



GRUPO PIÑERO

Biography of

Pablo Piñero

Spanish entrepreneur Pablo Piñero Imbernón (Mula, Murcia, 1941 - Palma de Mallorca, 2017) founded his tourism company in Spain in the 1970s, and today Grupo Piñero holds leading positions in the international tourism sector.

Before entering the world of tourism, Pablo Piñero studied Teaching, Philosophy and Arts, which led him to work in the Public Administration, where he held the position of Chief Inspector of Police for years. However, his entrepreneurial spirit later led him to try his luck as a travel agent, setting up the tour operator Soltour in 1976. Soltour specialised in charter holiday packages to the Balearic and Canary Islands and the Caribbean.

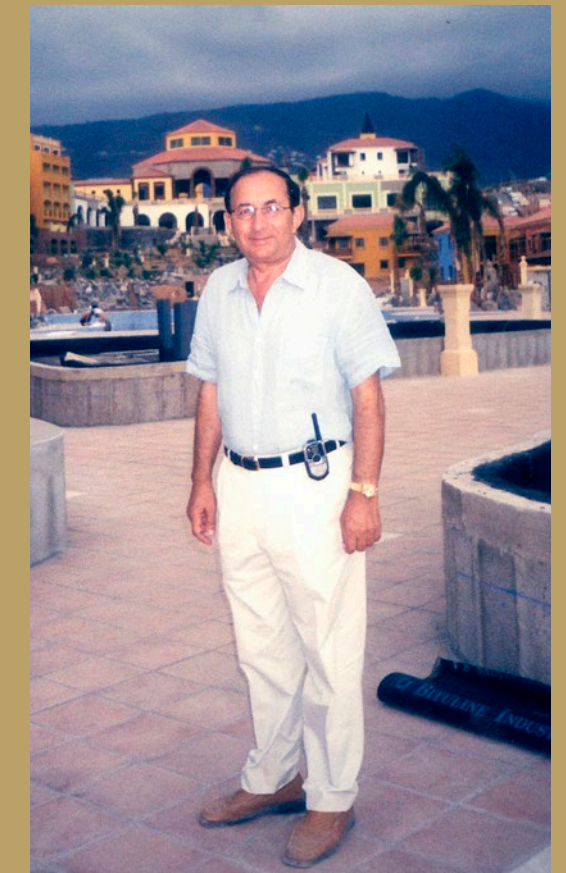
It was not until 11 years later, in 1987, that he started his hotel business, with the acquisition of the first establishment in the Balearic Islands under the brand name Hoteles Piñero. His visionary nature led him to create the Bahia Principe Hotels & Resorts model in 1995, with the opening of the Grand Bahia Principe San Juan Hotel in the Dominican Republic. He would soon embark on an exciting international expansion with the opening of the Bahia Principe Grand Tulum in Mexico.



His desire for the company to be present throughout the entire value chain of the tourism industry led him to create the group's residential and golf division. Following this strategy, between 2010 and 2015, and with the aim of giving continuity and a new positioning for inbound services, the brands Coming2, Emos, Solbus and Embat, dedicated to land and sea transport for clients, and Tropic One Studio, Scubaquatic, were created to broaden the range of services offered by the company to its guests. Later on, all these brands dedicated to tourism would all come under the holding brand Grupo Piñero, bearing the founder's surname.

Pablo Piñero passed away in August 2017, and after his death, his wife, Isabel García Lorca, co-founder of the company, took over as president. Their eldest daughter, Encarna Piñero, who was executive vice-president of the company, took over the management of Grupo Piñero as CEO. Their other two daughters are also part of the business group. Isabel is the company's Chief Sustainability Officer (CSO), and Lydia chairs the Investment Committee.

At present, Grupo Piñero's activity is structured in three business units: Living Resorts, for its hotel business, with 27 establishments and more than 14,000 rooms in the Dominican Republic (where Bahia Principe is the chain with the most hotels under direct ownership and has the highest number of rooms of all chains in the country), Mexico, Jamaica and Spain, as well as residential complexes and golf courses; Travel, with its tour operating activities under the Soltour and Smytravel brand names, through Soltour Travel Partners, and incoming/reception under the Coming2 and Services brand, which groups other at-destination services, most notably the sustainable mobility division.



Since 2014, Grupo Piñero has incorporated sustainability into its management in order to be a company that is responsible and committed to its team, to the communities where it operates, to its suppliers and to the environment. Through its Corporate Responsibility strategy, it pursues an ethical and transparent management model that generates shared value for all its stakeholders, leaving a legacy for society, contributing to social development and environmental protection in all the areas where it is present. Grupo Piñero has received numerous awards for its responsible management.

Pablo Piñero's tenure at the head of the group and his invaluable contribution to the tourism sector and to the Spanish, Balearic, Canary Islands and Caribbean economies have earned him numerous awards throughout his professional career, including the Medal for Merit in Tourism awarded by the Spanish Government and the Medal of Merit awarded by the Chamber of Commerce and Navigation.

But if there was one role that Don Pablo was most intensely fond of, it was that of husband, father and son, because his family was always the backbone of his efforts. In fact, his biggest dream was that the company he built would be run by his daughters. All of them lived very closely the efforts of their father to make Grupo Piñero the great family tourism company it is today and their objective has been to continue with the family legacy, positioning the company as a benchmark in the international tourism market, maintaining its 100% family essence and managing it in a responsible way to offer the best experience to guests and employees, and actively contributing to sustainable development.

