Via.
  - Opening of the Pestana CR7 Time Square Hotel in New York, with 176 rooms.
  - Opening of the Pestana Tanger, in Tangiers Morocco, with 120 apartments and suites.
  - In Porto, a 165 room hotel on the Rio Douro adjacent to Pestana Palácio do Freixo opened.
  - The Pestana Lisboa Vintage opened in Lisbon, with 121 rooms.
  - Opening of Pousada Vila Real St. Antonio with 57 rooms.
  - Opening of Pestana Fisherman Hotel in Madeira with 42 rooms.
  - Opening of Pestana Pousada das Flores in Porto with 84 rooms.
- 2022**
- Opening of the Pestana CR7 Lifestyle Hotel in Marrakesh, Morocco, with 174 suites.
  - Opening of the Pestana Tangiers, City Centre, Morocco, with 120 apartments.
  - In Alfama, another historic area of Lisbon another Pousada with 42 rooms is under construction.
  - In the Algarve, construction is underway for a third golf course in Ferragudo, Carvoeiro. A resort will be developed with around 321 golf units between apartments and villas.
- 2023**
- Pestana Rua Augusta Hotel with 89 rooms opens near the Pousada de Lisboa in the historic centre of Lisbon.
  - Pousada Alfama, opens in another historic area of Lisbon with 42 rooms.
  - Construction is underway of Pestana CR7 Lifestyle Hotel in Paris, France, with 210 rooms and. Opening in 2027.
  - Launch of Pestana Praia Formosa in Madeira with 160 rooms and suites.
  - Launch of Pestana Dunas in Porto Santo with around 200 rooms and suites.
  - Launch of real-estate touristic project in Porto Covo with 175 apartments.
  - Re-opening of the Pestana Palms 86 Vacation Club apartments, within the re-classified 5 star Pestana Vila Lido resort.
- 2024**
- Launch of real-estate touristic project Pestana Valley in the Algarve with 77 units.
  - Launch of real-estate touristic project Pestana Silves in the Alentejo with 272 units.
  - Launch of the project for the Pousada do Chiado in central Lisbon.
  - Opening of real-estate Madeira Acqua with 183 rooms and suites.
  - Opening Pestana Orlando Suites in Lake Buena Vista, Florida with 214 rooms and suites.

## Pestana Hotel Group with a **108** properties and **11763** rooms at the end of **2023** is Portugal's largest hotel and leisure group.

|                            | HOTELS     | ROOMS        | %          |
|----------------------------|------------|--------------|------------|
| AZORES                     | 1          | 106          | 1          |
| MADEIRA / PORTO SANTO      | 17         | 3304         | 28         |
| ALGARVE                    | 15         | 1554         | 15         |
| LISBON, CASCAIS, TROIA     | 8          | 1256         | 10         |
| PORTO                      | 4          | 450          | 4          |
| POUSADAS                   | 37         | 1434         | 12         |
| <b>NATIONAL TOTAL</b>      | <b>82</b>  | <b>8104</b>  | <b>70</b>  |
| BRAZIL                     | 4          | 1111         | 9          |
| VENEZUELA                  | 1          | 195          | 2          |
| ARGENTINA                  | 1          | 134          | 1          |
| SÃO TOMÉ                   | 3          | 273          | 2          |
| MOZAMBIQUE                 | 3          | 177          | 2          |
| CABO VERDE                 | 1          | 93           | 1          |
| SOUTH AFRICA               | 1          | 74           | 1          |
| MAROCCO (CASABLANCA)       | 3          | 373          | 2          |
| UK (LONDON)                | 1          | 221          | 2          |
| NETHERLANDS (AMSTERDAM)    | 1          | 154          | 1          |
| GERMANY (BERLIN)           | 1          | 142          | 1          |
| SPAIN (BARCELONA & MADRID) | 3          | 342          | 3          |
| USA (MIAMI & NEW YORY)     | 3          | 370          | 3          |
| <b>INTERNACIONAL TOTAL</b> | <b>26</b>  | <b>3659</b>  | <b>30</b>  |
| <b>GRAND TOTAL</b>         | <b>108</b> | <b>11763</b> | <b>100</b> |

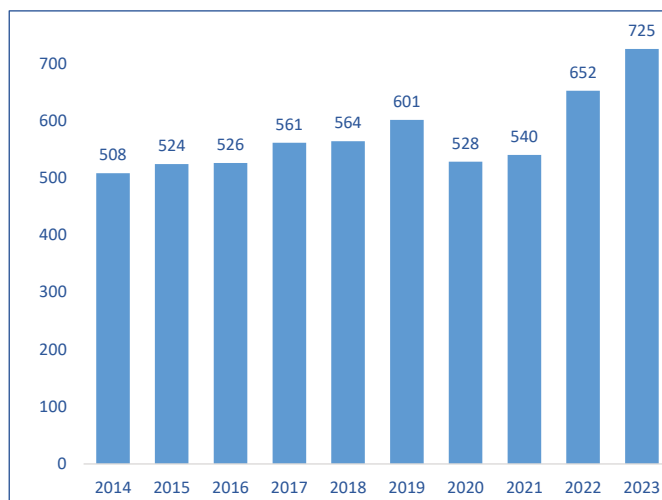
### NET ASSETS Assets less depreciation

MILLION EUROS



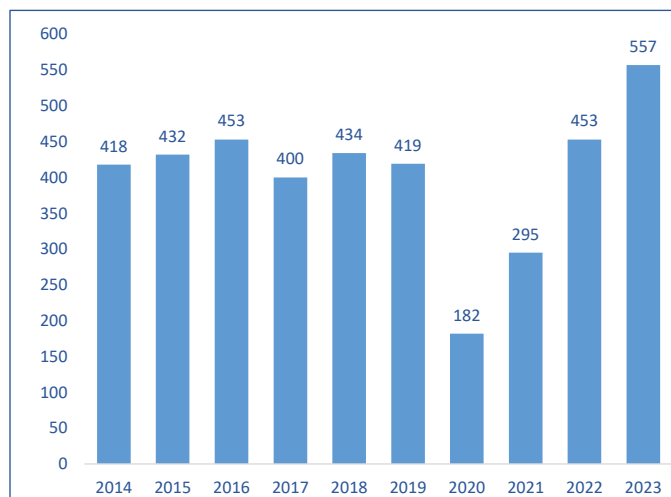
### NET WORTH Net assets less liabilities

MILLION EUROS



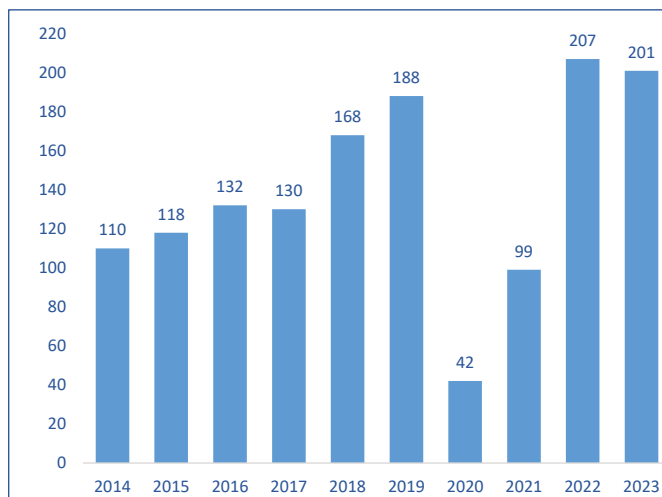
### TURNOVER

MILLION EUROS



### EBITDAR Earnings before Interest, Taxes, Amortization and Rent

MILLION EUROS



1. The financial highlights were based on audited year end accounts.

2. 2023 figures are actual.



**PESTANA**

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