

About SANA

With 16 hotel units distributed between Portugal, Germany, and Angola, and another ten under construction (Lisbon, Estoril, Porto, Casablanca, and Georgia), SANA is today one of the most important hotel and restaurant companies in Portugal and the hotel chain with more hotels and a greater offer of rooms in the city of Lisbon.

SANA was born in 1999 with SANA Capitol, near Marquês de Pombal. With more than 23 years of history, the company has grown steadily, cementing its presence in the market through the quality of its products, the excellence of its service, and the multiplicity of experiences it provides.

SANA is divided into 6 Concepts developed with the needs of different audiences in mind: Myriad by SANA - a unique hotel, differentiated in terms of its infrastructure (the hotel is built right on the river) and with an extraordinary location in Parque das Nações; EPIC - five-star hotels in Lisbon, the Algarve, and Luanda; Excellence - a group of four-star hotels; Style - three-star hotels; Residence - a concept developed with long-term stays in mind. These are fully equipped flats, inserted in the hotels in Berlin and Luanda, which offer the service, hospitality, and comfort of the hotel itself; and Evolution - are bold tourist developments, with a very high level of incorporated technology, and for an urban customer adapted to new technologies.

The result of this strategy is the Group's signature "Beyond Your Expectations". An aspirational signature, which translates into a great brand promise, based on the main values and excellent services it offers. It speaks directly to its audience through an expression aimed at the demanding public and markets, who are always looking for the best experience and who always like to be surprised. It is on the basis of this positioning that SANA has based its growth at the national and international level, giving special focus in recent years to the luxury segment.

Since 2011, when EPIC SANA Luanda opened, SANA has been investing in 5-star hotels such as Myriad by SANA, EPIC SANA Lisboa, EPIC SANA Algarve, and, more recently, EPIC SANA Marquês. In parallel, SANA has been investing in the diversification of complementary services available to the public, namely in catering, wellness spaces, and spaces dedicated to events.

The importance of the EPIC SANA sub-brand for SANA

As part of SANA's sustained growth, the opening of EPIC SANA Lisboa Hotel and EPIC SANA Algarve Hotel in March 2013 represented the entry of the EPIC sub-brand into the Portuguese market. The name says it all: EPIC is a category of five-star hotels that know how to provide luxury and elegance in every space, rigor, and personalization in the service, exclusivity, and refinement in every service. This is the attitude present in the comfort of each room, in the refinement of each meal, in the sophisticated meeting rooms, and in the tranquility of the leisure and well-being spaces.

This concept, which was already present in Angola with the opening of the EPIC SANA Luanda in 2011, was immediately recognised for the excellence of the service it provides both in the domestic and international markets. Proof of this recognition has been seen in the award of prestigious national and international prizes.

EPIC hotels have contributed significantly to the growth and recognition of the SANA chain. The almost simultaneous appearance of EPIC SANA Lisboa and EPIC SANA Algarve has given visibility to the SANA chain itself, which has been requested to invest and/or operate hotels under the EPIC sub-brand in the international market.

As part of the group's expansion strategy, the EPIC sub-brand saw its hotel portfolio increase with the opening at the end of 2021 of EPIC SANA Marquês. This new five-star unit located in the heart of the city of Lisbon contributed to reinforcing SANA's positioning as a reference in the luxury hotel market at the national and international levels.

EVOLUTION Hotels

The first hotel of the EVOLUTION Hotels brand, EVOLUTION Lisboa situated in the Saldanha area, was inaugurated in February 2015.

EVOLUTION Hotels is a new brand and a new concept of innovative hotels in the Portuguese market. This new hotel concept translates into bold tourist developments, with a very high level of incorporated technology, which allows the client to directly control access to the hotel services, the equipment in his room, and the budget he intends to spend during his stay. It provides the customer, especially an urban, national and international customer, adapted to new technologies, with everything he needs during his stay, with maximum comfort.

The main characteristic of the EVOLUTION Hotels concept is essentially that of being a hotel completely directed towards the client, run by the client himself. In its essence, we transfer the effective control of the stay and the activation of the services provided - catering, check-in/out, information - to the client's own initiative, regardless of the moment and time he/she wishes. All the services offered are available 24 hours a day, 7 days a week and it is the users' needs that activate the services.

SANA Experiences

The SANA Experiences world brings together a diversified offer in the area of catering and entertainment. Original and unique spaces for holding events, congresses, meetings, or simple private parties, the best chef in the world, the best professionals, and excellent service in different concepts and environments.

The hotel sector today is not just about room and breakfast, it goes beyond that. SANA has followed this trend by investing in services that complement the accommodation experience of guests on business or leisure, and which are also open to the general public.

SPAS, gastronomy, and entertainment offered in a hotel are services that are increasingly important and appreciated by clients.

Gastronomy is, in fact, an area in which the group has strongly invested with the creation of differentiating spaces, in the quality of the products, and in hiring renowned executive chefs, who have experience and recognition in the market, examples of this factor are the restaurants, River Lounge, at Myriad by SANA, Flor-de-Lis, at EPIC SANA Lisboa, Al Químia and UDDO, at EPIC SANA Algarve, Allora and Koji, at EPIC SANA Marquês, and Mediterrâneo at SANA Malhoa.

Also, as a differentiating experience, the Switch is positioned as a night and multifaceted space in the Angolan capital, allowing the customer to live and enjoy various experiences without having to move to another location.

SANA Residence

Present in Berlin and Luanda. It is a concept integrated into the hotel units. More than fully-equipped flats, and where you can enjoy the hotel services, these are spaces where hospitality and privacy are essential factors for the feeling of being at home away from home.

SAYANNA Wellness & SPA

Offers guests luxurious spa experiences in authentic wellness sanctuaries under the philosophy "East meets West", which combines the best of Eastern holistic healing techniques with the most traditional and advanced sciences of the West.

Our Spas are available at the Myriad by SANA, EPIC SANA Lisboa, EPIC SANA Marquês, EPIC SANA Algarve, EPIC SANA Luanda and SANA Malhoa hotels.

Restaurants

In the restaurant business, SANA also has four projects outside its hotel units: **Pastorinha**, an emblematic restaurant on Carcavelos Beach, **SUD Lisboa**, a restaurant and events space that opened in 2017 and has the most "instagrammable" infinity pool in the city, **Fifty Seconds by Martin Berasategui**, which opened in November 2018 and, exactly one year after opening, saw its gastronomic quality recognised with its first Michelin star, and **Bread & Friends**, which represents a new and modern concept of bakery, pastry shop and coffee shop in Lisbon city centre.

SUD LISBOA – SUD Lisboa Terrazza and SUD Lisboa Hall

SUD Lisboa Terrazza

With Lisbon's biggest "calling card" as a backdrop - the Tagus River and the 25th of April Bridge -, this new space is more than a restaurant, it's an experience. Here, in addition to quality meals, moments of entertainment and conviviality are served on the platter. At SUD Lisboa Terrazza you will embark on a gastronomic journey through Mediterranean flavours with a focus on Italian cuisine. To complement the differentiated offer of food, drinks, and service, there is a strong bet on entertainment with a resident DJ, saxophonist, and live music. The space is, like the day, mutant: for each moment a different meal, a different type of music, a unique atmosphere.

SUD Lisboa Hall

SUD Lisboa Hall is part of the SUD Lisboa complex where the SUD Lisboa Terrazza restaurant also operates. It is over 1,600m², divided over 2 floors, designed by the renowned architect Antoine Pinto in a work marked by a modern design that transformed the riverside area. This is the space where "anything can happen". The variety and flexibility of the different areas (all endowed with high-quality equipment) allow the most varied events, -be they political, business, or social-, to make 1500 people dream. Always different, with an atmosphere that lives up to expectations and that holds your attention from the very first moment... this is the DNA of the SUD Lisboa Hall.

A Pastorinha

Located on Carcavelos Beach, A Pastorinha is one of the most classic and iconic restaurants on the Marginal Road between Lisbon and Cascais, where the tradition of the best fish dishes is what it used to be. Quality, freshness, and the best confection represent this space. A Pastorinha perfectly balances the relaxed atmosphere and the glamour of other times, where the grand piano and the decoration details are suitable for those who want more than just lunch or dinner.

Fifty Seconds

A luxury restaurant run by one of the best chefs in the world – Martin Berasategui (12 Michelin stars) – has opened at the Vasco da Gama Tower. Fifty Seconds by Martin Berasategui works with new gastronomy, more interactive, where discovery is permanent. A true gastronomic experience, which starts with a lift ride and takes us to the explosion of flavours in the clouds at an altitude of 140 metres. FIFTY SECONDS by Martin Berasategui – the discovery, the conquest, the true gastronomic navigation.

Bread & Friends

The Bread & Friends brand represents a new and modern concept of a Bakery, Pastry Shop, and Cafeteria. The bakery is the starting point for the creation and production of the existing offer in this new concept. Bread in various forms, with distinct doughs and diversified combinations. The pastries are modern. The classic *pastéis de nata* with cinnamon tile, the chocolate Jesuits, the palmiers de ovos moles with praline, the homemade Berlin ball with egg custard, or the *pastel de Chaves* shine. A pastry shop with its own signature. The cafeteria bets on an original concept of coffee roasting inside the space itself. Bread & Friends presents the Portuguese market with a coffee blend of choice.

Growth and internationalisation strategy

SANA has always bet on its growth in Portugal, especially in the city of Lisbon where it has 10 hotel units in operation. Currently, it is actively betting on the expansion of the EVOLUTION Hotels brand, where it plans to open in 2023 the EVOLUTION Estoril, by 2025 the EVOLUTION Gaia, and by 2026 the EVOLUTION Tbilisi. With a differentiating and exclusive character in the city of Lisbon, SANA plans the rehabilitation and requalification of the Convento da Graça into a hotel and a real estate project in Rua do Ouro (downtown Lisbon), with the commercialization of flats and suites, as well as a luxury hotel.

The SANA Group continues to develop its international expansion, attentive to new opportunities that may arise, whether through the acquisition of hotel units or through management (to which it has given priority since its recognition of the quality and rigor of management has led to interest from hotel owners and investment funds).

The Group has always aspired to consolidate growth in Africa, where it already owns a 5-star hotel unit in Angola – the EPIC SANA Luanda. Morocco immediately afterward proved to be a priority market due to its business and economic growth in recent years and its political and social stability, conditions that are conducive to attracting foreign investment.

The bet in Casablanca is justified by its strategic location and because it is the economic capital of the country. And it is precisely to offer the best conditions and comfort to tourists traveling on business that the company decided to invest in two hotel units with different concepts, which cover different audiences and fulfill completely different needs – EPIC SANA Casablanca and EVOLUTION Casablanca.