



SmartRental

GROUP



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WHO WE ARE

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WHAT WE OFFER

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OUR PEOPLE

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So...
what do we
provide?

01

Smart solutions for a changing world

For over a decade we folded over 3,000 beds, managed a series of essential operations and have taken care of key details to deliver unforgettable experiences.

Today we re-introduce ourselves as a forward-thinking company made for a generation that demands products and services that are **accessible, meaningful and purpose-led.**

sustainable spaces

out of the box — social & inclusive

forward-thinking

experiential spaces

get
to know
us

cultural connoisseur

glocal perspective

modern & cool — high technology

community focused

MEET OUR AUDIENCE



Generation Z



Millenials



Travelers



Sustainable Thinkers



Revelers



Boomer Generation



Seniors



Students



Renters



Co-livers



Digital Nomads

What's the scoop?

Check out what we've been up to
and what we've got cooking...



02

KPI's

2
Countries
Spain & Hungary

9
Cities
In Spain

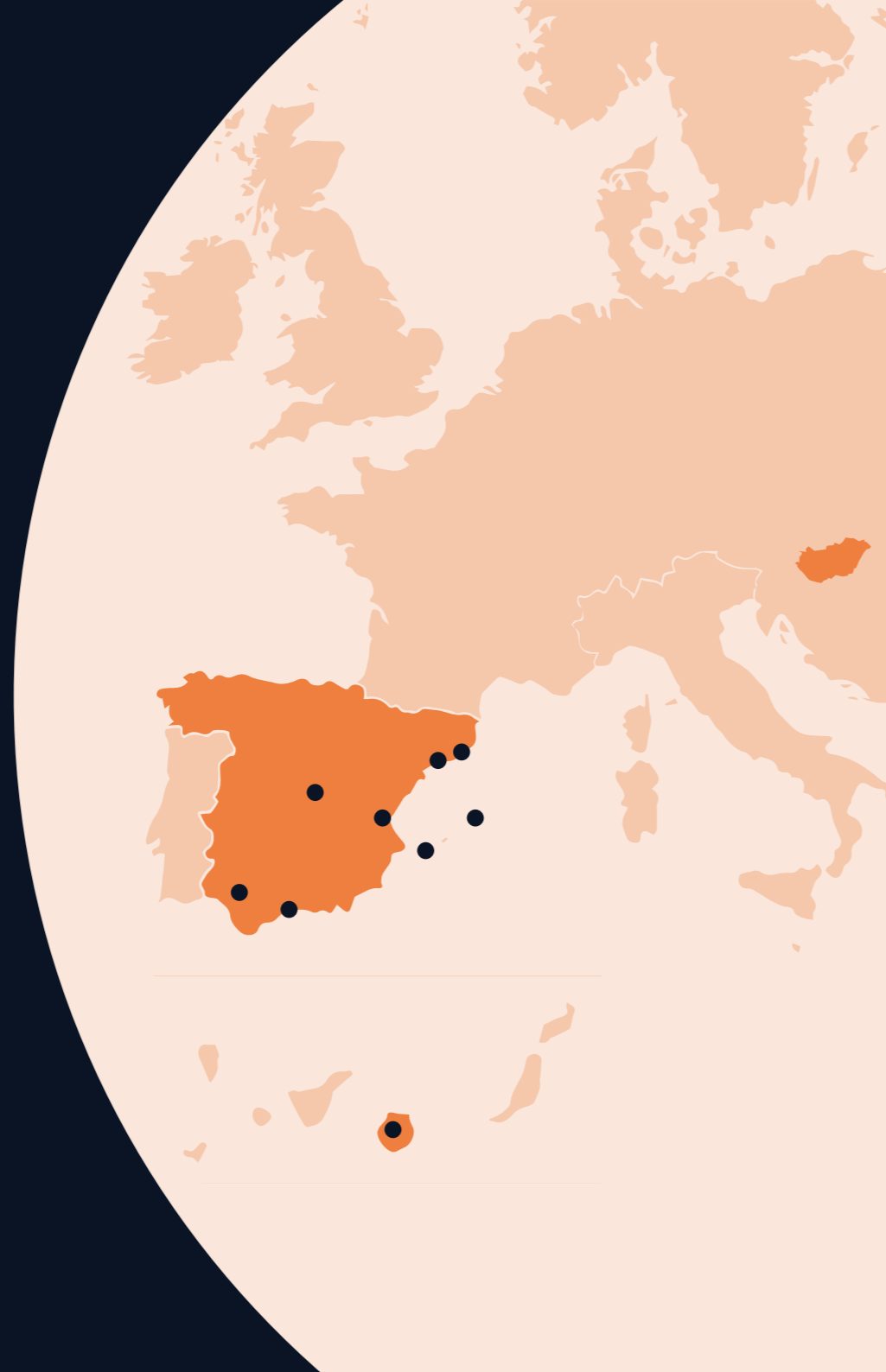
±9
Average score
In Booking

+300
Employees

91%
Average occupancy
Of our assets

+30M€
Billing

+25
Assets
Owned, leased
and managed



Pipeline

Madrid
226 rooms

Barcelona
322 rooms

Valencia
68 rooms

Malaga
51 rooms

Sevilla
62 rooms

Cadiz
60 rooms

Zaragoza
87 rooms

Santiago
420 rooms

London
190 rooms

Paris
140 rooms

Milan
90 rooms

Rome
130 rooms

Lisbon
260 rooms

Oporto
80 rooms

Berlin
85 rooms

Budapest
120 rooms



What sets us apart

I

LOCATION

Find us in the most sought-after and inspiring destinations within Spain and Europe!

2

DESIGN

Each activation has a one-of-a-kind personality which is reflected in the carefully-crafted interior design.

3

SERVICES

Our commitment to high-quality service ensures an experience steeped in technological saviness and sustainable responsibility.

4

COMMUNITY

Our spaces foster a sense of community that empowers a diverse group of people across all age ranges.

5

PRICES

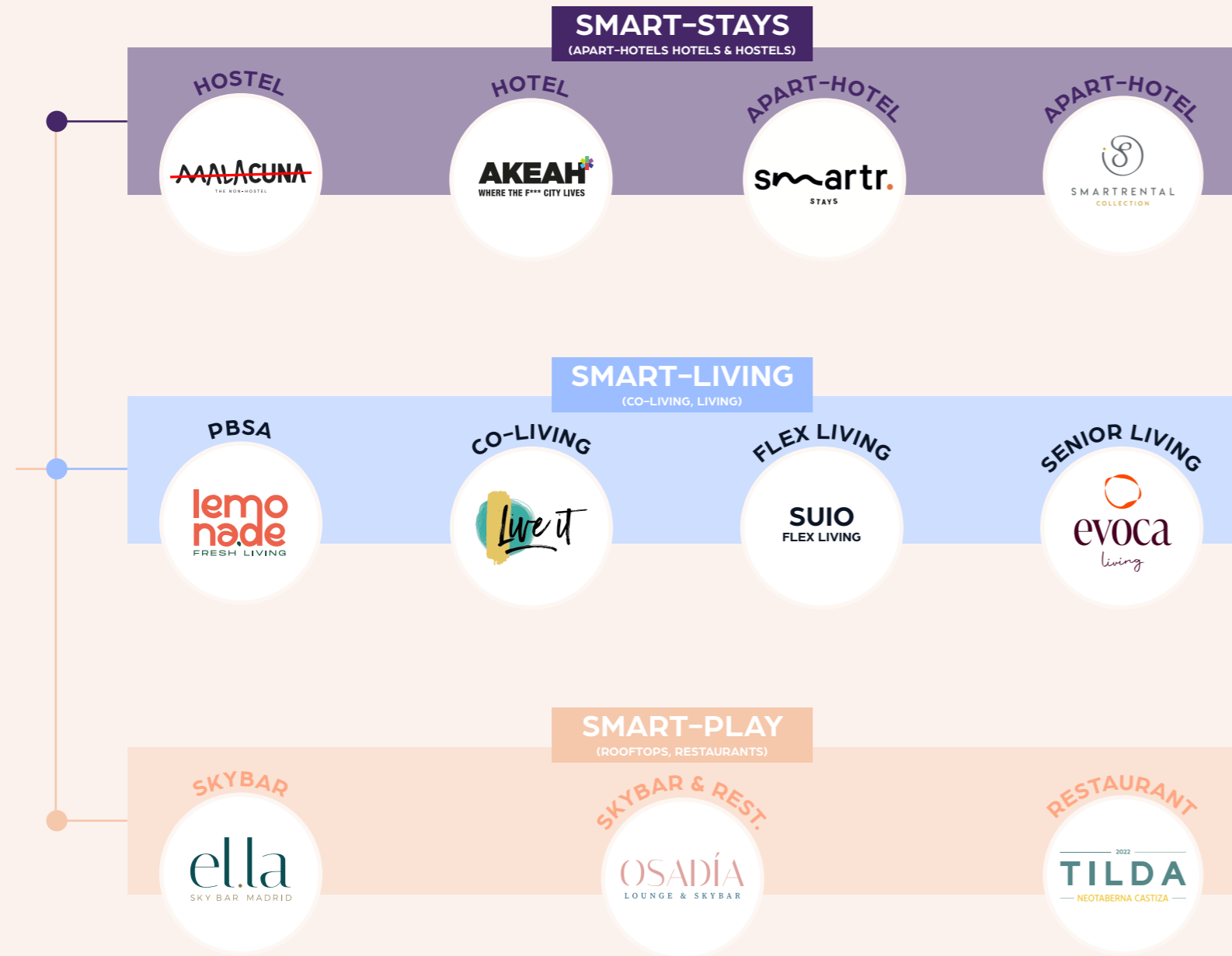
We offer the most competitive prices for tourists, medium and long stay guests.

Our brands

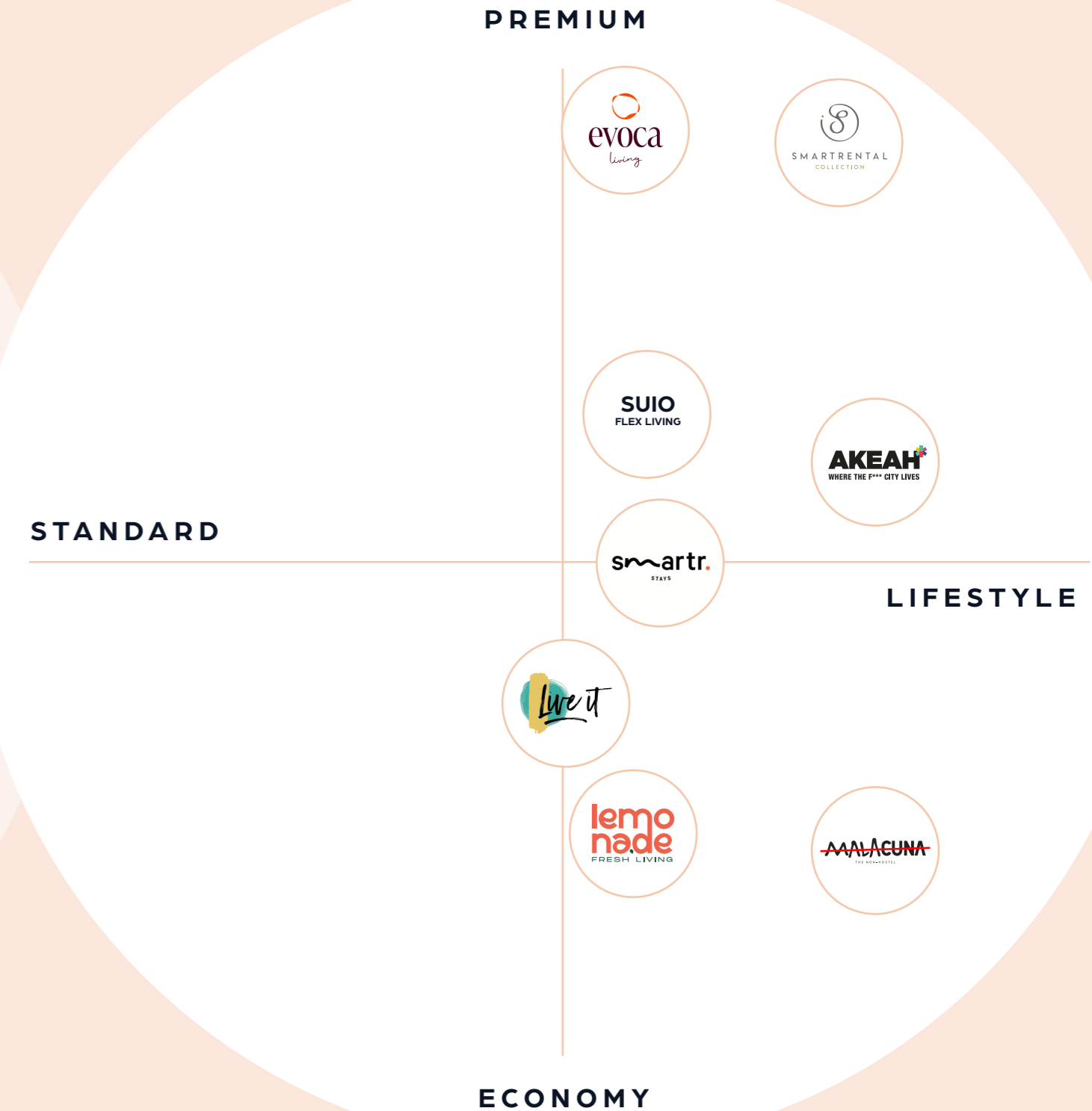
We curate experiences full
of character and soul.



03



Brands positioning





SMARTRENTAL
COLLECTION



Our casual apart-hotels discerning travelers with the soul of each destination. Guests are immersed in the local culture from local art to locally sourced products, curated with a touch of casual sophistication and urban cool.



Legend

- 1. SmartRental Collection Gran Vía Capital
- 2. SmartRental Collection Gran Vía Centric I
- 3. SmartRental Collection Gran Vía Centric II

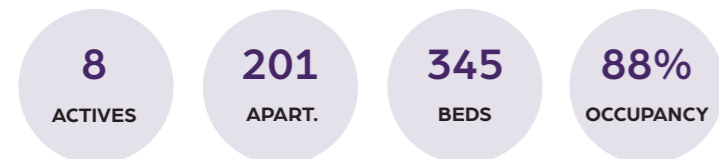
Pipeline

- 1. Barcelona (116 u.)
- 2. Valencia (90 u.)
- 3. Costa del Sol (121 u.)
- 4. Sevilla (86 u.)
- 5. Málaga
- 6. Lisboa

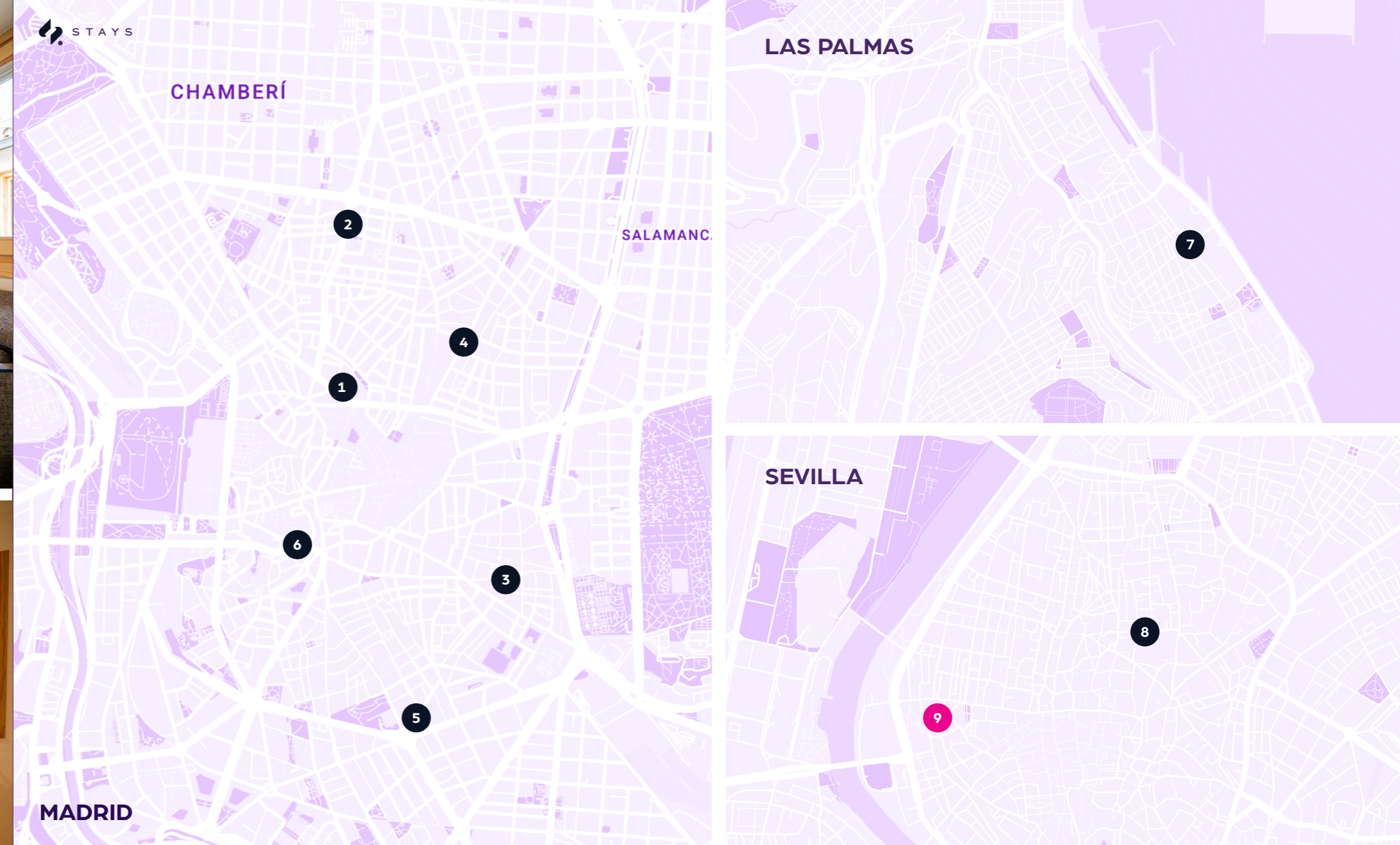


smartr.

STAYS



Our mid-range apart-hotel offers smart solutions that resonate with our savvy, independent and connected traveler. This resourceful and purposeful experience mixes technology, sustainability and local flair to create an experience that feels like home away from home.



Legend

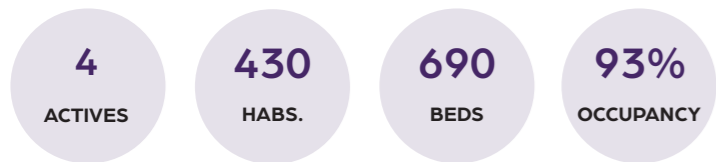
- 1. Smartr Madrid Gran Vía 47
- 2. Smartr Madrid Gran Vía Apts.
- 3. Smartr Madrid Atocha
- 4. Smartr Madrid Chueca
- 5. Smartr Madrid La Latina
- 6. Smartr Madrid Reina Sofia
- 7. Smartr Las Palmas
- 8. Smartr Sevilla Las Dueñas
- 9. Smartr Sevilla Puentes de Triana

Pipeline

- 1. Málaga 1 & 2
- 2. Barcelona
- 3. Madrid
- 4. Sevilla
- 5. Valencia

AKEAH

WHERE THE F*** CITY LIVES



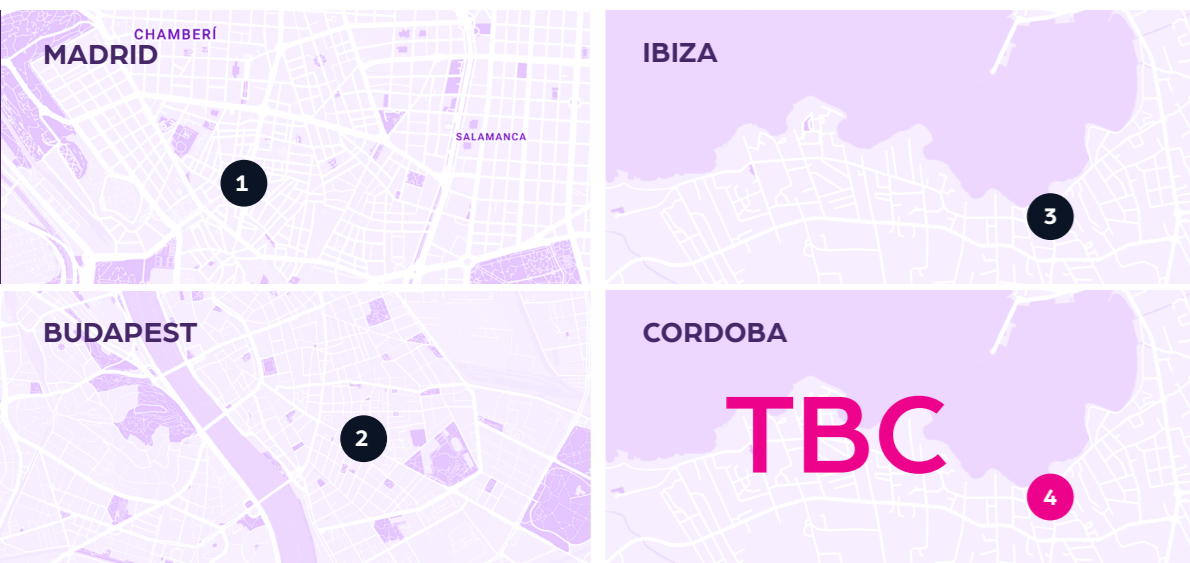
AKEAH is our adults-only line of hotels that celebrate the music, culture and gastronomy of it's centrally located destination. Its hip cool and modern space reflects the style of the neighborhood it is located in.



MALACUNA

THE NON-HOSTEL

Malacuna is the young-at-heart and free spirited (non) Hostel. More like a social hub with beds, this multi use space is a reflection of the city's avant-guard lifestyle and attitude that fosters self expression, community building and a platform for creative collaboration.

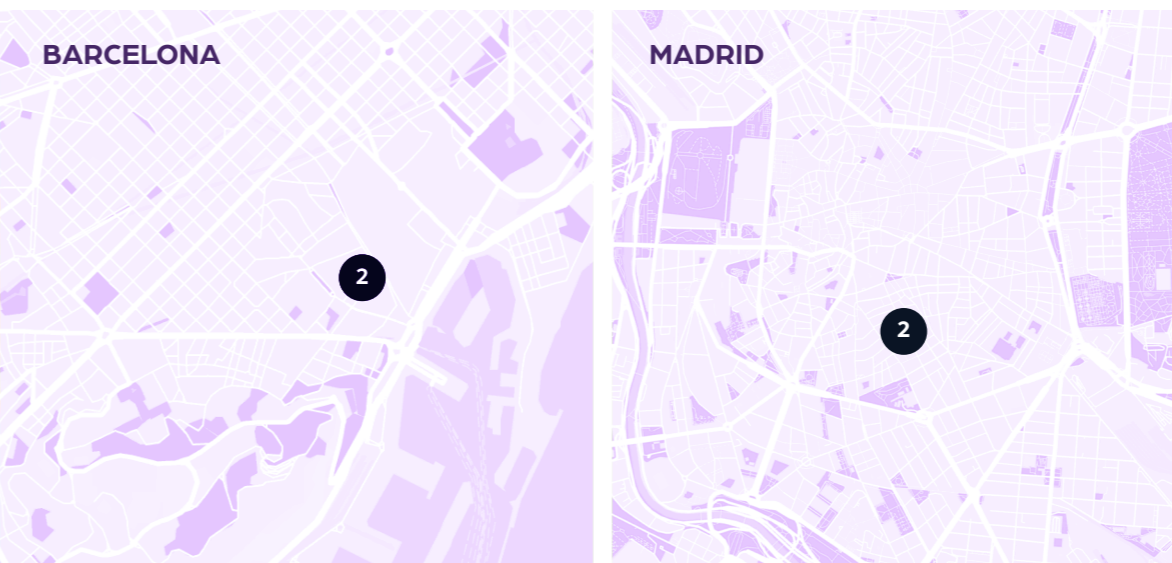


Legend

- 1. Akeah Hotel Gran Vía Madrid
- 2. Akeah Verdi Budapest
- 3. Rosamar Ibiza
- 4. Akeah Cordoba

Pipeline

- 1. Milan
- 2. Cordoba
- 3. Malaga
- 4. Sevilla
- 5. Cádiz

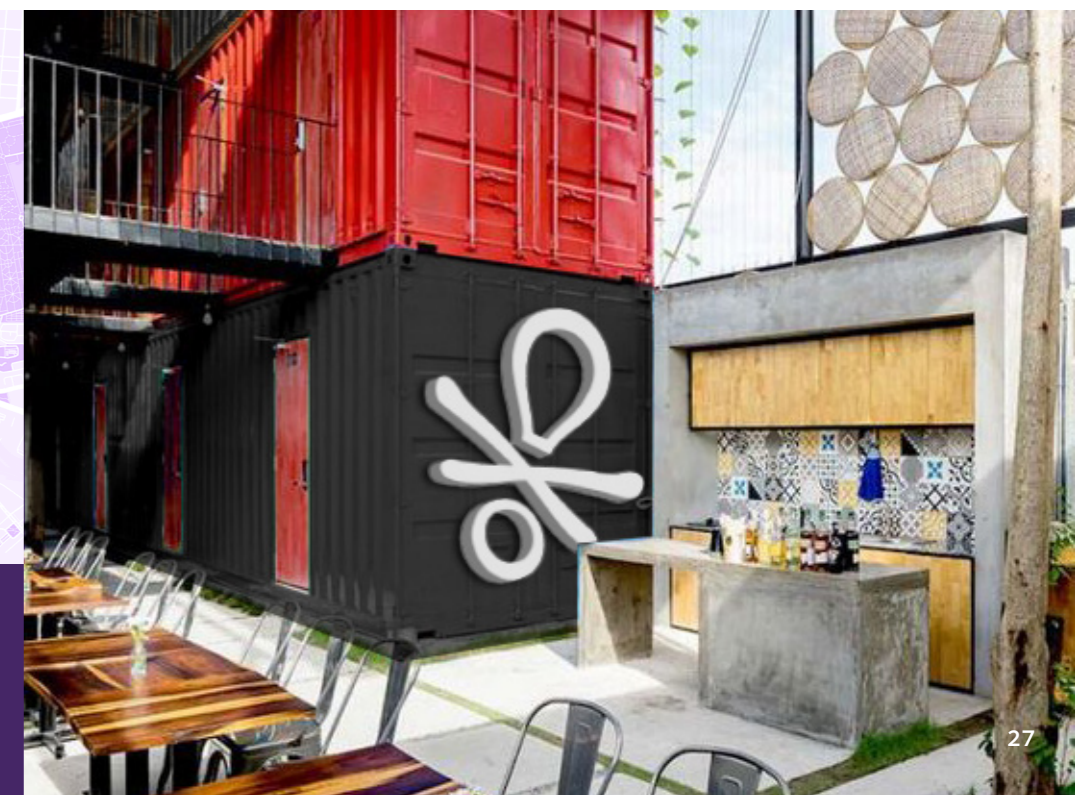


Legend

- 1. Malacuna Ramblas
- 2. Malacuna Lavapies

Pipeline

- 1. Budapest
- 2. Cordoba



lemonade

FRESH LIVING

UNDER CONSTRUCTION

Lemonade redefines student housing as a refreshing start for a socially activated community of future visionaries. Its social, savvy and zesty nature launches students into one of the most exciting chapters in their lives



SANTIAGO DE COMPOSTELA



Legend

1. Santiago de Compostela

Pipeline

-





1500
BEDS

95%
OCCUPANCY

Live it offers community-focused co-living spaces for short-term independent students, young professionals and remote workers. Our socially activated tier system allows guests choose between 3 levels of amenity-based experiences: Live It **BASIC**, Live It **EASY** and Live It **ONE**.



Legend

MADRID: 000 u.
BARCELONA: 000 u.
MALAGA: 000 u.

Pipeline

1. Valencia

SUIO FLEX LIVING

UNDER CONSTRUCTION



300 BEDS

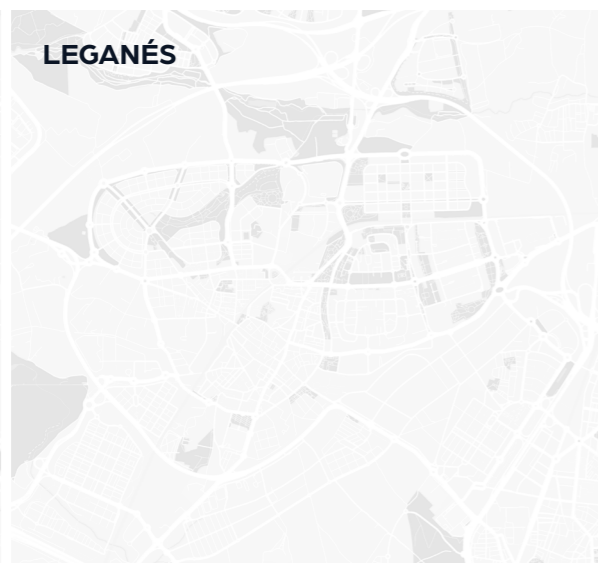
Evoca is an international senior residence made up of independent and active adults. A strong emphasis is placed on creating community and a holistic approach to wellness as residents redefine, recreate, and reconnect with themselves and others in their 3rd act in life.



ALCOBENDAS



LEGANÉS

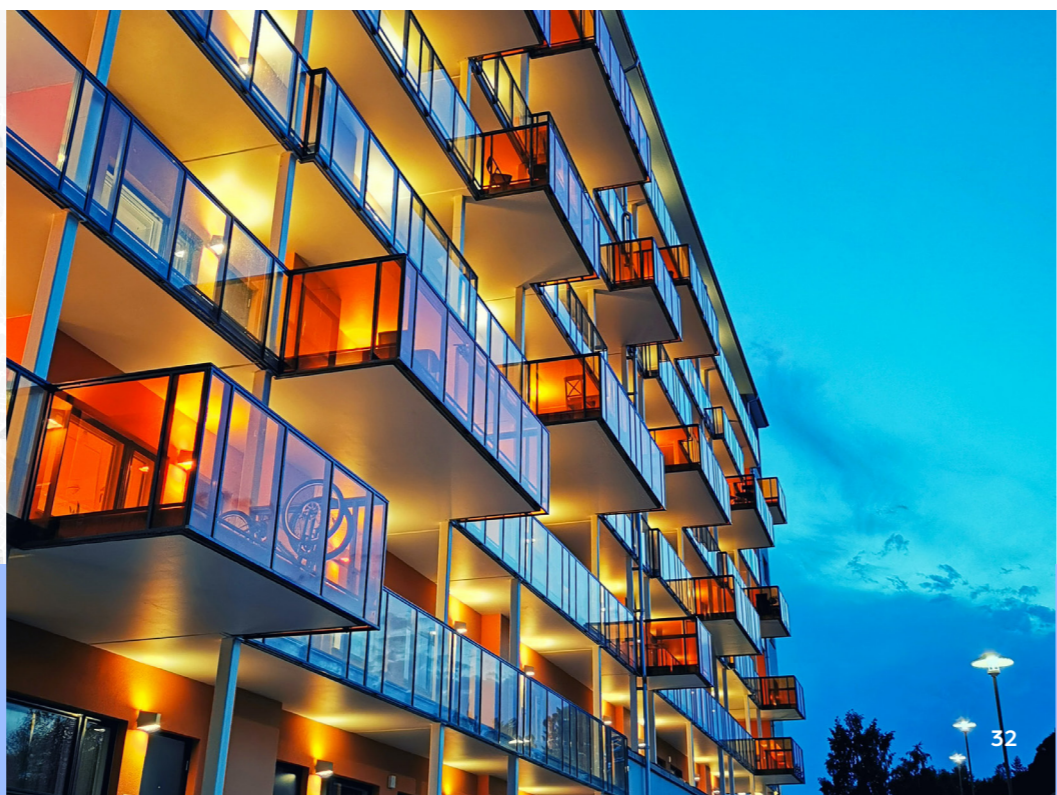


Legend

- 1. Suio Alcobendas
- 2. Suio Leganés

Pipeline

- 1. Madrid
- 2. Barcelona
- 3. Malaga
- 4. Sevilla



ALICANTE



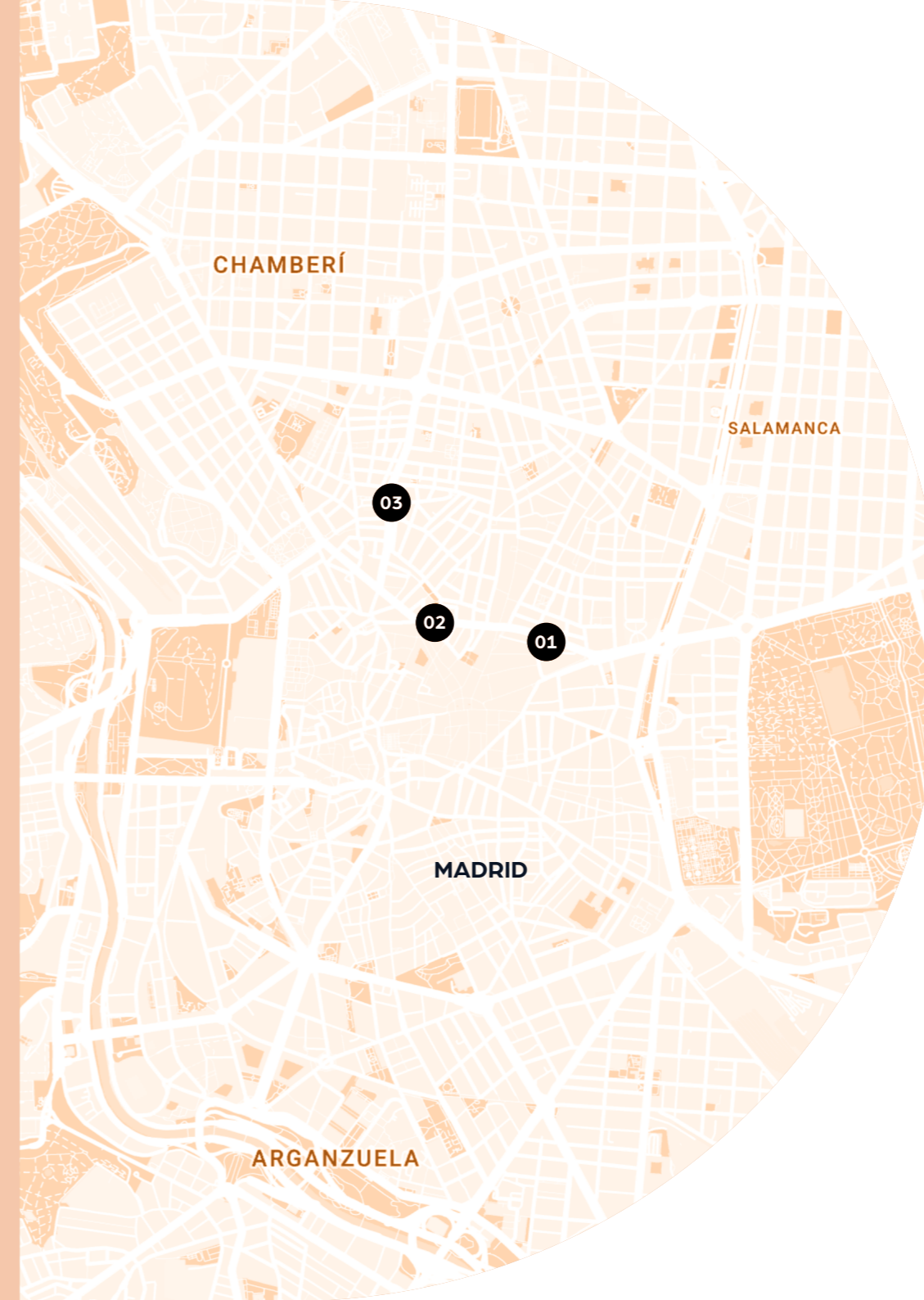
Legend

- 1. Evoca Alicante

Pipeline

- 1. Cadiz
- 2. Malaga
- 3. Madrid





OSADÍA
LOUNGE & SKYBAR

01

**Osadía Nikkei &
Osadía Sky Bar**

ella
SKY BAR MADRID

02

**El.la Restaurant
& Sky Bar**

2022
TILDA
NEOTABERNA CASTIZA

03

**Tilda Neotaberna
Castiza**

OSADÍA

LOUNGE & SKYBAR

Our newest gastronomic space, born in April 2022, specializes in Nikkei-style food and Cocktails.

Located in one of the most emblematic buildings in Madrid, on Gran Vía 14, this space is divided into a restaurant area on the ground floor and an impressive roof terrace with an acclimated pool and movable floor on the 7th floor for guests and visitors alike.



ella

SKY BAR MADRID

This Mediterranean Fusion skybar is the crowning jewel on the rooftop of one of the most emblematic buildings in Madrid – Gran Via 42. Located on the 10th floor, the space is divided into a restaurant and bar area, and an impressive roof terrace with iconic views of the city centre.

Its impressive interiors, designed by Cuarto Interior, immerses guests into a space defined as “scoundrel glamour”. This intriguing space is inspired by the duality of its surroundings: two heights, two restaurant areas and two distinct skylines on either side of the rooftop – Royal Palace and Cuatro Torres.



2022

TILDA

— NEOTABERNA CASTIZA —

Located in the Akeah Hotel, this NeoTaberna Castiza cooks up traditional recipes with a fresh and modern twist. Located on the ground floor, the restaurant opens up to a bright and spacious interior terrace. The tiered seating and impressive murals by local artists offers a versatile space that can be used for events or simply to socialize and mingle.



Our people

Meet the experts running
the show



04

Management team



FRANCISCO GARCÍA
Executive Chairman and
Founding Partner



FERNANDO RODRÍGUEZ
Director and Founding Partner



CARLOS ESCODA
CEO

Direction team



Illia Kadievski
ADJUNCT CEO



Jose M. Martín
CFO



Oliver García
CLO



Rut Ramos
COO



Borja Sánchez
CDO



Rodrigo Pazos
CTO



Irene Sánchez
CSO



Alberto Gavilán
CPO



Laura Donderis
CMO



Elena Calvo
CHRO

