



Creators of Exclusive and Sustainable Destinations

Arum Group: Leading Real Estate Development

Arum Group is a unique real estate development company that brings together the talent of top professionals to offer its clients exclusive projects. Specializing in the creation of tourist and residential destinations, or mixed-use developments, the company attracts international visitors looking for spacious homes in unique locations to live, relax, and work remotely. It designs, develops, structures, and manages unique resorts while ensuring environmental protection.

The company strives to create projects with soul, where the final user experiences a complete, luxurious lifestyle in harmony with sustain-

ability and personal well-being. Arum Group understands exclusivity as an adaptable concept that provides comfortable, natural spaces with sports and wellness offerings, combined with innovation and social responsibility.

The COVID-19 pandemic and the rise of remote work opened the doors to a new and growing market niche: executives interested in real estate investment in Spain, allowing them to continue their professional activities while enjoying an unparalleled climate and services with their families. It also appeals to investors seeking a product with lasting profitability.



The Brand's Experience and Legacy

20 Years of History and Continuous Evolution

Arum Group leads real estate development in Spain from start to finish, handling land acquisition, architectural conceptualization, construction management, and sales intermediation.

Its management team boasts over 20 years of experience in every phase of the real estate process, from market analysis to sports and wellness offerings, architectural design, and project management. The team has developed projects in Spain, France, Portugal, Germany, Belgium, Poland, Slovakia, Paraguay, and Punta del Este.

Branded Residences: A Trend in Luxury Real Estate Investment

Arum specializes in innovative products like branded residences, which combine luxury home ownership with access to extensive hotel services in exclusive settings. This model is one of the most attractive for luxury real estate investors, as it allows them to enjoy fully equipped homes for extended periods while profiting from their investment by allowing tourism operators to manage the property when unoccupied. Notable examples include Las Terrazas de Abama Suites and Los Jardines de Abama Suites at Abama Resort Tenerife.



Background of Arum Group



Values of Arum Group

PEOPLE and Talent

Human capital is the company's greatest asset. Arum Group is committed to bringing together leading professionals dedicated to serving their clients' interests.

EXCELLENCE and EXPERTISE

With extensive practical experience in resort and real estate development, Arum Group creates successful destinations tailored to client needs with a unique lifestyle.

CREATIVITY to tackle challenges

There is no evolution without innovation. Creativity and knowledge must go hand in hand when it comes to meeting the needs of an ever-changing market.

Accompaniment and COMMITMENT

Arum's clients objectives are at the heart of its business. For the company, there are no barriers between managers, suppliers and customers to walk hand in hand in every step of the project.

More than 5,000 homes sold in Spain in the luxury segment.

Listen to the client → Study the market → Design a unique space → Respect the environment → Humanize the project.



What services does Arum Group offer?

The company is one of the few firms in Europe that comprehensively manages **the creation and development of a tourist and residential resort**. It conducts preliminary market studies and assumes the **creation of the project from start to finish, providing the business and feasibility plan**. **From there, it executes** the construction and real estate sales, as well as the hotel development and management. It also provides technological solutions that favor digital transformation and transparency. It has marketing and communication services, social media and SEO to position the client in the international market, as well as a team of brokers and public relations strategically located in several European countries.

Arum Group's Specialties

- Hotel resort development for tourism and residential use.
- Residential and tourist real estate development and promotion.
- Hotel consultancy and asset management.
- Marketing and sales.
- Communication and technology.
- Golf course development and management.
- Real estate innovation.
- Commercial real estate development.



Focused on environmental protection

Sustainability Guide

Arum Group is committed to *sustainability* and legacy, minimizing environmental impact and involving suppliers in this goal. Preserving ecosystems is key to the appeal of its projects, ensuring rational resource use and protecting native flora and fauna.



‘Respect for our environment has always been one of the main criteria in the implementation of Arum Group’s projects’

Jesús Abellán
CEO at Arum Group



Alda Foundation in Paraguay

Social responsibility, essential to move forward collectively

Arum Group’s commitment to the SDGs and social justice

Arum Group understands that well-being and justice must be within everyone’s reach. It is therefore determined to contribute to the *2030 Sustainable Development Goals*.

→ Assumes its responsibility *to care for the planet* in each of its projects.

→ Supports and the development of children, adolescents and vulnerable communities through the *Alda Foundation in Paraguay*.

→ Contributes to fundraising to improve the conditions of families at risk of exclusion through *Abama Solidaria*.

Leadership Team

Visionaries of profitable, exclusive, transformative
and socially responsible projects.



Jordi Robinat
CEO & FOUNDER



 Jesús Abellán
CEO



 Francesc Pujol
DIRECTOR OF REAL ESTATE



 Elodie Casola
DIRECTOR OF MARKETING & COMMUNICATION



 Alex Allende
DIRECTOR OF BUSINESS DEVELOPMENT



 Albert Salueña
DIRECTOR OF ADMINISTRATION & ACCOUNTING



David González
HEAD OF IT



Pilar Batllori
PRESIDENTIAL ASSISTANT



Maria Borrás
OFFICE MANAGER



Patricia López
ADMINISTRATION &
ACCOUNTING



Carolina Vázquez
MARKETING & COMMUNICATION
COORDINATOR



Cristina Navas
SENIOR ANALYST



Blanca Robinat
JUNIOR ANALYST



Estefano Plesser
JUNIOR ANALYST



María Cebey
PROJECT COORDINATOR

About our executives



Jordi Robinat, founder and president of Arum Group

President and Real Estate Investment Expert

Jordi Robinat is the founder and president of Arum Group, the corporate successor to MedResorts and MedGroup, a leading real estate and tourism company in Spain. Since the creation of MedResorts in 1993, he has become one of the most experienced professionals in the creation of resorts and second homes, having built and managed more than 5,000 homes and 17 hotels in Spain. He also founded and currently heads Grupo Barcelona, specializing in the development of housing for the growing middle class in South America.

Prior to creating his own companies, Jordi Robinat worked as CEO for three years for S.A.R Agha Khan's company, GIGA Hotels, developing the company's business in Spain, as well as CEO for Meridiana, the airline company.

Years before his entry into the tourism and real estate sector, he led the restructuring of the Enrique Masó Group, a technology conglomerate with real estate interests including the Ritz and Palace hotels in Madrid.

In 2003, he founded the Alda Foundation, a non-profit organization aimed at improving the education of children in disadvantaged areas of Paraguay.

Robinat holds an MBA from ESADE (Barcelona, Spain), specializes in International Finance, and has a degree in the Executive Program and Financial Management Program from Stanford Business School (USA).



Jesús Abellán, CEO and asset manager

[LinkedIn](#)

Abellán is an expert in the real estate sector and specializes in strategic planning. He joined in 2016 as CEO of the developer Arum Group, known for its work in Abama Resort Tenerife and La Manga Club, and has also stood out for his emphasis on joint venture operations, restructuring, sale and purchase of assets and company partnerships. For the last three years, he has also been CEO and founding partner of LORUM, a proptech company that has launched Lorum4re, an innovative software specialized in real estate and retail management created with SAP Business ByDesign technology, with an integrated system in the cloud, which connects all the departments of

any real estate company and has been very well received in the market.

Previously, he held management positions in Impulse Asset BCN, a real estate investment manager in different European countries; and MedGroup, a company owned by Soros REI specialized in the management of complex real estate projects, mainly residential communities on the Spanish coast.

He holds a degree in Business Administration and Management and an MBA from ESADE and a Financial and Management Program from Stanford University.



Francesc Pujol , Director of Real Estate

[LinkedIn](#)

Francesc Pujol is a civil engineer with a degree in Business Management from IESE Business School. He joined Arum Group in 2016 and has extensive experience in all phases of the real estate process: land purchase, paperwork and planning, product design, project management in construction, marketing and sales.

He also has extensive experience in the acquisition, management and sale of real estate assets. All this activity has been developed in sectors as diverse as second homes, tourist residential, resorts, urban multi-family housing, office buildings, logistics warehouses or unique buildings, such as museums.



Elodie Casola, Arum's Marketing and Communication Director

[LinkedIn](#)

Elodie Casola leads the marketing and communications area for all of the group's real estate projects. Prior to joining Arum, she held the position of Director of Marketing and Development at T&L (INDRA), developing the business area with developers, hotel operators and investors in the United States, the Caribbean, Morocco, Latin America and the Middle East.

Her professional career also includes her work as director of the COPCA office in New York, where she facilitated the introduction and commercial development of Spanish companies on the East Coast of the United States.

Casola holds a degree in Law from the University of Barcelona and a degree in Marketing and International Trade from New York University and McGill University (Montreal, Canada).



Alex Allende, Business Development Director

[LinkedIn](#)

Born in Barcelona 33 years ago, Allende holds a degree in Business Administration and Management from Esade and is a certified Chartered Financial Analyst, with a long professional career in the real estate sector.

Until joining Arum Group, Alex Allende was an investment analyst at Amazon, where he was responsible for studying the financial viability of different land locations in Europe for the development of fulfillment centers and providing

financial recommendations to the U.S. company on potential opportunities to purchase, lease or reconvert obsolete assets.

Allende has developed his professional career occupying different positions in the real estate investment segment, where he has led from the creation of business plans and feasibility analysis to the relationships with the different agents involved in the projects.

Projects led by Arum Group

Report of activities

RESORTS

- Abama Resort – Tenerife
- La Manga Club – Cartagena
- Les Palmeres d'Aigüesverds – Tarragona
- ElDorado Playa – Cambrils
- El Solell de Santa Agnès – Barcelona
- Bonmont Costa Daurada – Tarragona
- Parc Samà – Cambrils
- Passeig de Mar – Tarragona
- Fuentes de Almuñécar – Granada
- Playa Macenas – Mojácar
- Los Altos de Nerja – Málaga
- El Sol de Itrabo – Granada
- Sant Pere de Ribes – Tarragona

HOTELS

- Dolce Sitges – Barcelona
- Hyatt Regency – La Manga – Cartagena
- Sheraton Bonmont – Tarragona
- Various locations across Spain including Madrid, Barcelona, Valencia, Málaga, and Tenerife
- Gran Hotel Taoro – Tenerife





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