



# GIRA<sup>®</sup>

CAPITAL INMOBILIARIO

A NEW VISION IN REAL ESTATE DEVELOPMENT AND MARKET INTELLIGENCE

2020



## ABOUT US?

GRUPO INTEGRADOR DE RECURSOS Y ACTIVOS

## BUSINESS

At GIRA® we specialize in advising, developing, and commercializing real estate projects in an institutional manner, operating throughout Mexico under strict ethical and technical standards.

### OUR CLIENTS

Property owners

Real estate investors

End users

Financial institutions

### OFFICES IN

Merida Yucatan

Villahermosa Tabasco

Cancun Quintana Roo

Focused on the southeast of the country as they are cities of great opportunity for institutional real estate developments.

## PROJECTS

### TYPES OF DEVELOPMENT

Residential

Offices

Commercial

Health

Mixed uses

Master plans

### ATTRIBUTES

Markets with great opportunity

Fast growing cities

High lifestyle

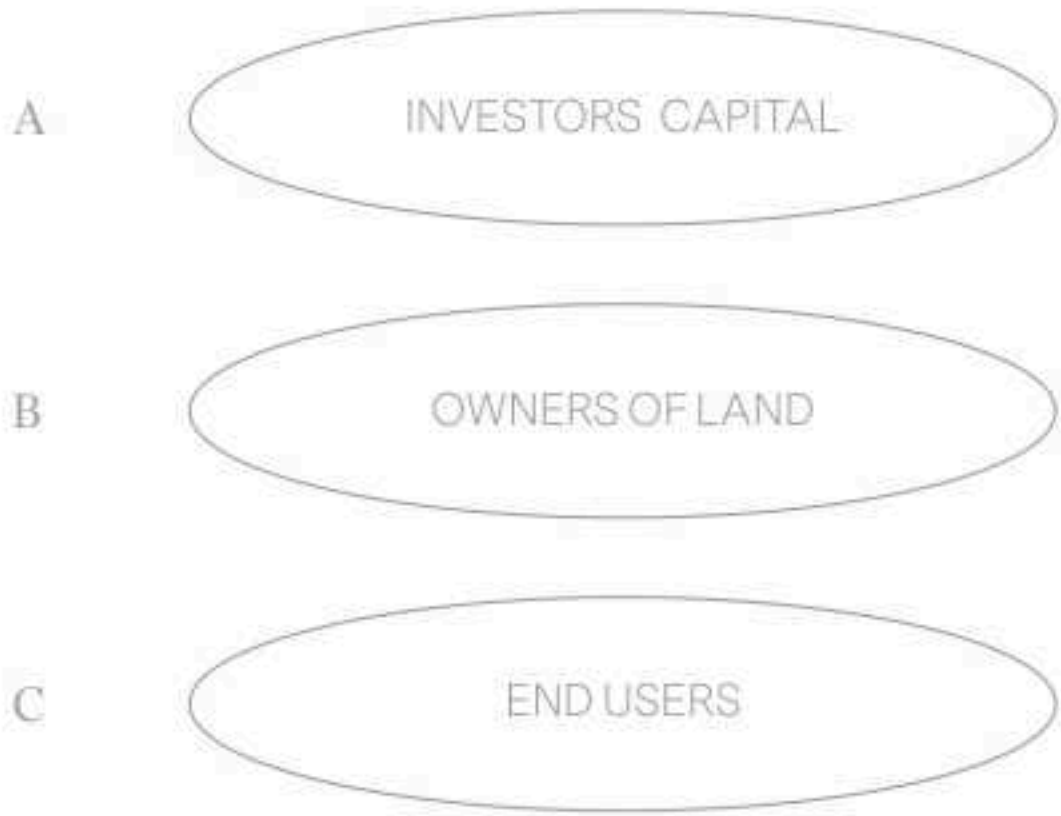
High profitability

### FOCUS OR SEGMENTATION

At GIRA® we develop real estate solutions that the market demands. That is the key to our success.



FOCUS



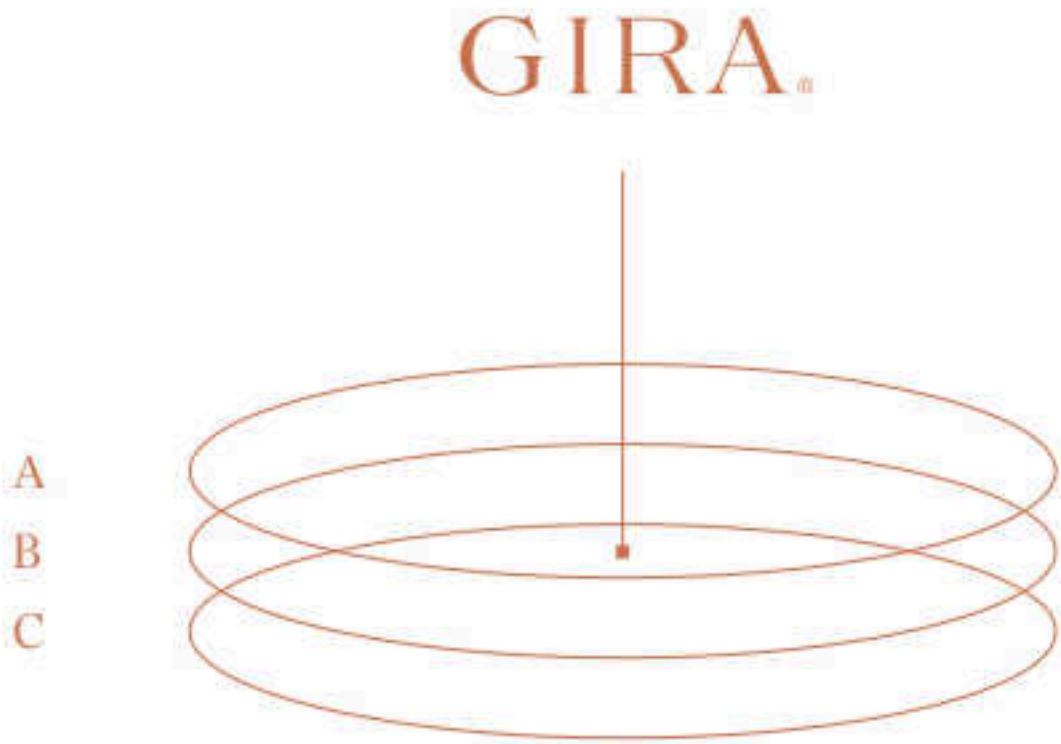
At GIRA® Real Estate Capital we unite the interests of

A. INVESTORS CAPITAL

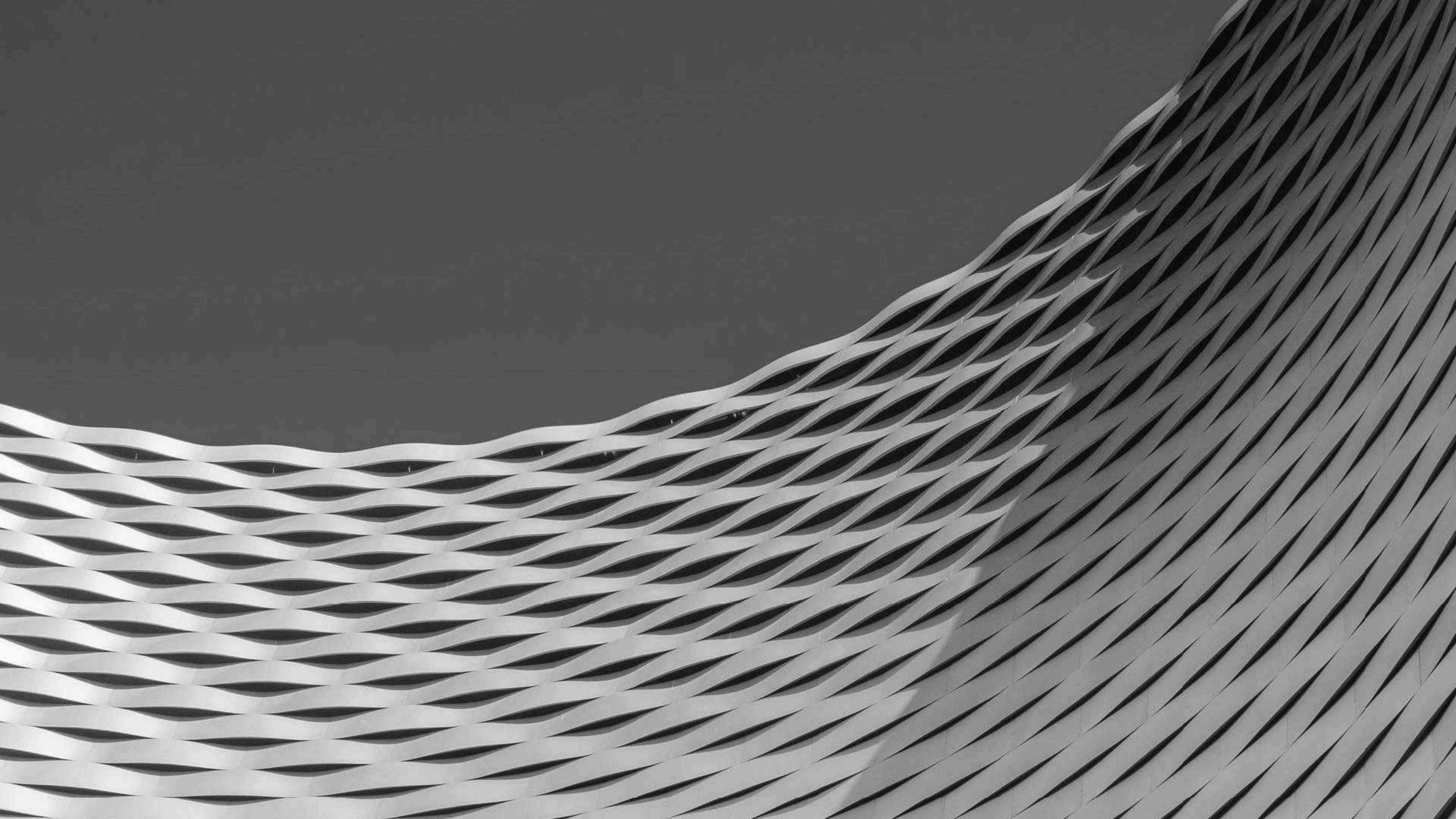
B. OWNERS OF LAND

C. END USERS

and consolidates them into high-quality real estate projects that fully meet your needs.









# VALUES

5 GUIDELINES THAT GUIDE US

## MISSION

Develop projects that transcend each city in which we participate as unique in its kind in the following aspects

**ARCHITECTURAL DESIGN WITH UNMATCHED CHARACTERISTICS.**

**A REAL ESTATE SOLUTION THAT THE MARKET REQUIRES.**

**AN UNPRECEDENTED COMMERCIAL SUCCESS.**

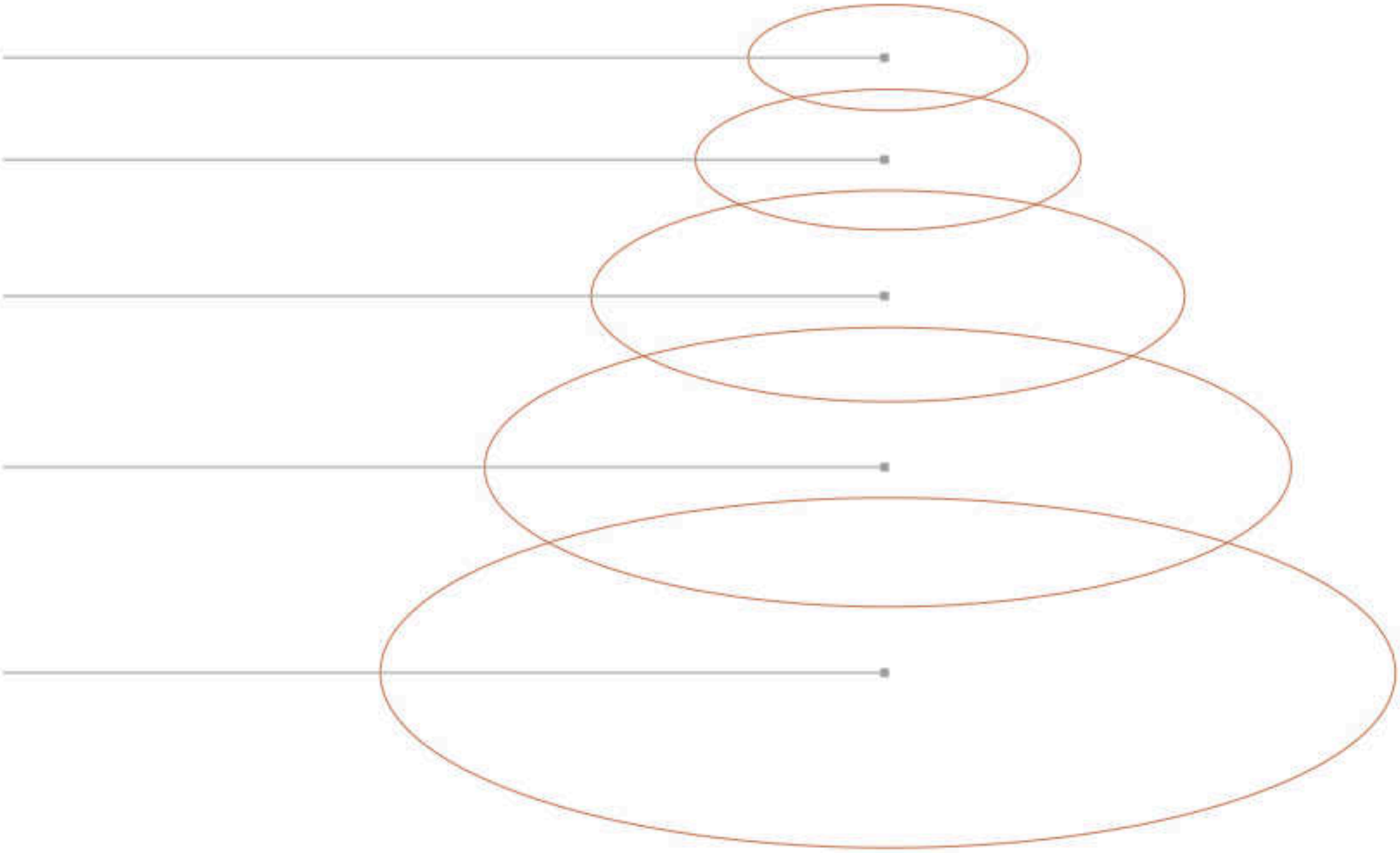
## VIEW

By 2025, we will be a national benchmark in comprehensive real estate solutions services.



VALUES

- A Passion for what we do.
- B Total security and confidence.
- C Integrity: respect, honesty and responsibility.
- D Customer interest over ours.
- E **DEVELOP THE BEST AND MOST PROFITABLE USE OF PROPERTIES**



- A
- B
- C
- D
- E







# MANAGEMENT TEAM

PARTNERS AND DIRECTORS

## LIC. RAÚL NAYA DE LEÓN



### FOUNDING PARTNER

### DIRECTOR GIRA® MARKET INTEL

### DIRECTOR GIRA® PROPERTIES

### COMMERCIAL COUNCIL

Director of GIRA® Market Intel and GIRA® Properties, responsible for the implementation of corporate and business strategies. Contributing his experience in senior management of companies to the general operation of GIRA®, as well as the creation and maintenance of relationships with investors and financial entities.

### EXPERIENCE

His trajectory of more than 20 years in the areas of consulting, marketing, finance and legal with a real estate focus, have strengthened his experience as an area director in transnational companies, such as CEMEX, ABC Capital, Coldwell Banker and Inmobiliaria.

### ACADEMIC BACKGROUND AND AFFILIATIONS

Graduated from ITESM Campus Monterrey as a Law Graduate, with a corporate focus. During his professional life he studied various specialties and diplomas, in the country and abroad, oriented in business and law. As part of his academic development, he studied the Master in Business Administration (MEDEX) at IPADE, allowing him to expand his reach within the organizations he has led.



## ING. ARTURO CONSTANDSE HINOJOSA



### FOUNDING PARTNER

### DIRECTOR GIRA® DEVELOPMENT

### COMMERCIAL COUNCIL

Director of Real Estate Development at GIRA® and collaborator in the Consulting and Marketing area, where he brings his experience in finance and real estate marketing.

### EXPERIENCE

He began his professional real estate career at Orange Investments, where he developed various commercial projects, vertical residence, mixed uses and master plans that together exceed 500 million dollars for sale. Prior to GIRA®, he founded the Orange Sureste office in the city of Mérida, operating it at a regional level; He served as Operating Director of Grupo Arco, directing the Real Estate Development, Capitalization and Marketing areas.

### ACADEMIC BACKGROUND AND AFFILIATIONS

Graduated from the Instituto Tecnológico y de Estudios Superiores de Monterrey as Industrial and Systems Engineer. He also studied academics at The University of Queensland, in Brisbane, Australia and has complemented his preparation with certification courses from Argus, P.M.I., and LEED, among others. He served for several years as a professor of the Real Estate chair at ITESM, Campus Monterrey.



## C.P. NATANAEL CHAN CHAN



### DIRECTOR OF ADMINISTRATION AND FINANCE

As Director of Administration and Finance of GIRA®, he brings his extensive experience in finance to real estate development, strategy and corporate management. He is responsible for evaluating investment opportunities, financial models and budgetary and contractual control of projects.

### EXPERIENCE

For more than 2 decades he has been a promoter of important commercial and residential real estate projects in the region, having served for 20 years as Commercial and Financial Administrator of Grupo Arco, one of the most important real estate companies in the southeast of the country. Leader in commercial and financial flow management of important projects such as Gran Plaza Mérida (\$ 800 million pesos), Gran Plaza Cancún (\$ 500 million pesos), Plaza Altabrisa Mérida (\$ 900 million pesos) and Plaza Altabrisa Tabasco (1,500 million pesos). Prior to GIRA®, he served as Director of Finance at the College of Scientific and Technological Studies of the State of Yucatán (CECYTEY).

His innate knowledge of the commercial area has allowed him to establish relationships in multiple lines and with various groups within commercial development, translating into benefits for all parties.

### ACADEMIC BACKGROUND AND AFFILIATIONS

Public Accountant by profession, Financial Consultant by vocation; He has contributed his knowledge to the development and growth of the southeastern region of the country. He complements his studies with ongoing training in finance and public administration, finance in real estate development, and various courses in public accounting.



## ARQ. ARTURO MELÉNDEZ SILVA



### DIRECTOR OF CONSTRUCTION

In 2016 he joined GIRA® as Construction Director of all the projects developed by the company.

### EXPERIENCE

As part of his extensive experience in the sector, he worked at the development company Némesis Capital in Irapuato, Guanajuato, as Project Manager, where he led planning, execution and control processes at Elite Residences Cancún, Elite Residences Coyoacán, Capitolio Villahermosa, Elite Residences Mistral and Capitolio Nuevo Coyoacán.

He participated as Manager of various projects at ESCALA Administración de Proyectos in Monterrey, Nuevo León, coordinated and planned projects such as Torre Adamant in San Andrés Cholula, Puebla and in the La Rioja Shopping Center in Tlajomulco de Zúñiga, Jalisco.

He brings his extensive experience in projects of all kinds such as residential, vertical, commercial, offices and mixed uses, where he applies his knowledge acquired in general project control; He is responsible for coordinating and directing the efforts of the construction managers in all the projects in which GIRA® Capital Inmobiliario participates. In addition, it coordinates and supervises the efforts of the external Construction Managers hired for each of the projects developed by GIRA®.



## ING. ROBERTO ELÍAS AGUILAR PINTO



### PROJECT DIRECTOR

In 2015 he joined GIRA® as Project Manager and Collaborator in the Technical and Cost Engineering area for Market Research Analysis, where he contributes his experience in the areas of Planning and Regulation for Real Estate Developments.

### EXPERIENCE

He began his career in a Construction company in the area of Cost Engineering, Work Control and Structural Design, in infrastructure projects, single-family and multi-family housing, developing in several projects in the Peninsular Zone, later he developed as Construction Superintendent in Developments of Commercial Infrastructure in a company dedicated to building Department Stores and Supermarkets of International chains, then he develops as Construction Manager in a Development and Real Estate Company, being in charge of Developments at the peninsular level.

### ACADEMIC BACKGROUND AND AFFILIATIONS

Graduated from the Faculty of Civil Engineering of the Autonomous University of Yucatán, as Civil Engineer, Generation 1991, with a specialty in Structural Design of Reinforced Concrete, Metallic Structures and Wood Structures, additionally he has complemented his preparation with courses, specialties and diplomas in the areas of Cost Engineering, Construction Supervision, Construction Company Administration at the ICIC, as well as courses and diplomas in Marketing and sales strategies focused on the Real Estate area of the Monterrey Institute of Technology and Higher Studies.



## LIC. ISAAC CORONA MIRANDA



### GIRA® MARKET INTEL MANAGER

Manager of GIRA® Market Intel, responsible for generating, coordinating and implementing internal and external analysis of the real estate market, as well as project evaluation and feasibility analysis of new projects.

#### EXPERIENCE

With a trajectory of more than 10 years in Intelligence and analysis of the real estate market, he began his career at Softec Real Estate Consulting, one of the most important consulting companies in the country.

He has participated in various projects for companies such as: INVEX, Grupo posadas, Grupo Empresarial Ángeles, among others.

He has experience in the development of market studies in more than 35 cities nationwide

#### ACADEMIC BACKGROUND AND AFFILIATIONS

He graduated from the National Autonomous University of Mexico (UNAM) as a Bachelor of Urban Planning, additionally attended urban planning seminars, and has a specialization in geographic information systems (arctgis, mapinfo, Qgis), which has allowed him to complement the analysis both qualitative and quantitative market.

## LIC. KARLA REBECA ZAPATA RÍOS



### FINANCIAL RELATIONS MANAGER

In 2017, he joined GIRA® as Financial Relations Manager for all the projects developed by the company.

### EXPERIENCE

He began his professional career in the finance area for more than 10 years in Banking Institutions such as Scotiabank Inverlat and Banorte in the business area, where he attended and performed analysis of financial models and projections for clients with new projects, as well as the development and follow up on these.

Previously he developed for 5 years in the Human Resources area in the areas of training and labor communication.

### ACADEMIC BACKGROUND AND AFFILIATIONS

Graduated from the Marista University in the Administration career, Master in Finance from the Tecmilenio University affiliated with the Tecnológico de Monterrey. He has complemented his studies with ISO 9000 Certification courses and Financial operations analysis courses.



## LIC. ALEJANDRO PEREIRA FLICK



### COMMERCIAL MANAGER

With more than 15 years in commercial areas, he joined Grupo Gira to lead the National Commercial Management, contributing to the team the experience acquired in different developments of national projection and with successful commercial strategies.

### EXPERIENCE

Growing from the commercial foundations, it stands out in different real estate projects for raising established sales goals. Thus, in search of better strategies, he is invited to participate as head of several real estate projects to develop the commercial area and train sales teams. Developments such as Altozano la nueva Merida, Tanok de Yaxcopoil and Inmobilia Desarrollos, nationally consolidated projects, make their experience a valuable work tool.

With extensive experience in real estate developments of different types such as vertical, commercial, industrial and mixed-use developments, he is responsible for the GIRA Commercial Area and intervenes in areas such as development and constitution of sales teams, development of sales experience, analysis and research. of competition, development of commercial strategies, but above all with a vast experience in setting up the sale of new real estate projects using the sensitive knowledge of the market to which the projects are directed and the needs of consumers nowadays.

### ACADEMIC BACKGROUND AND AFFILIATIONS

Marketer from the Universidad Anáhuac del Mayab, with international studies in Co-Work programs from Tamwood International College in British Columbia and extensive training on topics such as: Resolution of objections, business strategies, current consumer needs, sales experience.



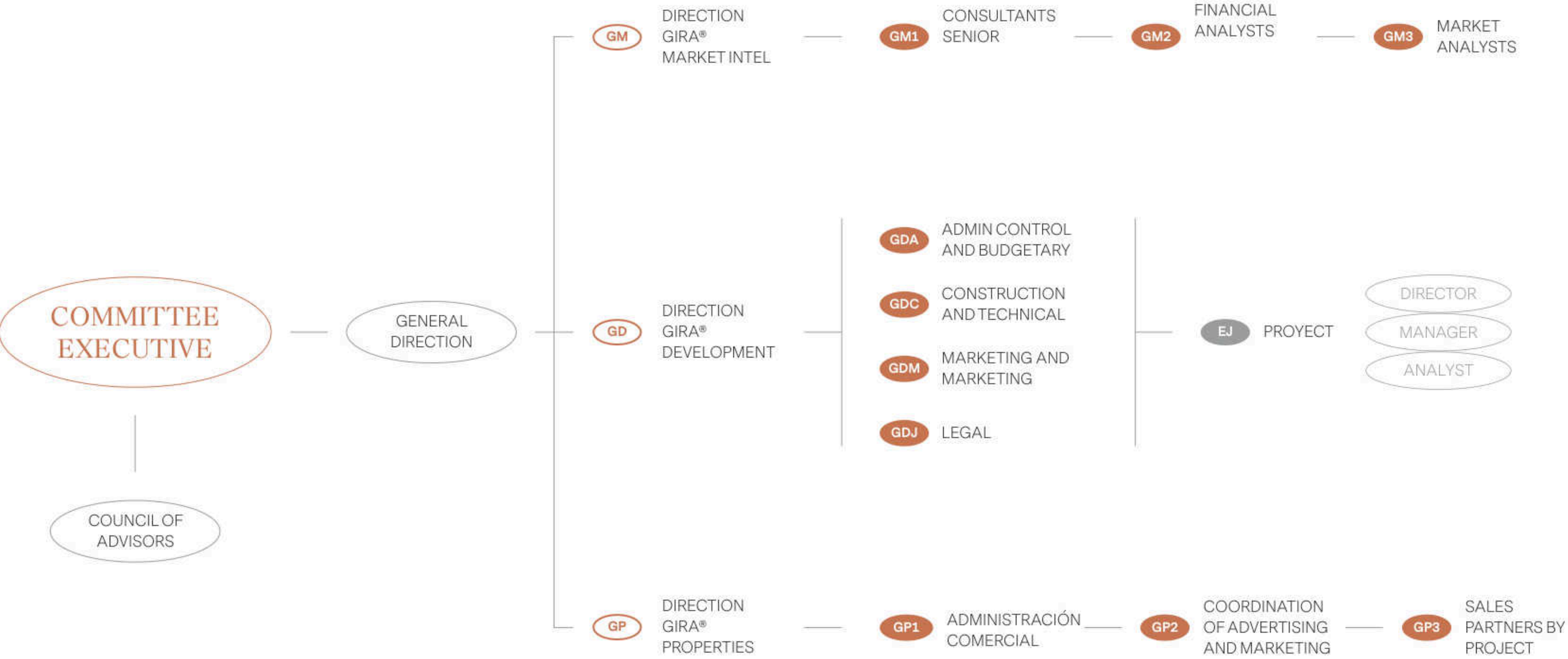






# ORGANIZATION

COMPANY DIVISIONS







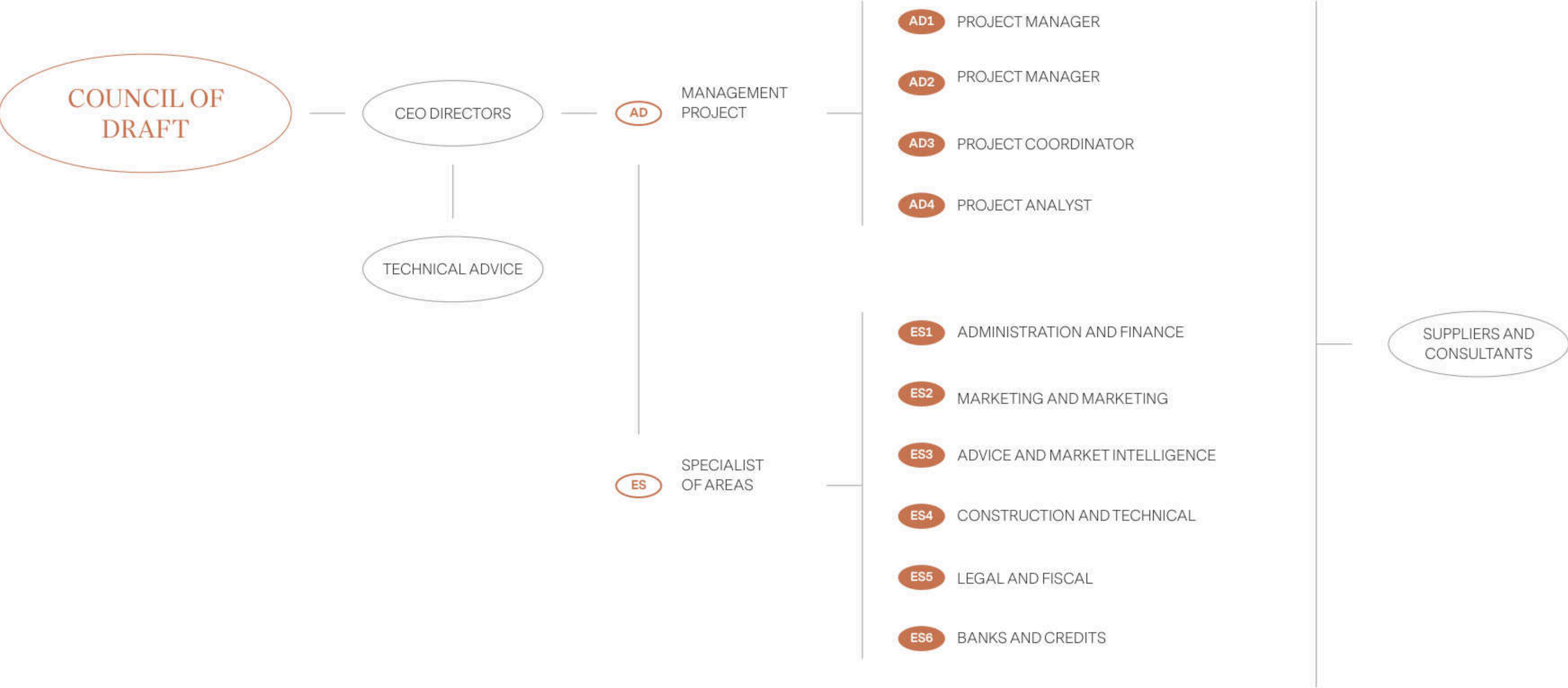




# STRUCTURE BY PROJECTS

ORGANIZATION BY PROJECT DEVELOPED













# RISK MANAGEMENT

GIRA® METHODOLOGY



## INTEGRAL SERVICES IN REAL STATE DEVELOPMENT

GIRA® has the ability to develop "in house" all phases of the real estate development process, from identifying and acquiring the property, to financing, marketing, commercialization and the operation of the property.

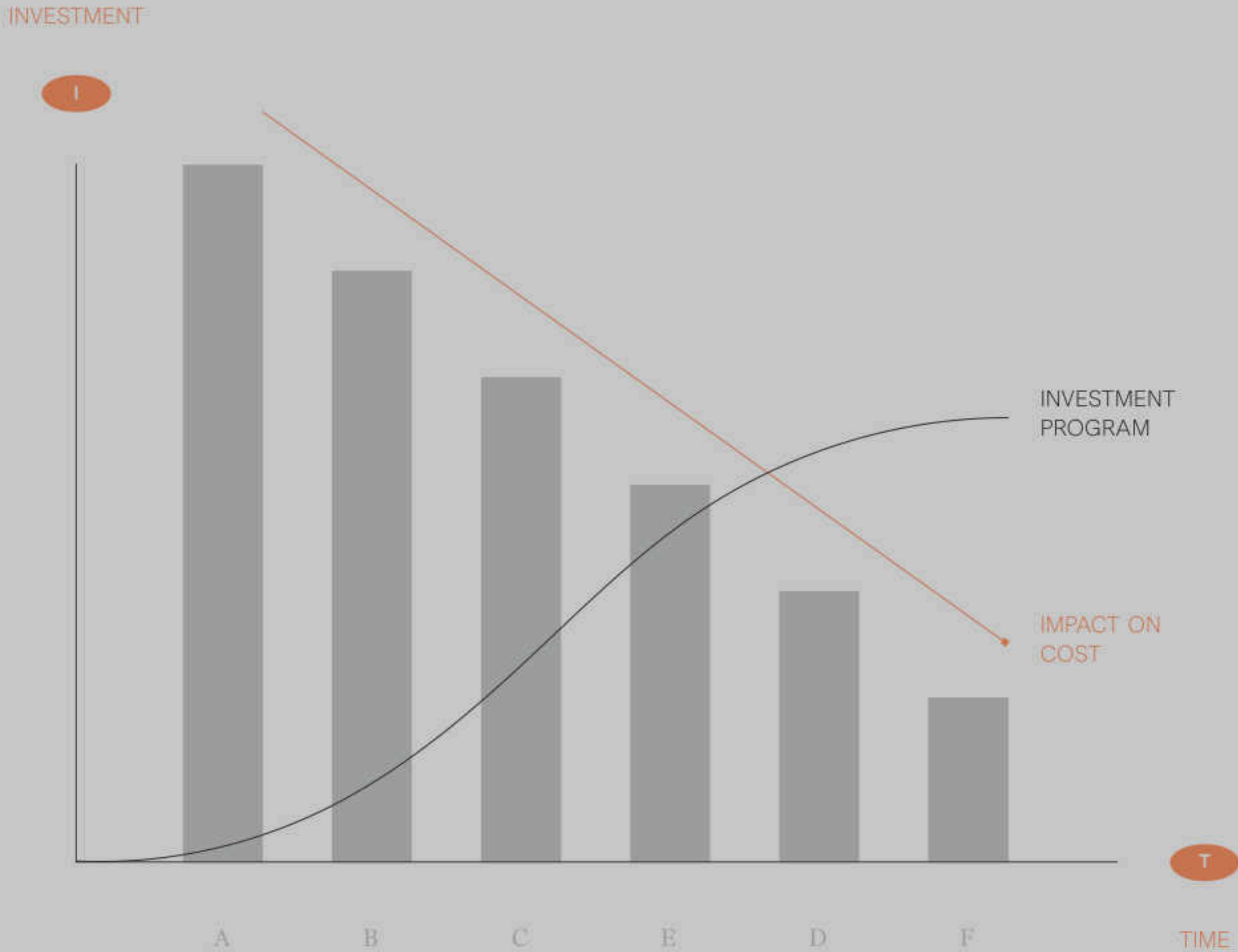
GIRA® has a fundamental principle, to always develop the "Best and most profitable land use" of the properties with which it works, conducting various in-depth studies and analyzing not only the development potential, but also the demographic and market aspects as a everything.



|         |                                            |                                                                                                                                                                                                                                                                                                                                                           |
|---------|--------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| PHASE 0 | <b>BETTER AND MORE PROFITABLE LAND USE</b> | Identification of the product and business opportunity, land study, preliminary evaluation, property characterization, financial models, market study, conceptual architectural design, best and most profitable land use, business plan.                                                                                                                 |
| PHASE 1 | <b>DEVELOPMENT PLANNING</b>                | Professional project management, architectural design and engineering, financial models, budget control monitoring, permitting, preliminary studies, design management and sales tools, marketing strategies, obtaining financing, legal-tax advice.                                                                                                      |
| PHASE 2 | <b>CONSTRUCTION COORDINATION</b>           | Coordination of work, base budget, safety and hygiene of work, general supervision, budget control, contracts and payments, insurance and bonds, financial indicators, work audit, delivery of units, post-sale, integration of files.                                                                                                                    |
| PHASE 3 | <b>COMMERCIAL COORDINATION</b>             | Sale and pre-sale, communication, advertising and media plan, project launch, client portfolio, collection, sales records, shopping experience, CRM control, payment plans and discount policies, legal documents.                                                                                                                                        |
| PHASE 4 | <b>PROPERTY ADMINISTRATION</b>             | Moment of investment withdrawal, evaluate the options for retirement, administration and operation of the property, training of the necessary personnel, organization of regimes, property maintenance, conservation and surveillance policies, internal regulations, promotion and advertising policies, budget control , administration and collection. |

# RISK MANAGEMENT METHODOLOGY

- A Business plan
- B Conceptual design
- C Design development
- D Construction
- E Commercialization
- F Property Administration



AT GIRA® WE BELIEVE THAT GOOD PLANNING IS THE BASIS OF SUCCESSFUL PROJECTS.









## GIRA® DEVELOPMENT PROJECTS

DEVELOPMENTS BUILT OR IN PROGRESS





**WE HAVE EXPERIENCE IN THE  
DEVELOPMENT OF THE  
FOLLOWING CITIES:**

Villahermosa, Tabasco

Mérida, Yucatán

Cancún, Quintana Roo

Tulum, Quintana Roo

Tuxtla Gutiérrez, Chiapas

Monterrey, Nuevo León

Tepic, Nayarit



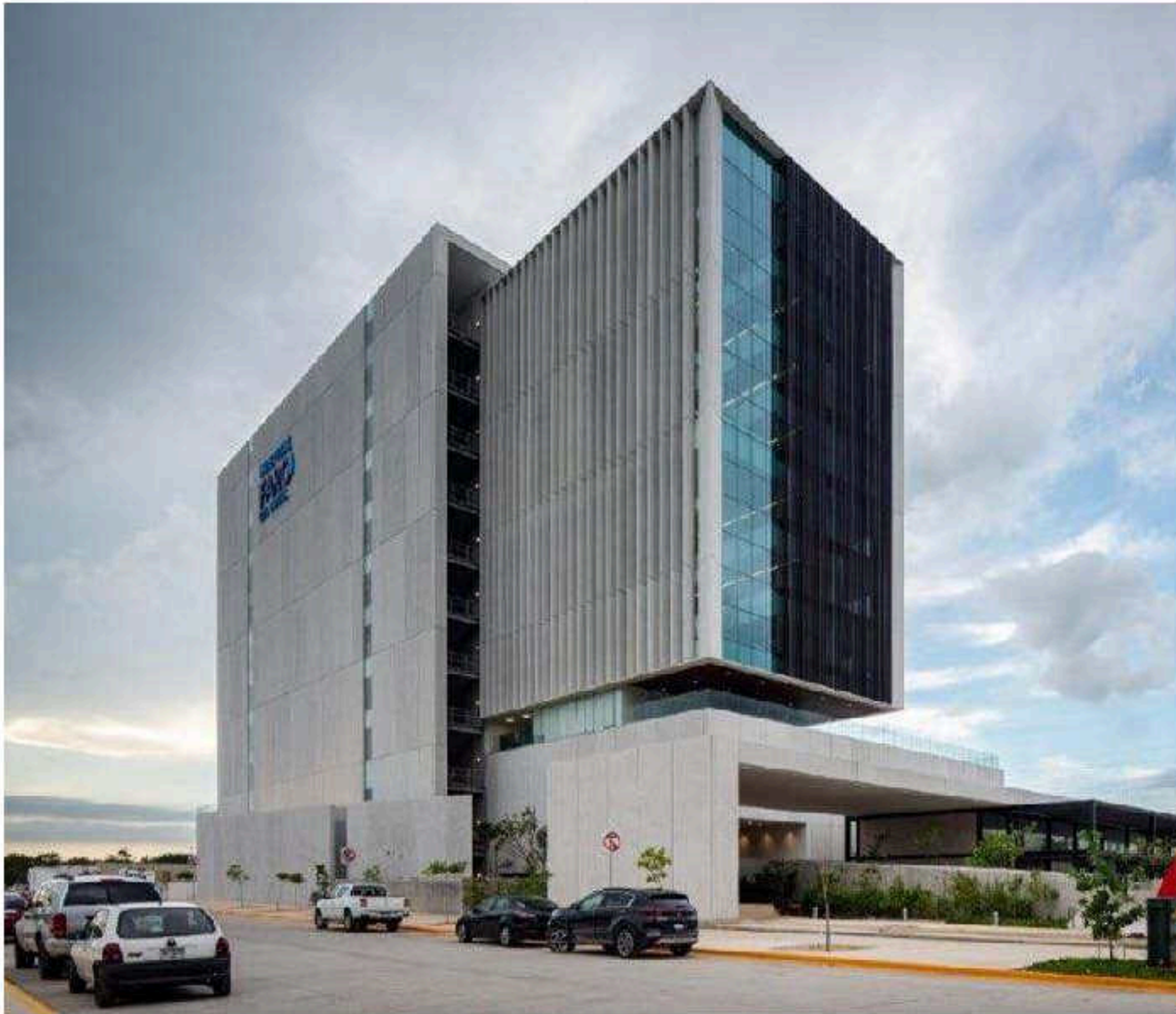
# HOSPITAL FARO DEL MAYAB

BEST HOSPITAL IN SOUTHEAST MEXICO



MÉRIDA, YUCATÁN  
HEALTH

28,500 m2  
3rd level hospital  
88 private practices  
12 commercial premises

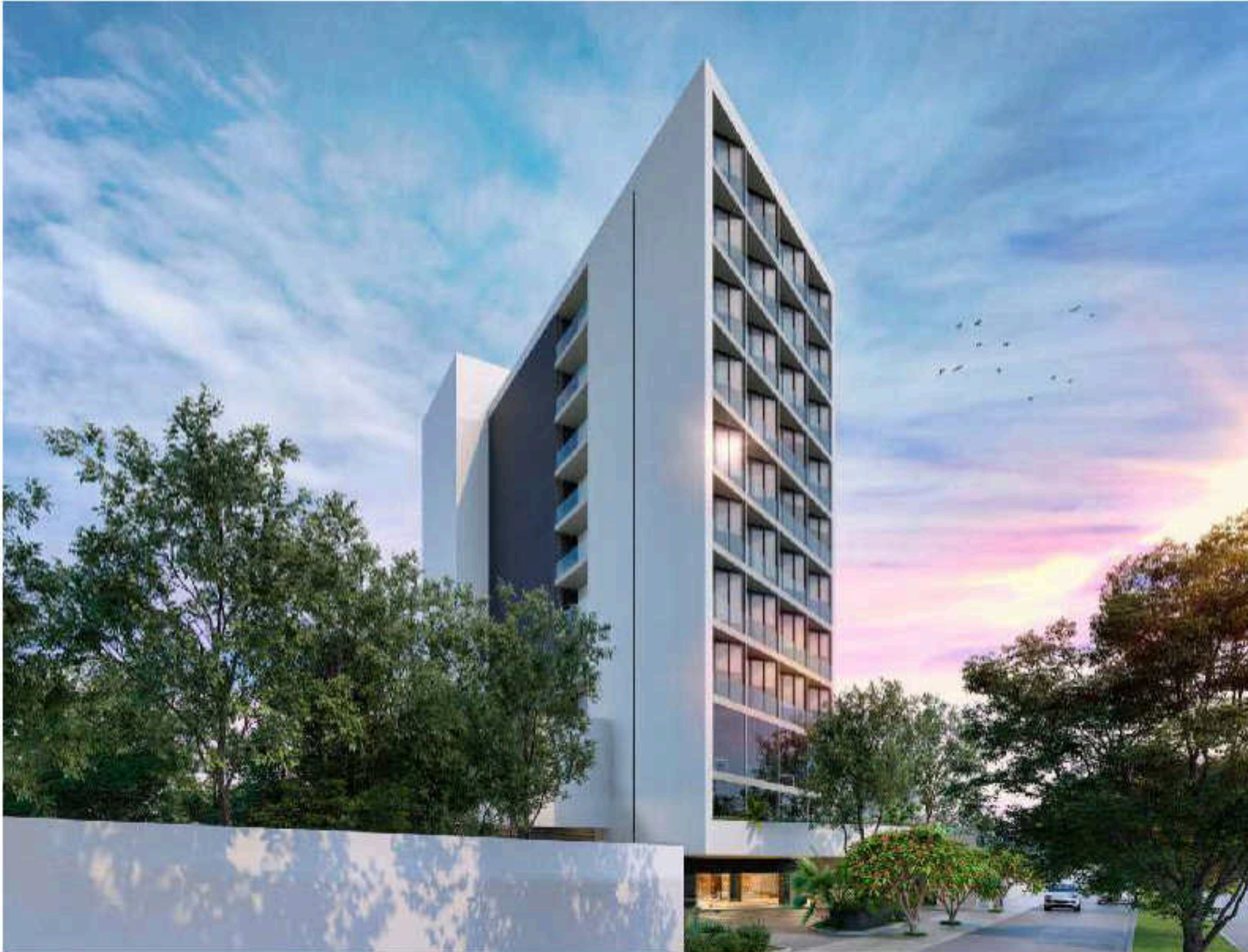




NÍA TOWER

MÉRIDA, YUCATÁN  
MIXED USE

67 apartments  
1,000 m2 of offices  
500 m2 of commerce





CASA ELITE

SENIOR LIVING DENTRO DEL MASTER PLAN DE CABO NORTE

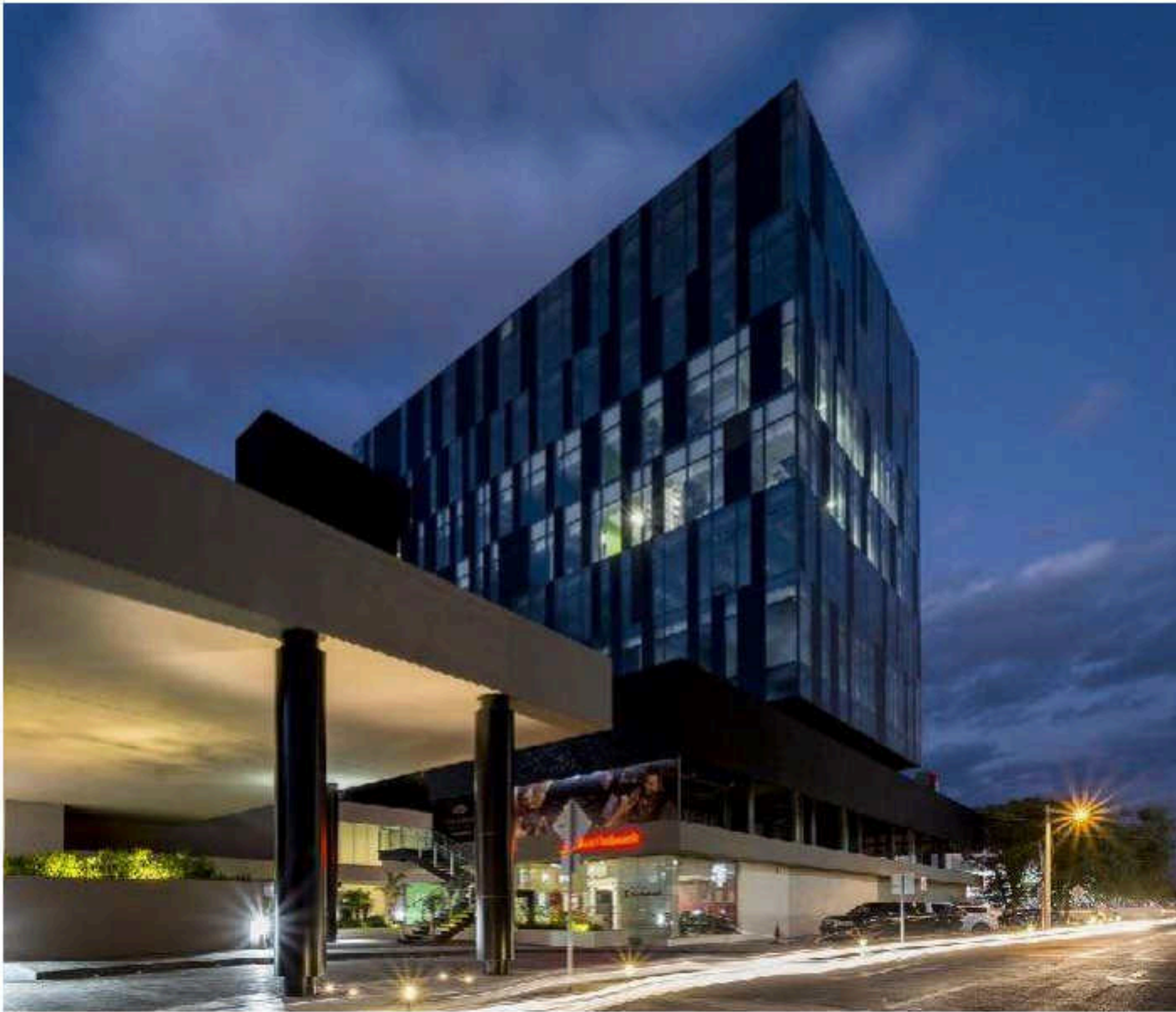
MÉRIDA, YUCATÁN  
RESIDENTIAL

100 apartments  
Senior amenities and services





PENÍNSULA MONTEJO  
LIFESTYLE CENTER



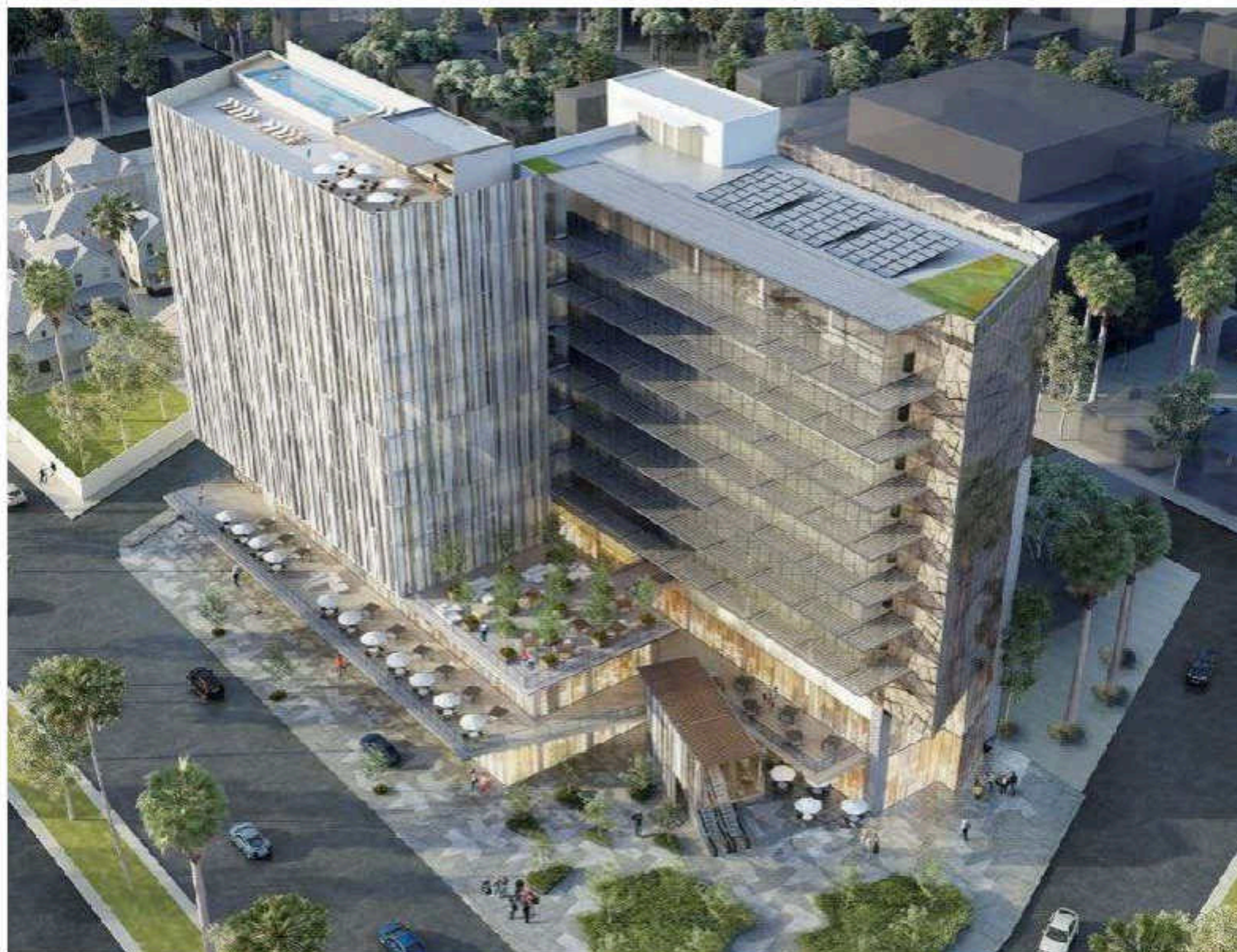
MÉRIDA, YUCATÁN  
MIXED USE

4,000 m2 of commerce  
4,000 m2 of offices  
Cinemex Platino  
Consulting and marketing





## MID CENTER



### MÉRIDA, YUCATÁN

#### MIXED USE

Planning service

Commerce, hotel and offices

Privileged location, on the Paseo de  
Montejo Prolongation axis with Villas la  
Hacienda



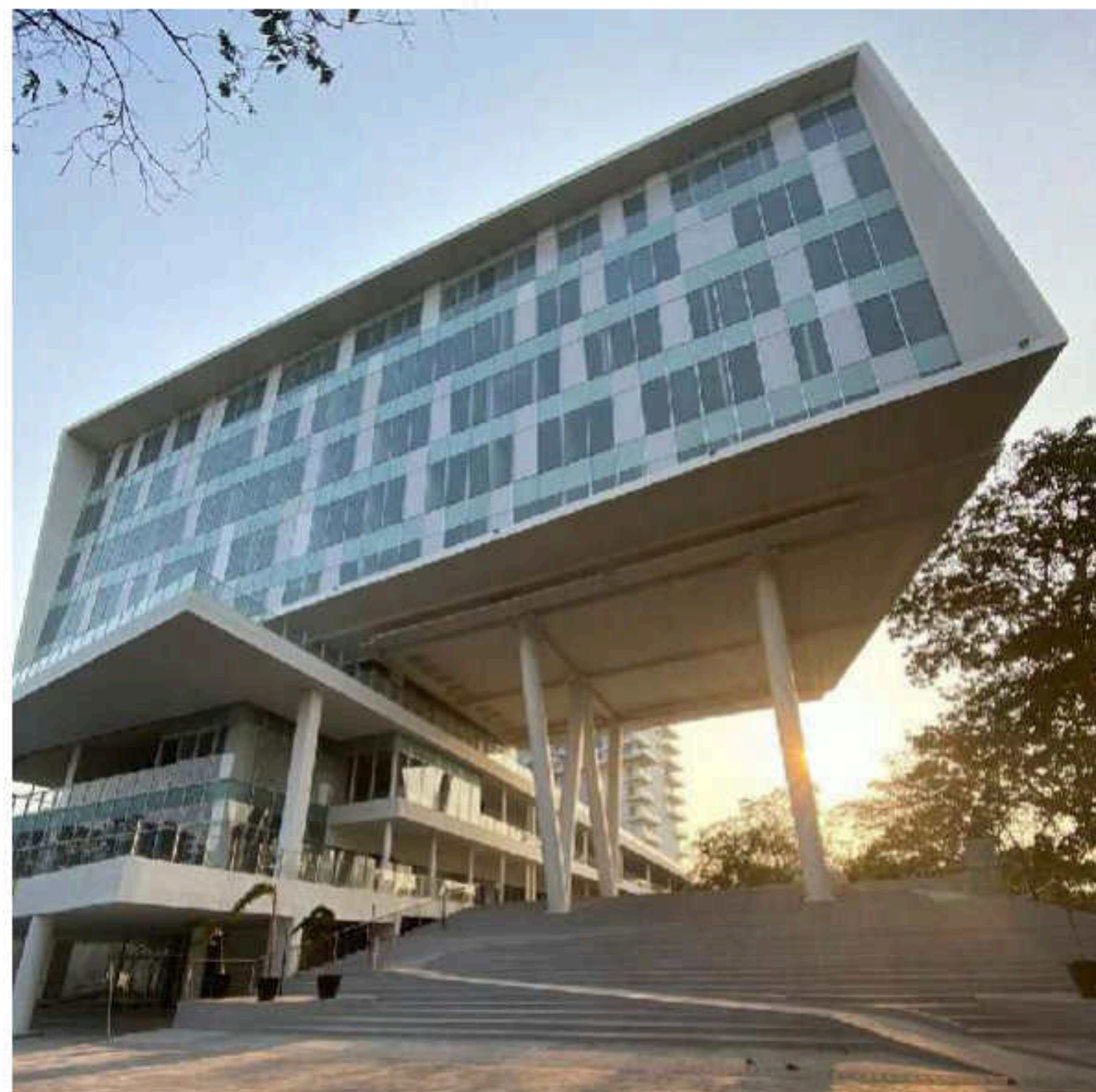


## ANKOR



## VILLAHERMOSA, TABASCO

MIXED USE



77 apartments

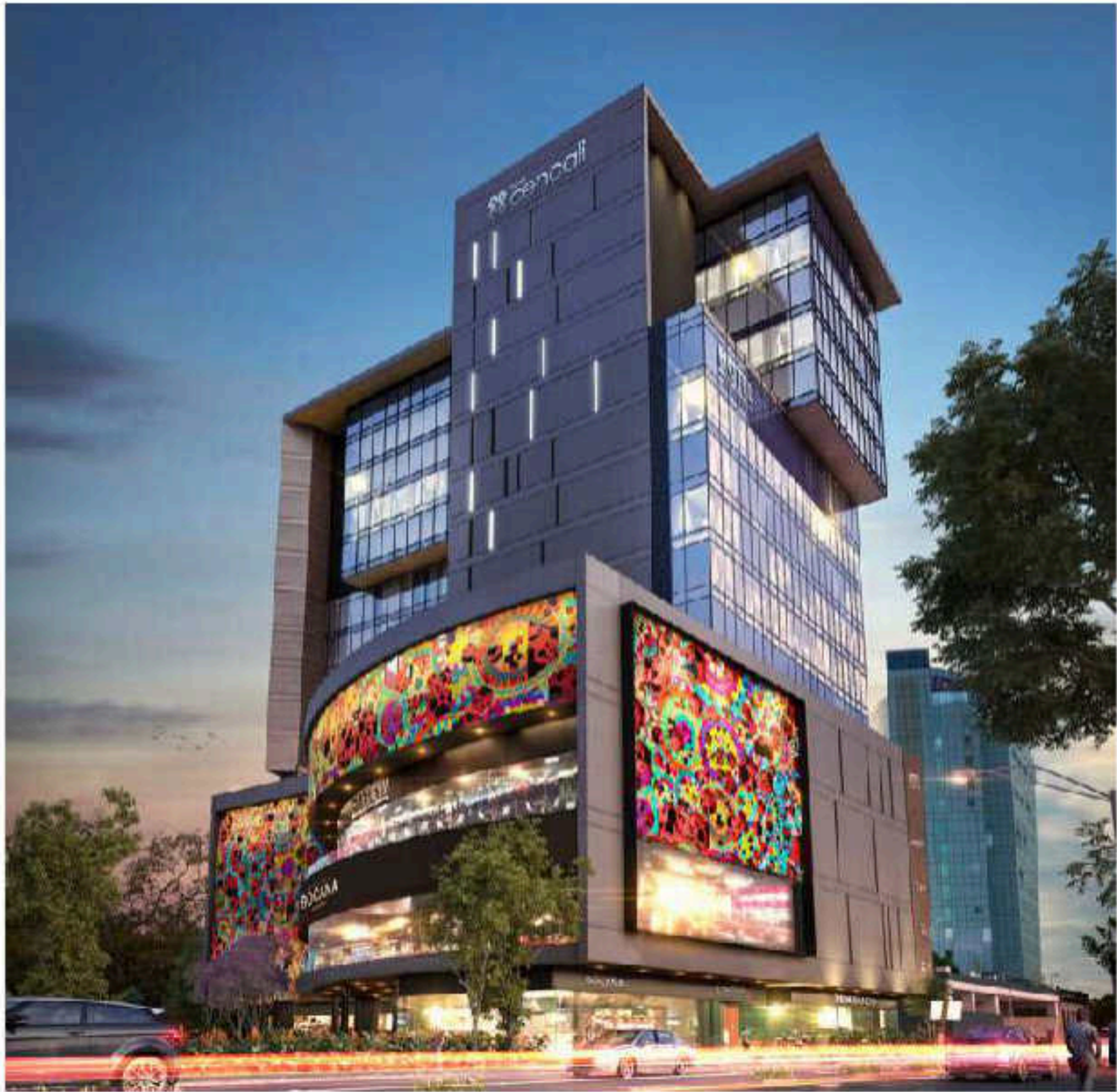
4,500 m2 of offices and clinics

3,800 m2 of commercial premises



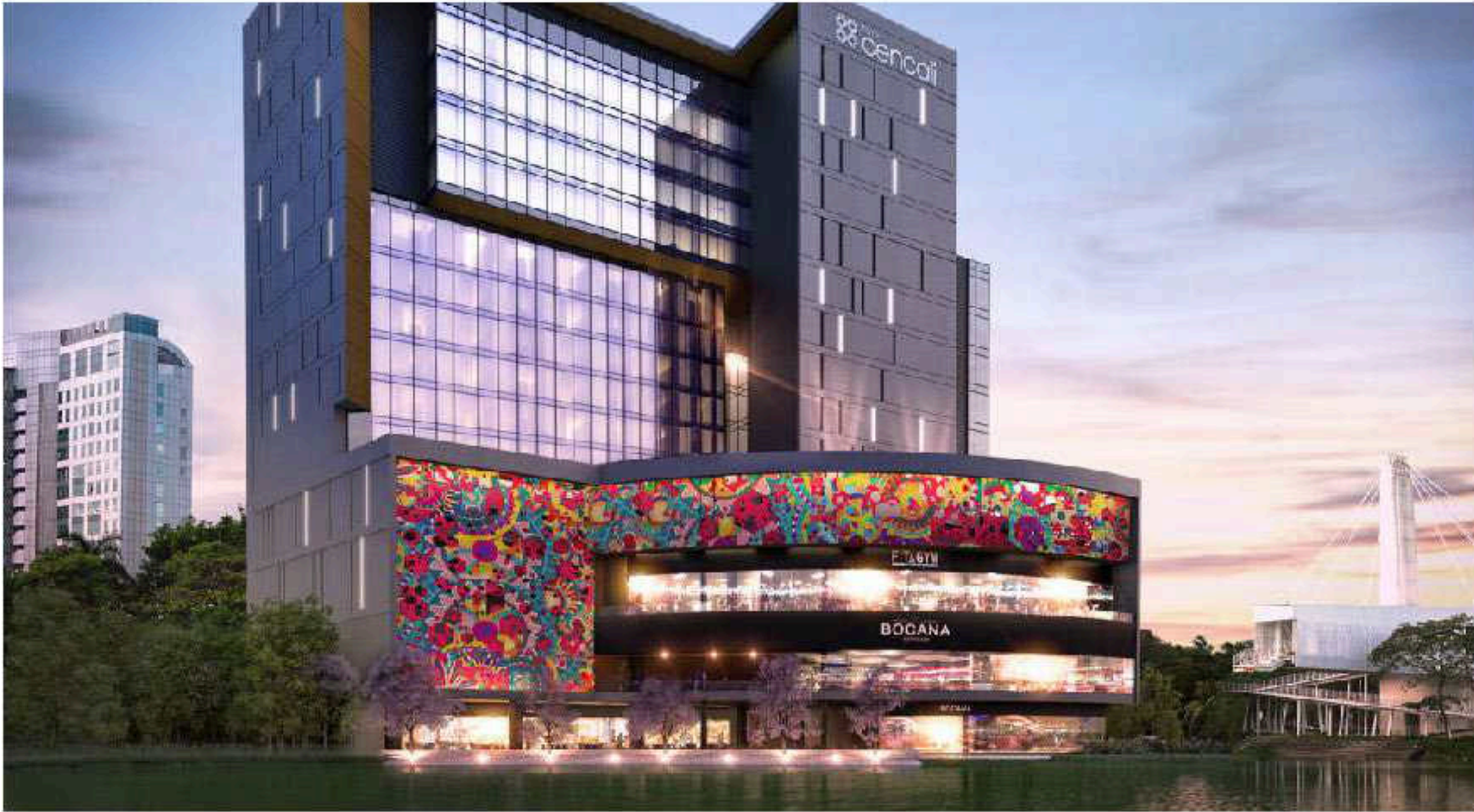


TORRE CENCALI



VILLAHERMOSA, TABASCO  
MIXED USE

2,500 m2 of commerce  
120 room hotel  
4,000 m2 of offices





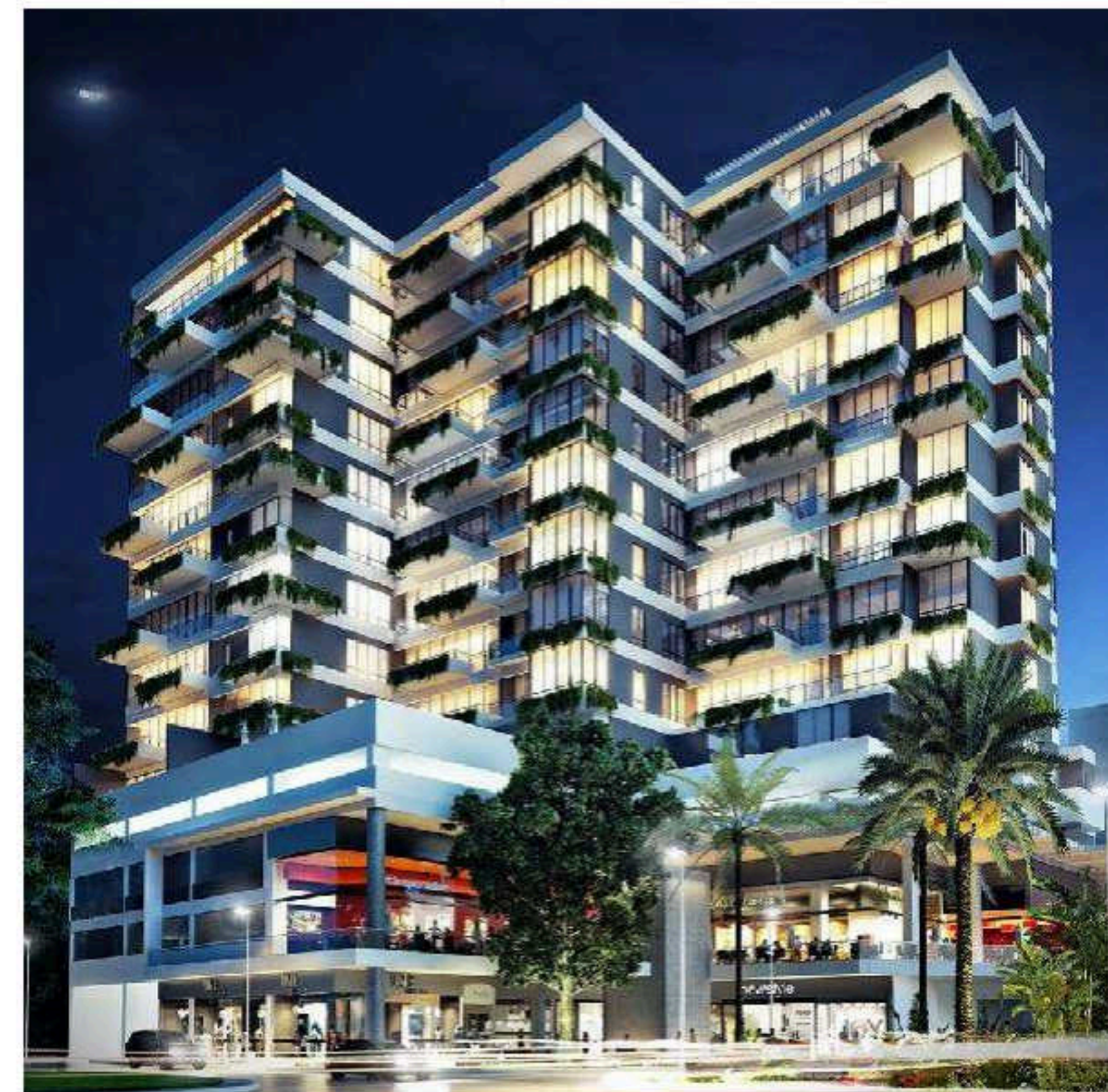
## LAGUNA PARK

VILLAHERMOSA, TABASCO

MIXED USE

47 apartments

1,500 m2 of commercial areas





# ANTAAL PUERTO CANCÚN



ANTAAL PUERTO CANCÚN

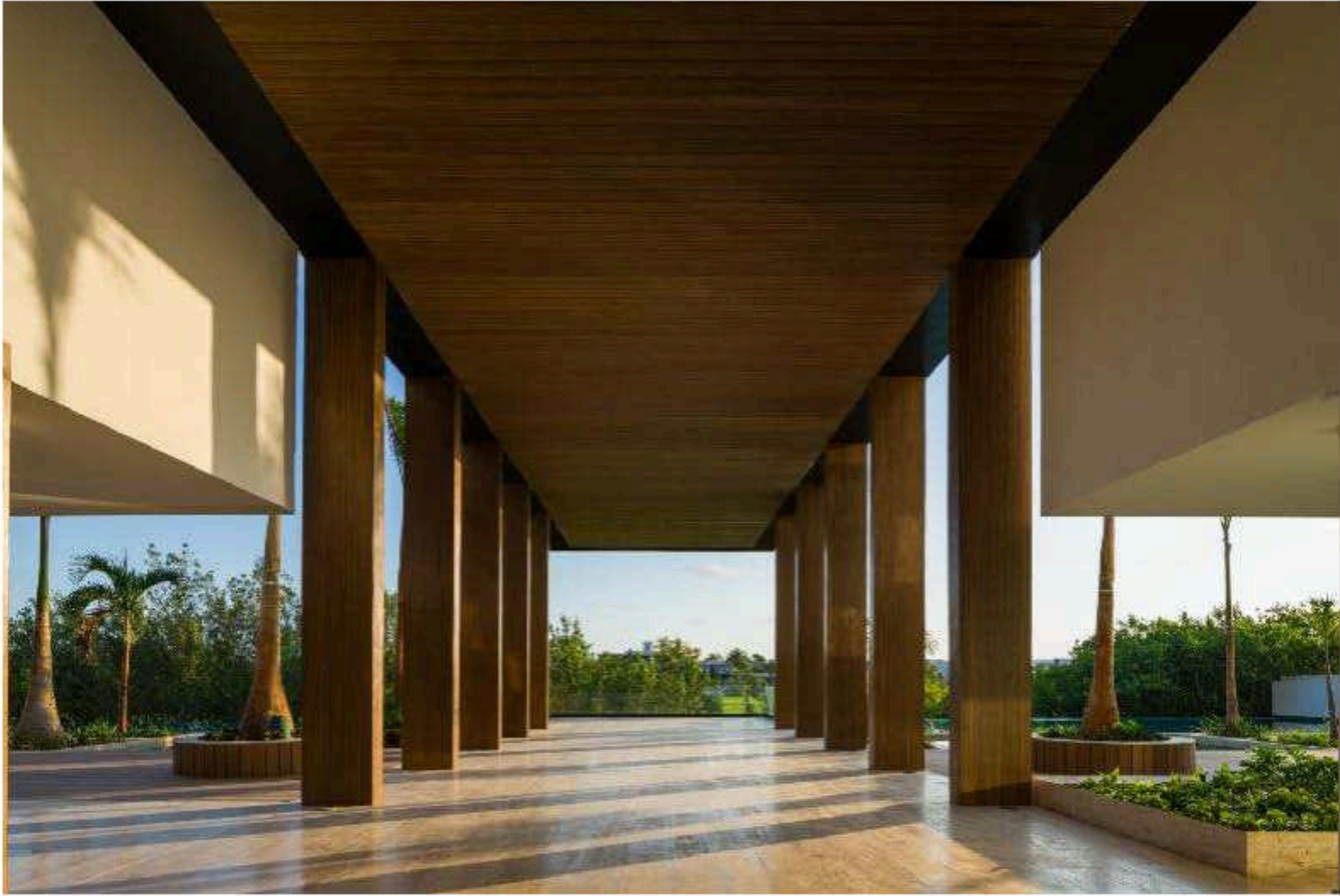
ANTAAL PUERTO CANCÚN

ANTAAL PUERTO CANCÚN

ANTAAL PUERTO CANCÚN

## CANCÚN, QUINTANA ROO RESIDENTIAL

46 exclusive luxury apartments within the master plan of Puerto Cancun.



ANTAAL PUERTO CANCÚN

ANTAAL PUERTO CANCÚN

ANTAAL PUERTO CANCÚN

ANTAAL PUERTO CANCÚN



## TORRE KABÁH

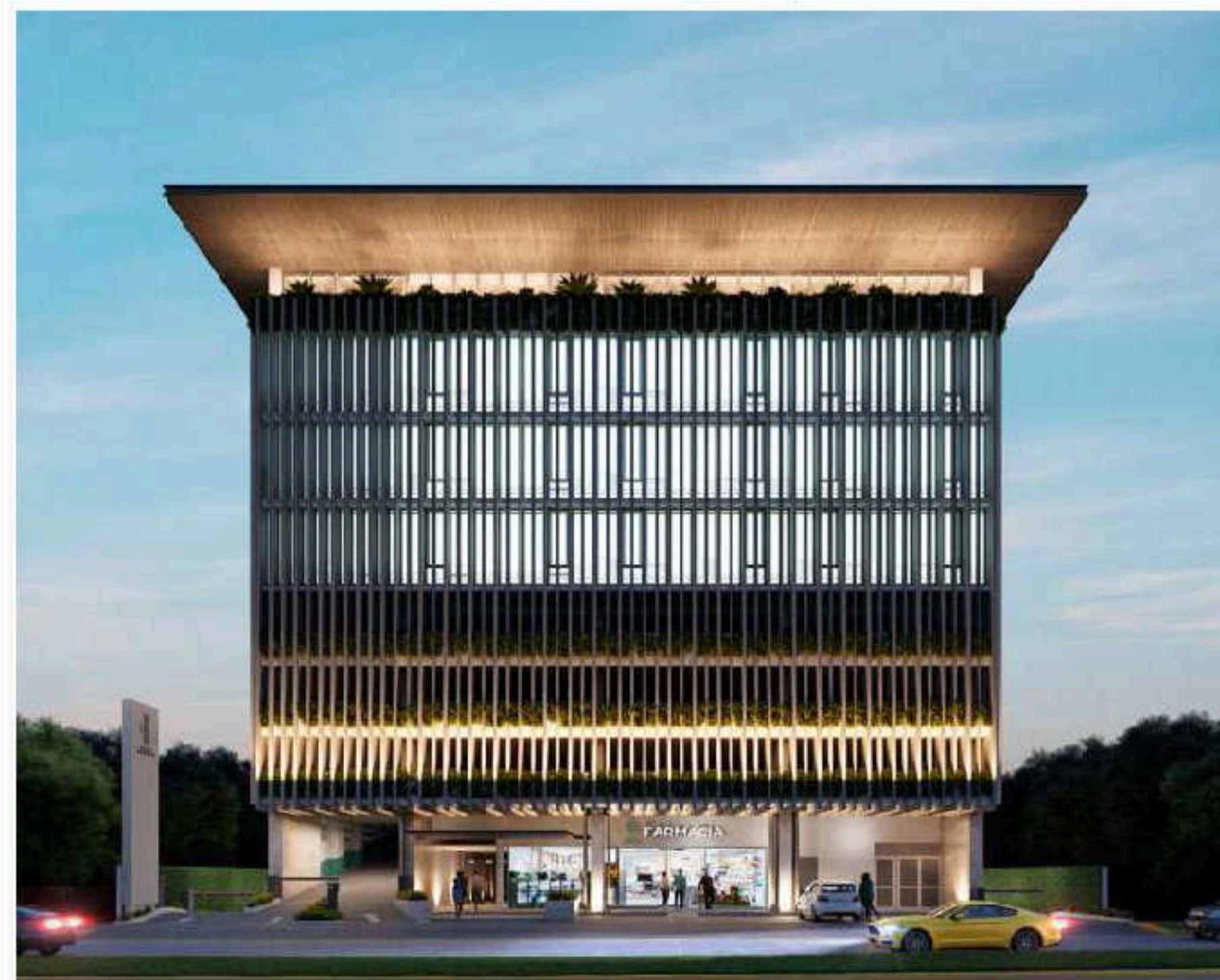


## CANCÚN, QUINTANA ROO

MIXED USE

4,000 m2 of offices

700 m2 of commerce on Av. Kabáh

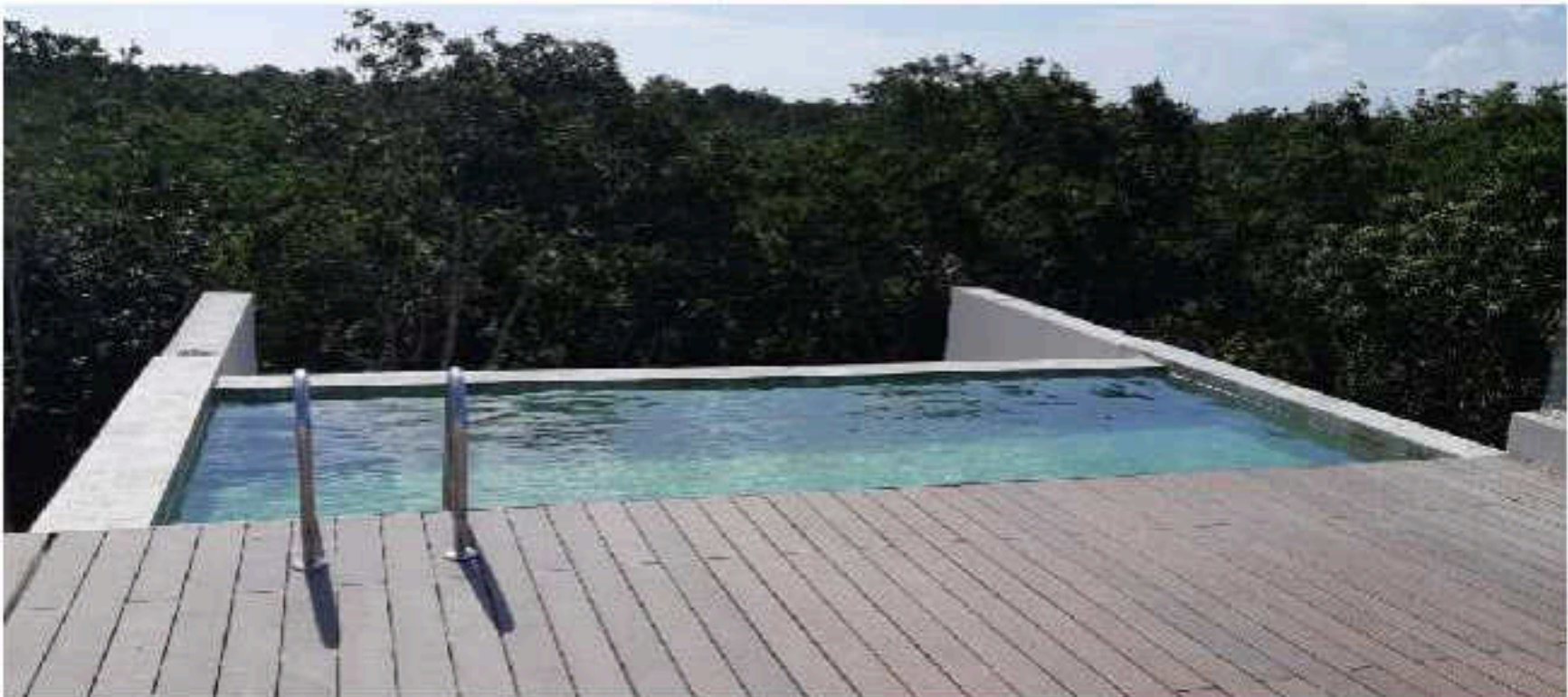




AMAYA TULUM

TULUM, QUINTANA ROO  
RESIDENTIAL

Luxury apartments within the Aldea Zamá master plan.





CASA XILÁ



BAHÍA DE TANKAH, QUINTANA ROO  
RESIDENTIAL



34 beachfront apartments.

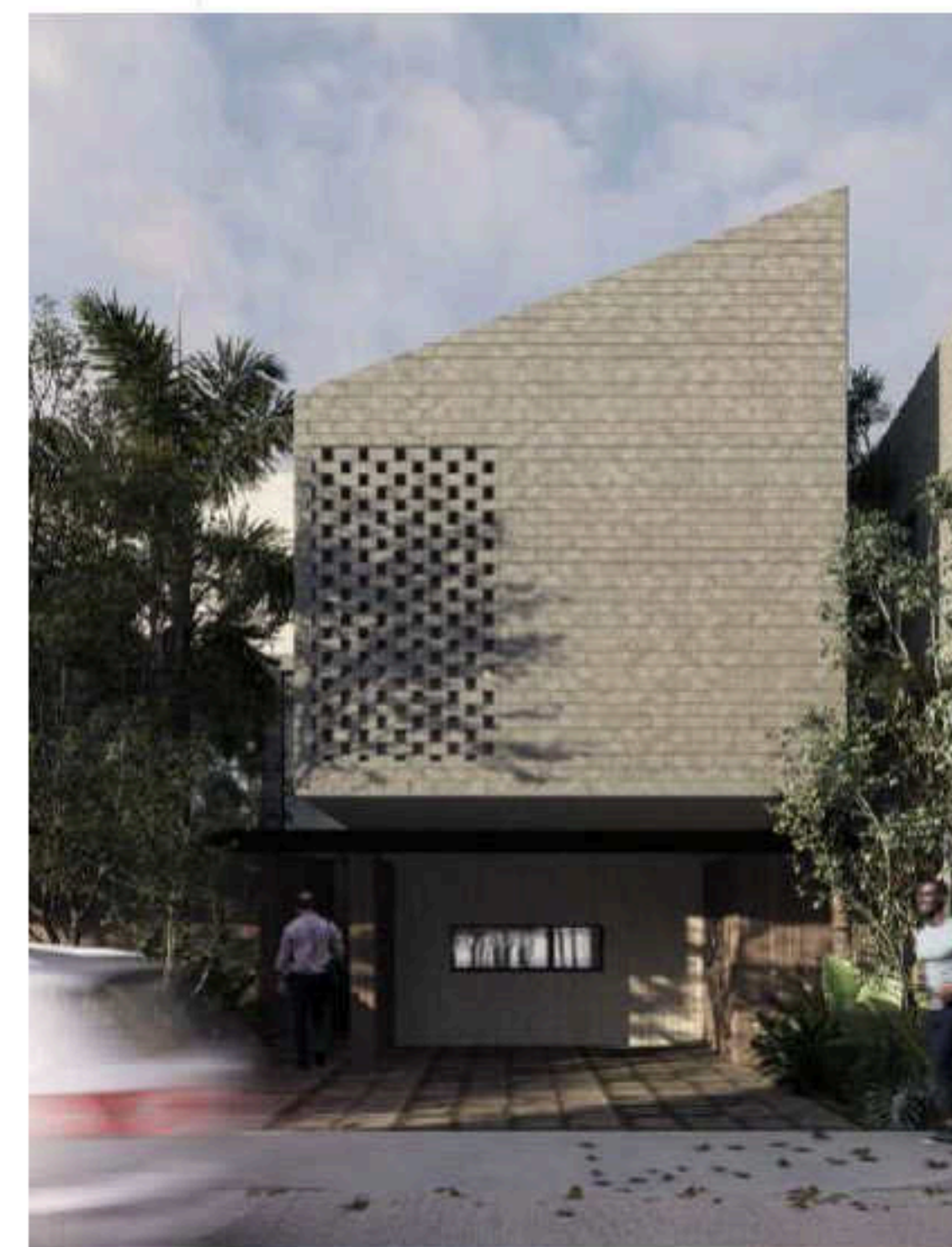




## ROSELLO

CABO NORTE, MÉRIDA, YUCATÁN  
MASTER PLAN

220 apartments and 75 villas





ALQUIMIA

TULUM, QUINTANA ROO  
CONDO HOTEL

Home Resort & Plaza with 153 units,  
located on Av. Coba Sur











# GIRA<sup>®</sup> MARKET INTEL PROJECTS

CONSULTING / STUDIES TYPE "HBU"



## GIRA® METHODOLOGICAL MODEL

GIRA® Real Estate Capital makes a methodological proposal to its clients where it integrates a multi-area analysis in which it analyzes the 4 fundamental pillars of a study like “HBU” or Better and More Profitable Land Use to jointly form a business plan comprehensive that includes each and every one of the essential elements for the knowledge of the plan of a real estate project.

### MMG

GIRA® Real Estate Capital analyzes in detail the vocation of the properties studied and, based on the information gathered, issues a recommendation to generate a project on the evaluated polygon.

### MMG

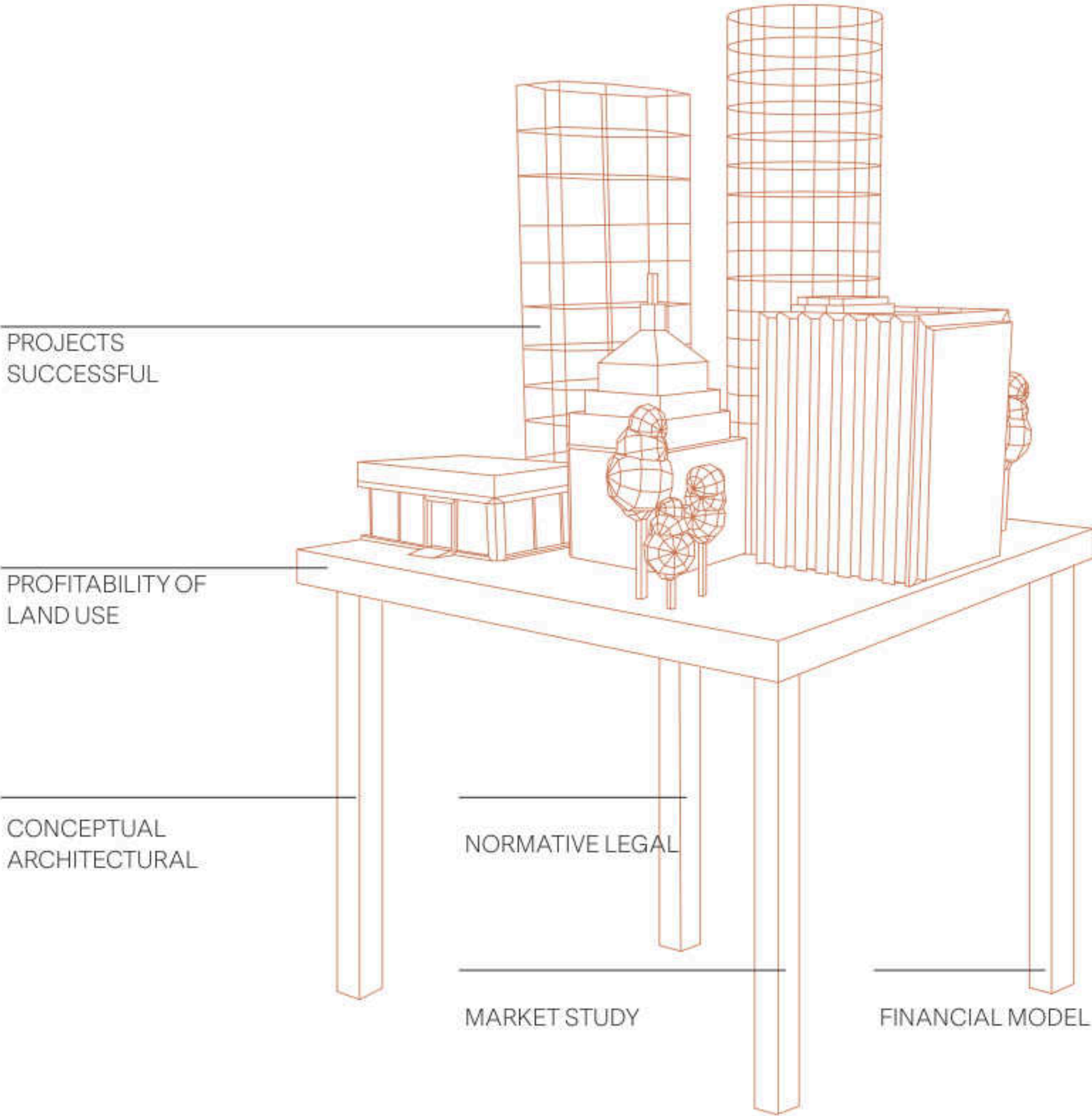
GIRA® Real Estate Capital analyzes the different real estate components that may be feasible taking into account the structure of the business model, seeking to find the fundamentals so that the proposed business maximizes the profitability of land and capital investors, as well as the possibility of obtaining the expected commercial success.

### MMG

GIRA® Real Estate Capital analyzes the 4 fundamental angles of a real estate business, in which it performs a detailed market study, generates a financial model aligned with the resulting real estate product, determines the legal guidelines that apply to the studied land and with all the information compiled generates an architectural concept aligned with the market, with the financial model and with the municipal and legal guidelines that apply to it.



STUDY "HBU"  
GIRA® REAL ESTATE CAPITAL





## AV. UNIVERSIDADES NORTE MÉRIDA

MÉRIDA, YUCATÁN

MINI MASTER PLAN

Located in Norte Mérida

1st phase: 4 residential clusters

2nd phase: Commerce and clinics





# MASTER PLAN ROAD MÉRIDA · MOTUL



MÉRIDA, YUCATÁN  
MASTER PLAN

215 single-family lots

### Power Center with self-service anchor store





REENGINEERING OF PLAZA FIESTA

MÉRIDA, YUCATÁN  
COMERTIAL

Study for the remodeling and reengineering of the Plaza Fiesta shopping center.





LOS NARANJOS



TUXTLA GUTIERREZ, CHIAPAS  
MIXED USED

Departments, commerce, cinemas,  
offices and hotel

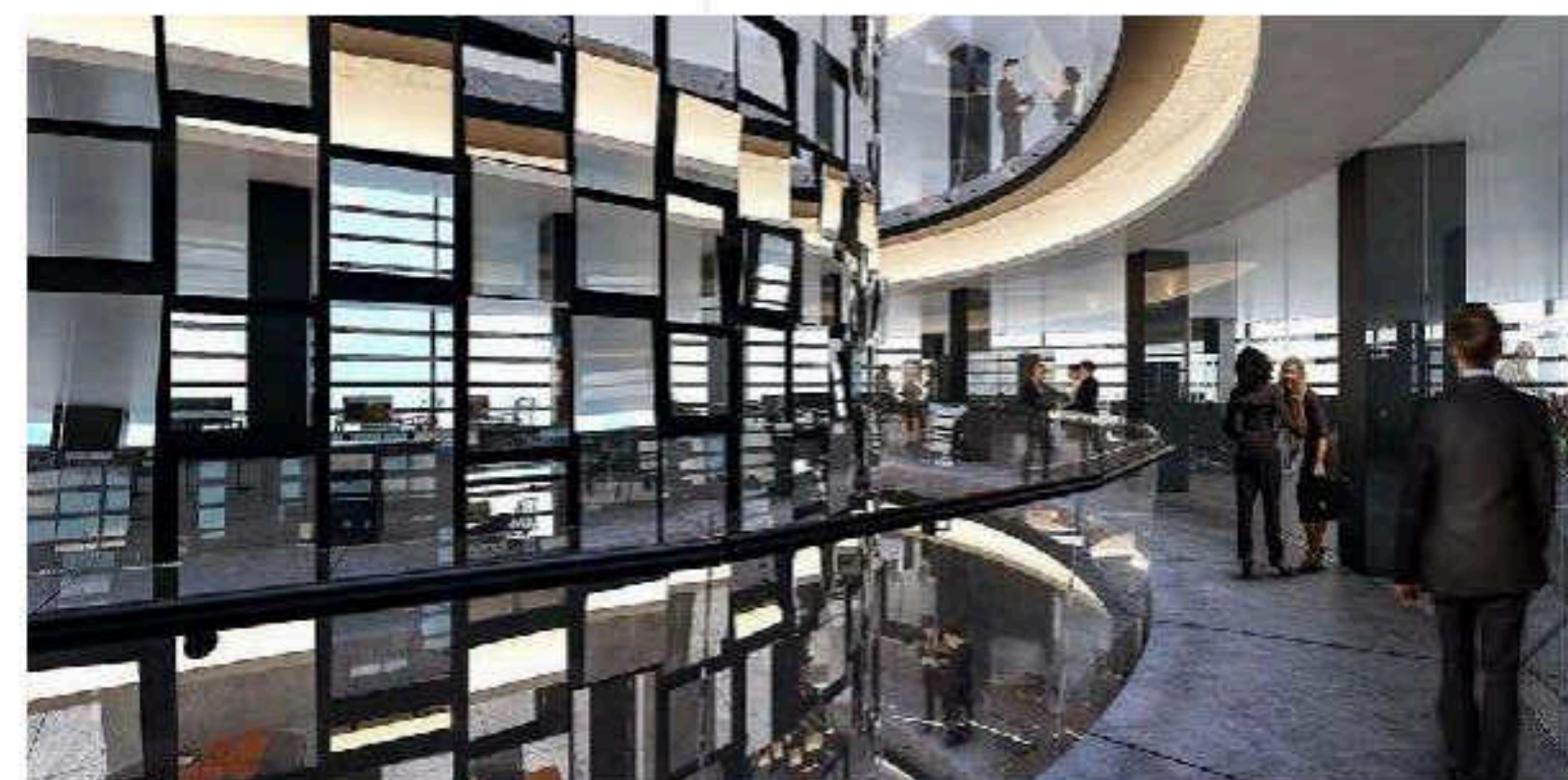




# ORIÓN

MÉRIDA, YUCATÁN  
COMERTIAL

+Eurocorporate and offices.





## DEPARTAMENTOS COLONIA MAYA

MÉRIDA, YUCATÁN  
RESIDENTIAL

60 apartments in an area of high added value north of Mérida.





## MASTER PLAN IN THE NORTH OF MERIDA

MÉRIDA, YUCATÁN

MASTER PLAN

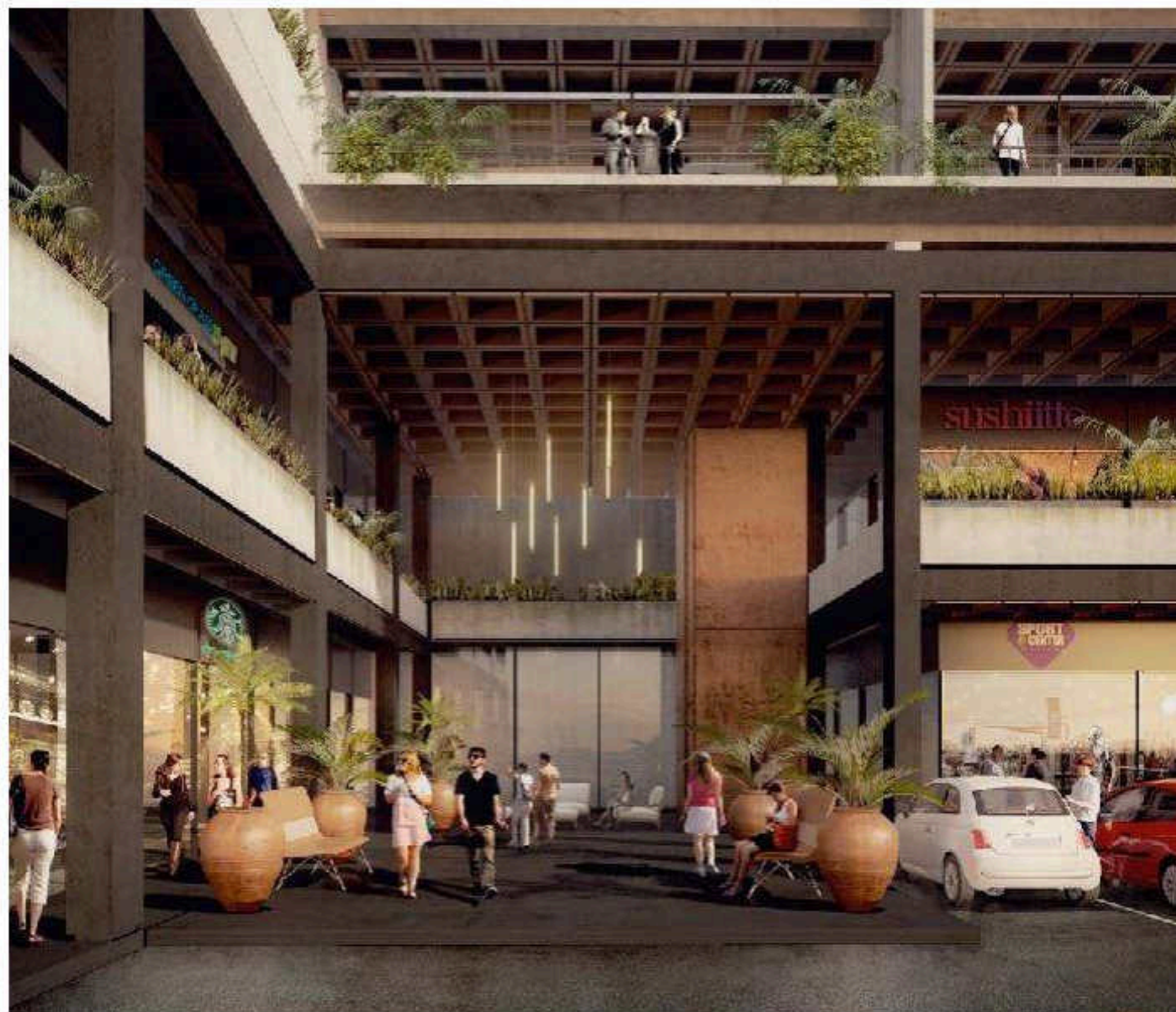
215 hectares north of Mérida

Horizontal and vertical residential,  
amenities, commerce, offices, schools  
and health.



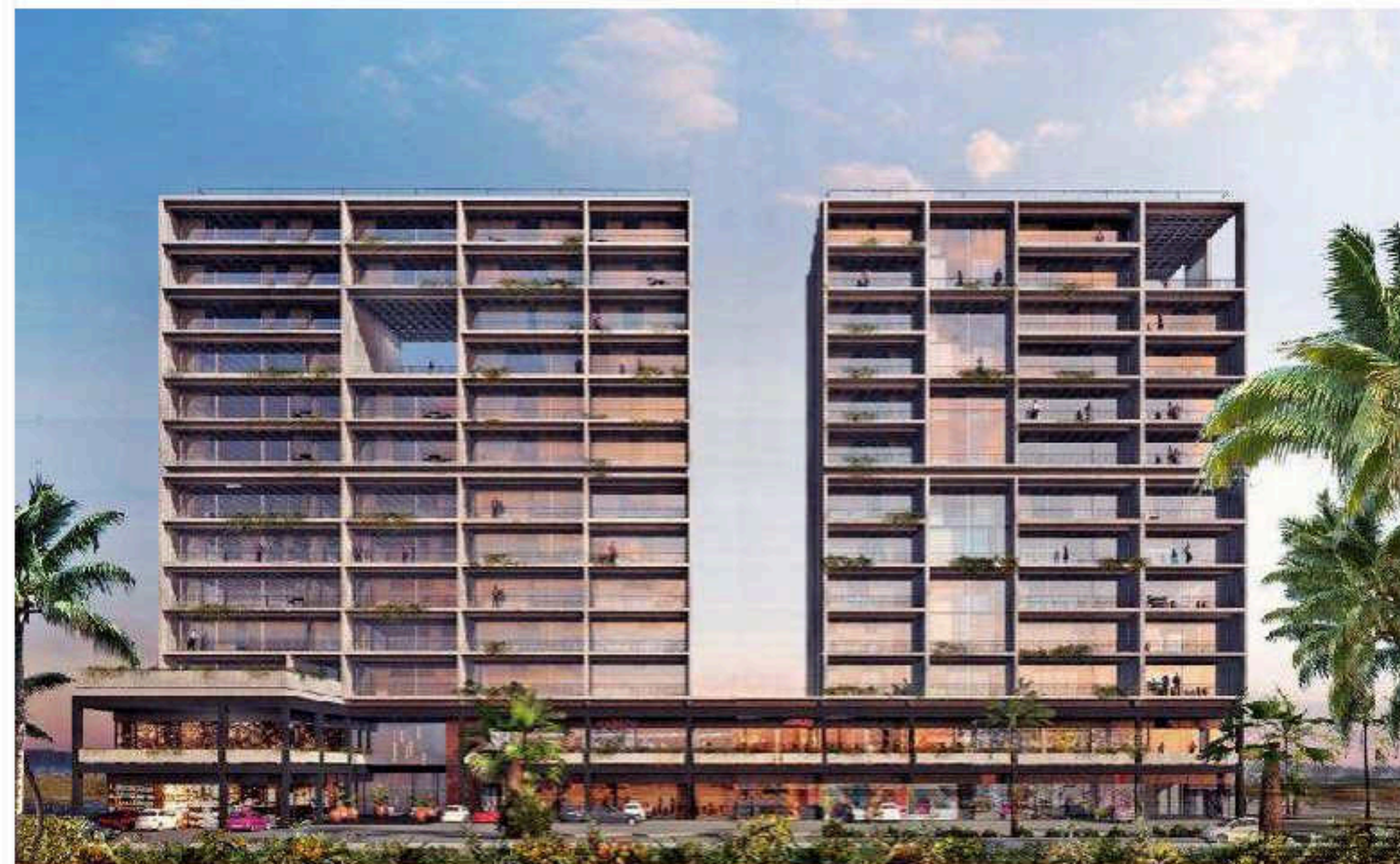


## VENTANAS DE SAN ANGELO



## MÉRIDA, YUCATÁN MIXED USE

75 lifestyle living apartments  
2 trading floors

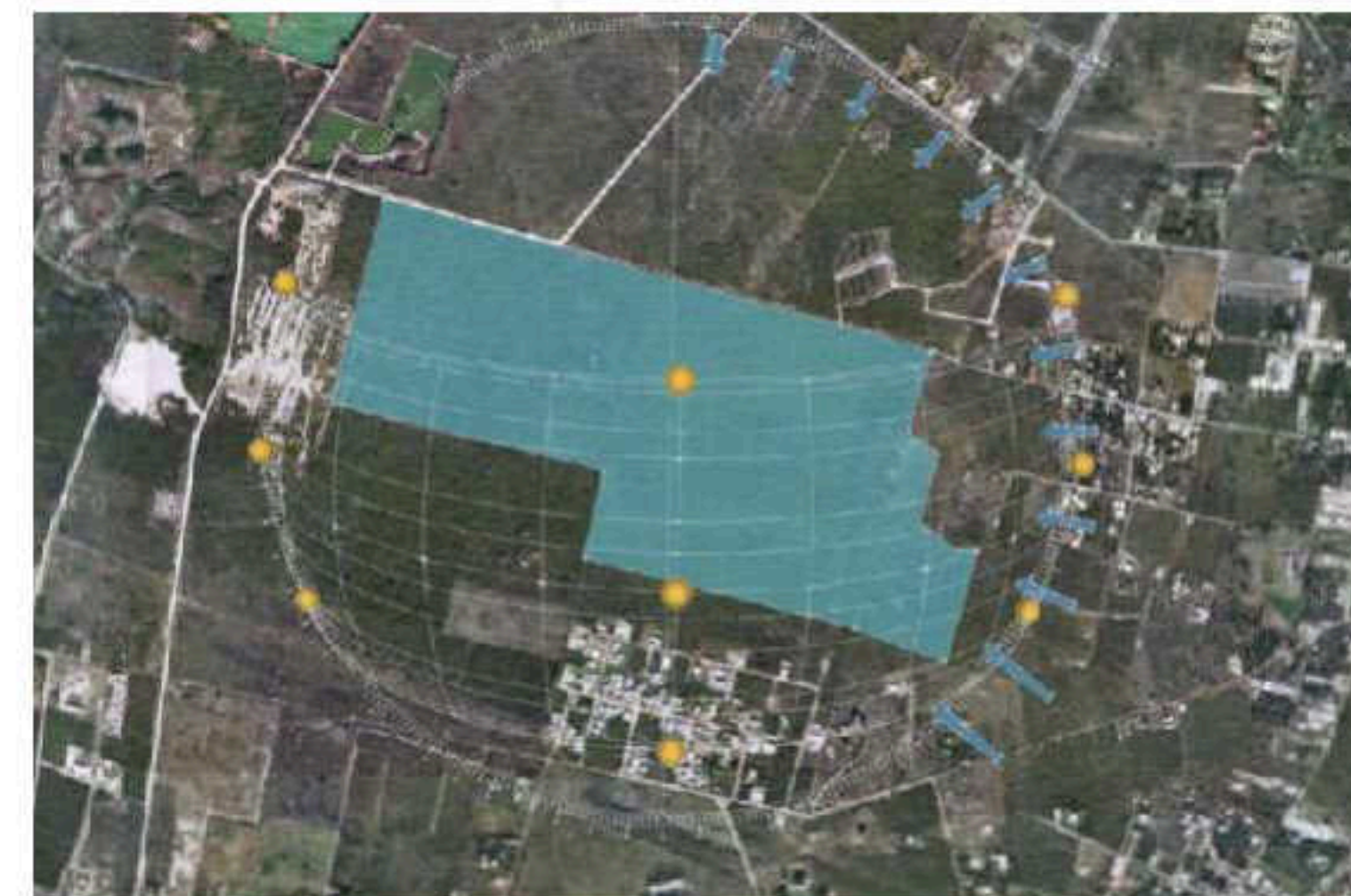




# CITADELLA

## MÉRIDA, YUCATÁN MASTER PLAN

54 Hectare Master Plan, to develop mainly residential, horizontal and apartment complexes.





G-500

MÉRIDA, YUCATÁN  
MIXED USE, COMMERCE AND MEDICAL OFFICES

Mixed use in the north, in Mérida Yucatán,  
close to the Altabrisa area.





## CITY SUR

MÉRIDA, YUCATÁN

COMERTIAL

Commercial Plaza in the south of the city,  
50 commercial premises with a self-service  
store anchor. In second stage residential  
area.





PLAYA DEL CARMEN

PLAYA DEL CARMEN, QUINTANA ROO  
RESIDENTIAL

108 loft-style apartments in the heart of the  
fastest growing area of Playa del Carmen.





PROGRESO

PROGRESO, YUCATÁN  
RESIDENTIAL TYPE

There are 12 departments at  
kilometer 6 of the Progreso Yucatan  
coastal highway.





## LAS HADAS

**VILLAHERMOSA, TABASCO,**  
MIXED USES

Las Hadas is a Commercial and Mixed Use project in Villahermosa Tabasco with a business, hotel offices and a medical office area.







# GIRA<sup>®</sup>



INFO@GRUPOGIRA.MX  
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LUXUS CORPORATE CENTER  
CALLE 20 NO. 235 INT. 707 ALTABRISA  
MÉRIDA, YUCATÁN 97130



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G I R A  
GRUPO INTEGRADOR DE RECURSOS Y ACTIVOS