

GRUPPO



UNA

COMPANY PROFILE



ITALIAN HOSPITALITY IS **UNA**

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Milano Verticale | UNA Esperienze



WARMTH, PASSION, WELCOME, AUTHENTICITY

These are the core values of the brand,
which are the same ones offered to the guests.

Gruppo UNA is **the biggest authentically “Italian” hotel chain in Italy.**

Established in 2016, Gruppo UNA is the result of the merger of Atahotels and UNA Hotels & Resorts and its distinctive trait is its Italian style.

Gruppo UNA has more than **5,300 rooms** in **48 hotels, resorts and residences** across **13 Italian regions** and 22 destinations.

With **UNA Esperienze**, **UNAHOTELS** and **UNAWAY** the portfolio is presented with 3 brands that best represent three ways of experiencing hospitality. Gruppo UNA intends to consolidate its position as the leading Italian group and to increase the number of **managed and affiliated hotels** in prestigious urban areas and in the main tourist destinations.





ITALIAN HOSPITALITY IS UNA

Thanks to its history, its roots immersed in Italian territory and culture, and its authentic Italian soul, Gruppo UNA is virtuously connected to the Italian lifestyle, that **unique blend of passion, emotions, traditions, flavours, knowledge, spirit, ways of being and a desire for the very best** that has always set our country apart.

The brand has imported this rich heritage into the hospitality sector, making it its own heritage and embodying its uniqueness. Inside Gruppo UNA you will find a **world of warmth, joie de vivre and a taste for the beautiful and good things in life.**

Design, good food, art, culture, natural beauty, conviviality and elegance are the cornerstones of the Italian way of life that every guest can enjoy at **Gruppo UNA** hotels.

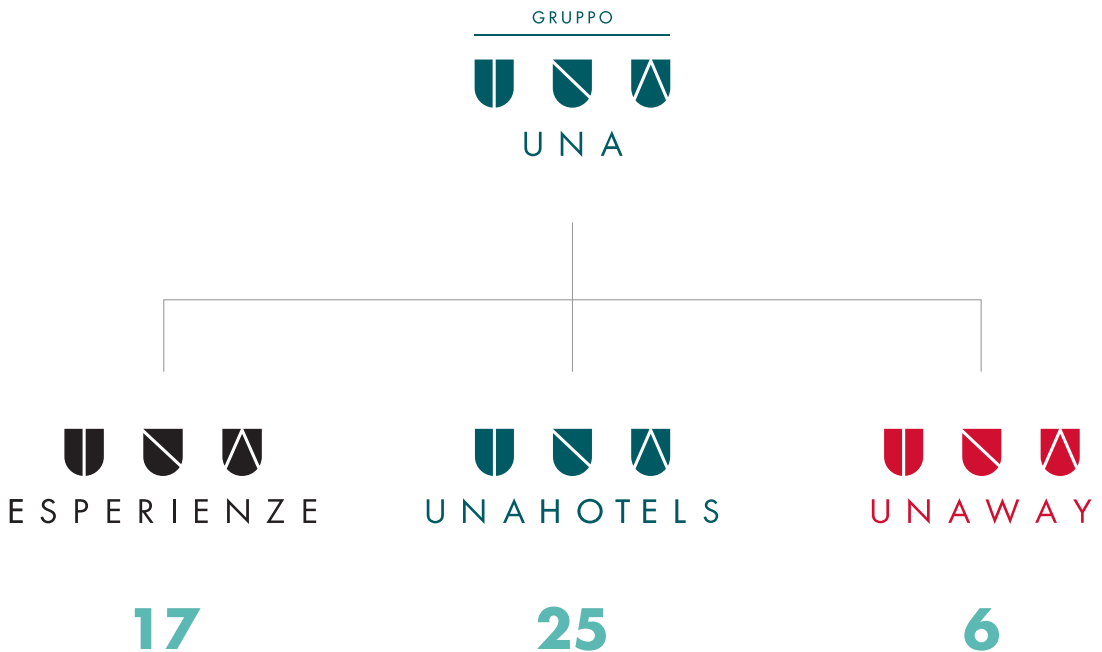
THREE WAYS OF EXPERIENCING HOSPITALITY

A strong heritage,
a new concept in hospitality.

Satisfying all guests for any moment or journey, whatever the desire or need is:
this is Gruppo UNA goal.

To achieve this, the portfolio is presented with the **3 brands** UNA Esperienze, UNAHOTELS and UNAWAY aimed at the 3 different segments: **upper-upscale**, **upscale** and **smart** respectively.

Three collections, dedicated to three hotel types with their own characteristics and personality,
to provide a bespoke service to a constantly changing clientele.



UNAHOTELS Capotaormina





Leone Blu Suites | UNA Esperienze, Firenze

UNA Esperienze

Dream locations where pleasure speaks to all the sense.

UNA Esperienze is Gruppo UNA response to all its **most discerning** guests, both Italian and international, who are looking for accommodation where they can experience the real thrill of the **Italian lifestyle**.

A collection of **seventeen upscale villas, resorts and hotels**. These are unique facilities in dream locations where **wellness, comfort, food and wine, art, culture** and **natural beauty** all come together to welcome and meet the needs of our guests.

They can expect a personalised, top-quality stay where the guests themselves are the focus of everything to turn their stay into a **top-quality** experience.



Principi di Piemonte, Torino
Milano Verticale
Maison Milano
Torre Galfa Milano
Luxury Apartments
Maison Venezia
Residenza Venezia
Leone Blu Suites, Firenze
Repubblica Firenze
Luxury Apartments
Ricasoli Firenze
Luxury Apartments
Versilia Lido, Camaiore

Luxury Villa Manin Viareggio
Relais Villa Grazianella,
Montepulciano
Posta Donini 1579, Perugia
Hotel Art by the Spanish Steps,
Rome
Posia Retreat & SPA, Salento
L'Ariana Isole Eolie
Palace Catania

UNAHOTELS

Where comfort and elegance meet in a genuinely italian atmosphere.

Twenty six 4-star hotels across the country that focus on the pleasure of a hotel stay, with all the different kinds of hospitality this entails.

The common thread that binds them is the **efficiency** and the **quality** of the service they offer, reflected in the rooms, their elegance, their good food and an attention to detail. This all helps convey positive energy and everything the **Italian way of life** has to offer.

Located in the largest cities, in areas with a wealth of **history** and **charm**, they are perfect for anyone travelling on business or for pleasure; they are ideal for **MICE** projects and corporate or private events: **UNAHOTELS** facilities meet the needs of all hospitality requirements.



Hotel Century Milano

Hotel Cusani Milano

The One Milano
Hotel & Residence

Hotel Scandinavia Milano

Hotel Mediterraneo Milano

Hotel Expo Fiera Milano

Hotel Malpensa

Hotel Varese

Hotel Ala Venezia

Le Terrazze Treviso
Hotel & Residence

Hotel Bologna Centro

Hotel San Vitale Bologna

Hotel Bologna Fiera

Hotel Bologna San Lazzaro

Hotel Vittoria Firenze

Hotel Forte dei Marmi

Hotel Decò Roma

Hotel Trastevere Roma

Hotel Napoli

Hotel Regina Bari

Hotel MH Matera

Club Hotel Ancora Stintino

Naxos Beach Sicilia

Hotel Capotaormina

Hotel One Siracusa

UNAHOTELS Trastevere Roma





UNAWAY Hotel Empire Roma

UNAWAY

Effective solutions for smart stays,
without renouncing the quality.

UNAWAY hotels are an essential reference point for anyone looking for a smart and functional stay in **strategic locations**, but who also wants top-quality service and to savour only the best of real **Italian Hospitality**.

Six hotels located along the major Italian motorways or in residential areas of cities, not only for people on business, but for air travellers looking for **practical solutions**, even just for a last-minute weekend getaway.

Ideal for journeying along Italy, enjoying the best it has to offer and the warmest welcome.



Hotel & Residence Contessa Jolanda Milano

Ecohotel Villa Costanza Venezia

Hotel Occhiobello

Hotel Cesena Nord

Imperial Beach Hotel Fano

Hotel Empire Roma



Vesuvio Roof Bar & Restaurant by "UNA cucina"

RESTAURANTS BY “UNA CUCINA”

An invitation to discover local flavors of Italy

With the aim of enhancing a unique gastronomic heritage, **Gruppo UNA has created the “UNA cucina” restaurant collection**, an innovative concept that invites guests to discover the distinctive local flavors through regional recipes and special initiatives.

As **“UNA cucina”** Gruppo UNA directly manages **26 in-house restaurants**, 18 of which are open to non-accommodated guests. 12 restaurants are also managed by the affiliated hotels, for a total of 38 venues.

Thanks to these numbers, “UNA cucina” results as **one of the main restaurant chains in Italy**, the first excluding pizzerias and fast food restaurants. From breakfast buffet to à la carte evening menus, you can enjoy the most iconic specialities from cities and local surroundings where each of the **UNA Esperienze, UNAHOTELS and UNAWAY** hotels constantly builds authentic and solid relations.

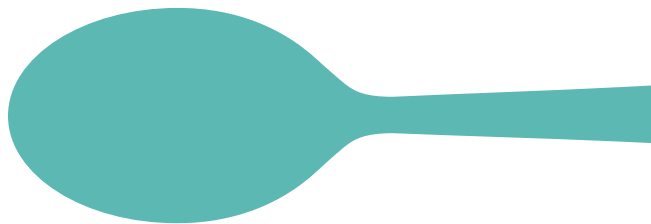
“UNA cucina” restaurants are well located in numerous destinations, from Piedmont to Sicily, from Campania to Lombardy, passing through Lazio and Tuscany. They provide inspirations which are often deeply different but able to form, together, an exceptional mosaic of colors, scents and local traditions. This is how a unique offer comes to life, **with an authentically Italian DNA** based on careful choices ranging from the selection of suppliers to the purchase of **raw materials**, up to **staff training** and **cooking techniques**.

26

RESTAURANTS

29

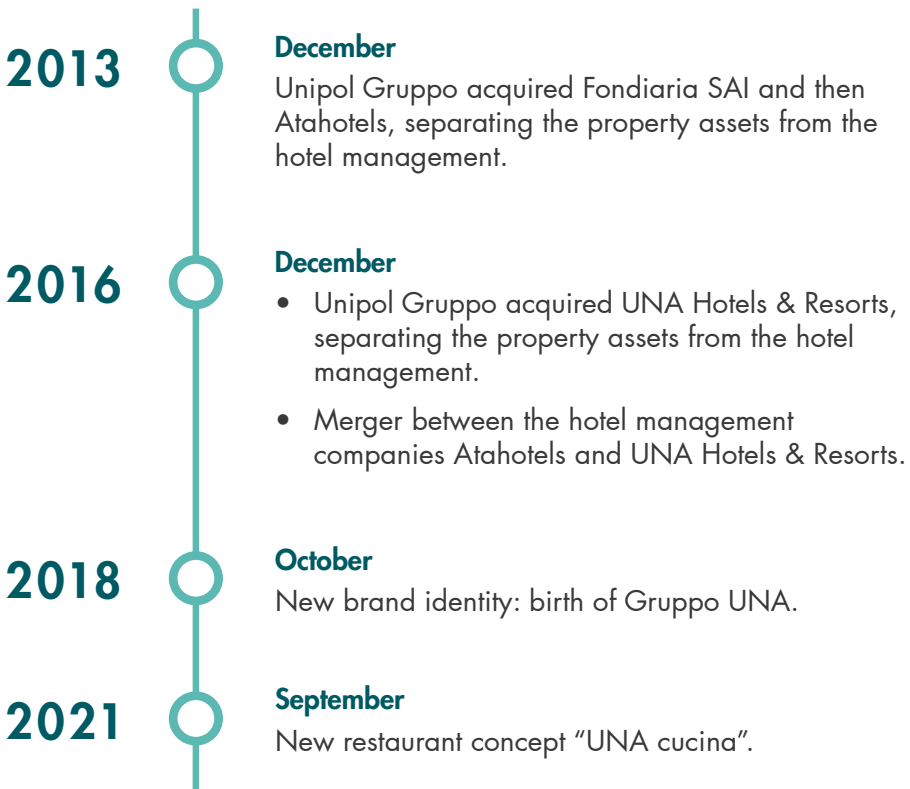
BARS



A NEW BUSINESS FORMULA

A prestigious history in hospitality,
a clear future of growth.

The creation of Gruppo UNA tells a story in which hospitality and a focus on the guest have always been virtuous mainstays around which the business develops.



Gruppo UNA offers great potential for growth that derives from the distinguishing mark it was given when it was founded: a business model that separates property assets from hotel management.

The platform developed allows Gruppo UNA to operate on the market with different commercial and organizational formulas: **leasing, management and franchising**.

A GREAT ITALIAN COMPANY

The excellence of Italian entrepreneurship
and the merger of two corporate cultures.

Unipol Gruppo S.p.A. is the second insurance group on the Italian market, the first in Non-Life Business, and among the top ten in Europe. Its ordinary shares have been listed on the Italian Stock Exchange since 1990 and are included in the FTSE MIB index.

The history of Unipol Gruppo is inextricably linked to **Italian business pride**. Thanks to the largest network of agencies in Italy, today it has over 11,000 employees and serves about 17 million costumers.

In the same way that Unipol Gruppo plays **a leading role in the insurance panorama**, Gruppo UNA too wants to be a **centre of excellence in the Italian hotel industry**.

It is **the merger of two similar business cultures** that put people and personalised services in the heart of a **virtuous synergy**.

Palace Catania | UNA Esperienze





VALUES

Conveying passion, with style to make the experience unforgettable.

Experience is the essence of Gruppo UNA; **memorable moments** that the brand wants to give its guests, characterised by positive energy and experiencing the most wonderful and sincere Italian way of life at its best.

Gruppo UNA is **warm, empathetic and genuine**, in the sense of unique and sincere. Its Italian surroundings are an integral part of it and its distinguishing feature is a real **joie de vivre**.

Its **passion** is the driving force behind all its activities and it is intrinsically linked to one of the aspects that Gruppo UNA is most proud of: its Italian-style human touch that is a fundamental component of the brand/customer relationship.

For some time now Gruppo UNA has been committed to **sustainability**, as can be seen in its exclusive use of certified energy from renewable sources, in its search for products from certified supply chains in its purchasing processes, and in the adoption of waste management policies aimed at minimising the impact on the environment.

Gruppo UNA activities are totally guided by the **Code of Ethics** it shares with Unipol Gruppo.





DEDICATED TO OUR GUESTS

Being leaders in Italian hospitality.
Creating memories.

Gruppo UNA aim is to be the first choice of all Italian and international tourists and travellers looking for **the best of Italian style in the hotellerie sector**.

Gruppo UNA promises to give guests **lasting memories**, thanks to its role as a point of reference in the Italian hotel sector that stands apart for its **style, service and identity**.

Warmth and attention to guests' needs are reflected in the **meticulous, genuinely Italian welcome** in keeping with the **highest quality standards**.

Guests are the focus of the Gruppo UNA world: whatever the desire or need is, our hotels will be able to satisfy all our guests. Anyway, **focusing on guests' needs means much more than listening to their requests**; it means a **special aptitude**, a **way of being**, a **style of service** that Gruppo UNA reserves for all its guests.

The promise of perfect hospitality also depends on a **personalised service for guests** and on the experiences that can be enjoyed in a hotel.

TEAM

Success is the result of the skills
and enthusiasm of its star players.

Mario Zucchelli

President

Giorgio Marchegiani

CEO

Fabrizio Gaggio

Managing Director

Daniele Mereu

Head of Hotel Operations

Emilio Zappalà

Head of Sales

Nicoletta Ferraina

Head of Marketing

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UNAHOTELS Vittoria Firenze





UNAHOTELS Expo Fiera Milano



FIGURES

Managed hotels 2019 results



approx. **1000**
Gruppo UNA employees

2,1 days
average length of stay



1,9
urban



3,8
resort



€127
million turnover



1,4
million guests

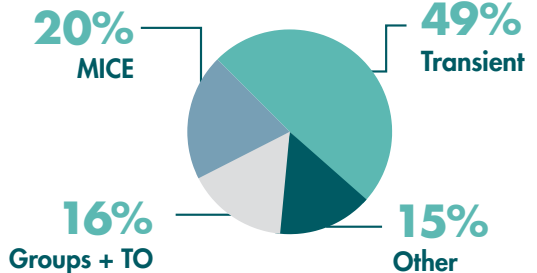
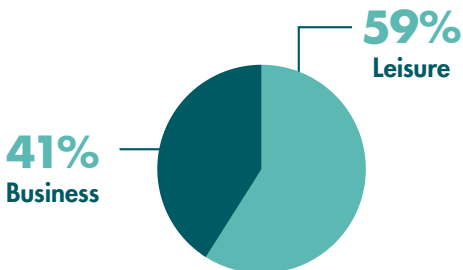


842.000
room nights



69%
occupancy rate

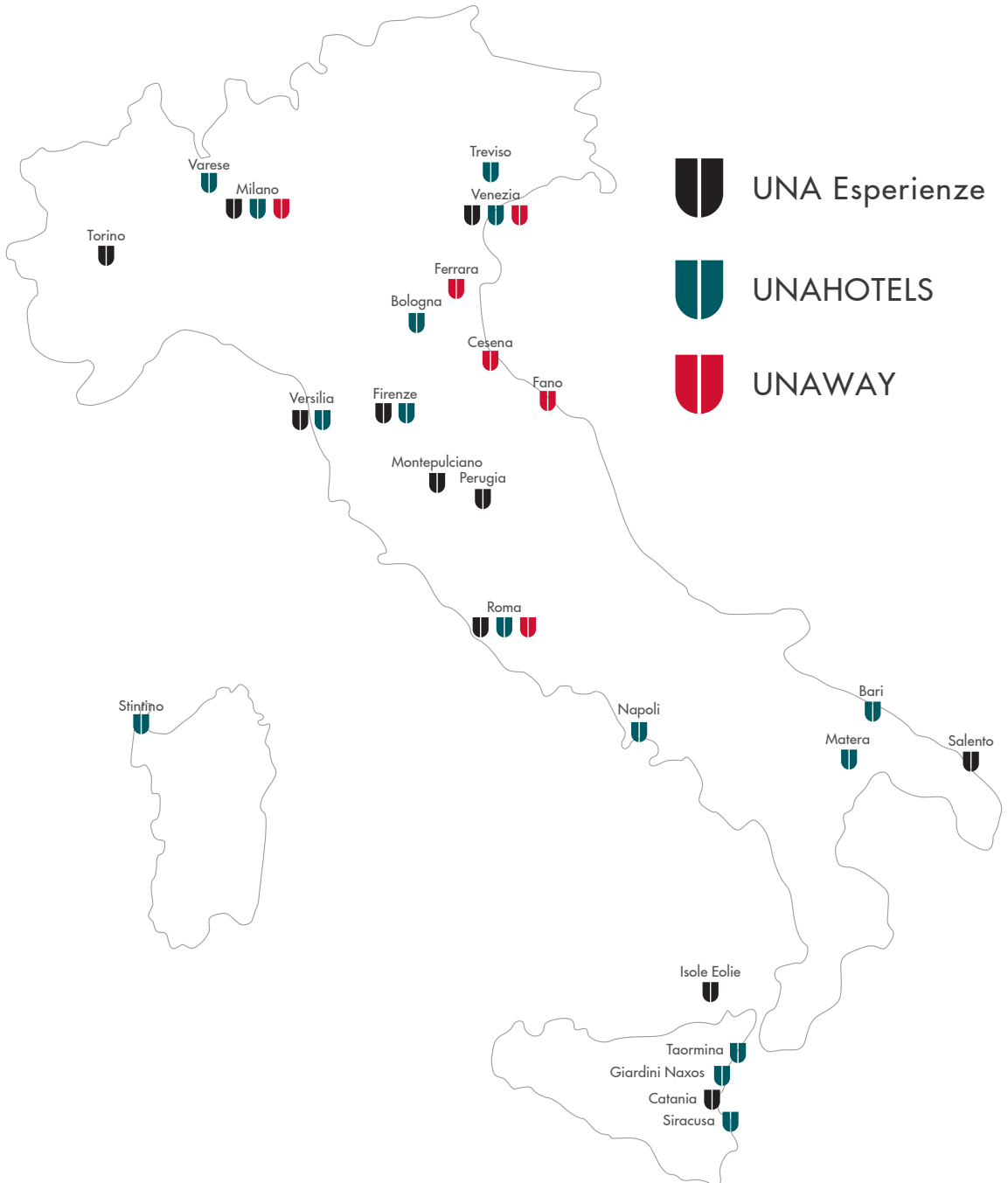
Segmentation



Maison Venezia | UNA Esperienze



DESTINATIONS



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Turin

Milano Verticale | UNA Esperienze

Maison Milano | UNA Esperienze

Torre Galfa Milano Luxury Apartments
UNA Esperienze

Maison Venezia | UNA Esperienze

Residenza Venezia

Leone Blu Suites | UNA Esperienze,
Florence

Repubblica Firenze Luxury Apartments
UNA Esperienze

Ricasoli Firenze Luxury Apartments
UNA Esperienze

Versilia Lido | UNA Esperienze,
Camaione

Luxury Villa Manin Viareggio
UNA Esperienze

Relais Villa Grazianella
UNA Esperienze, Montepulciano

Posta Donini 1579 | UNA Esperienze,
Perugia

Hotel Art by the Spanish Steps
UNA Esperienze, Rome

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UNA Esperienze, Salento

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UNAHOTELS Decò Roma

UNAHOTELS Trastevere Roma

UNAHOTELS Napoli

UNAHOTELS Regina Bari

UNAHOTELS MH Matera

UNAHOTELS Club Hotel Ancora
Stintino

UNAHOTELS Naxos Beach Sicilia

UNAHOTELS Capotaormina

UNAHOTELS One Siracusa

UNAWAY Hotel & Residence
Contessa Jolanda Milano

UNAWAY Ecohotel
Villa Costanza Venezia

UNAWAY Hotel Occhiobello

UNAWAY Hotel Cesena Nord

UNAWAY Imperial Beach
Hotel Fano

UNAWAY Hotel Empire Roma

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