Nota de prensa



Vía Célere's Board of Directors appoints Hector Serrat as new CEO

- The appointment is effective as of November 6, 2023
- Mr. Serrat has more than 20 years of experience in the Spanish real estate sector, including residential development, land portfolio acquisition and private equity

Madrid, November 6, 2023 - The Board of Directors of Vía Célere today announced the appointment of Hector Serrat as the new CEO of the company, effective November 6, 2023.

Hector Serrat has more than 20 years of experience in the Spanish real estate sector, including residential development, land portfolio acquisition and private equity. Mr. Serrat was previously a Partner and Deputy Chief Investment Officer of Meridia Capital, a Spanish private equity real estate manager. Prior to Meridia, he was a Managing Director at Värde Partners, where he led the firm's real estate investing in Spain, spearheading the creation of Vía Célere. Mr. Serrat also served as a board member of Banco Popular Aliseda, La Finca Global Assets, and Dos Puntos Asset Management. Prior to Värde, Mr. Serrat held roles at Patron Capital and Bank of America Merrill Lynch.

The appointment further strengthens a management team that will oversee a record number of deliveries in 2023, with the delivery of 2,200 to 2,500 units across the Build-to-Sell and Build-to-Rent divisions. The company has almost 3,000 units under construction for sale, and almost 2,000 homes in process in the rental division. Vía Célere also has strong visibility into medium-term cash flows with nearly all of the 2023 deliveries under contract for sale, 90% for deliveries in 2024, and 60% for 2025.

Tony lannazzo, Head of European Real Estate at Värde Partners and non-executive member of the board of Vía Célere, said: "It is a true privilege to have Hector Serrat at the helm of Vía Célere. He was instrumental in the creation of the company and a landbank that is the best in its market. He has been a constant presence on Vía Célere's Board and Executive Committee and brings tremendous knowledge and continuity to the business. Vía Célere is the leader in the Spanish residential sector, both in the sale and rental market, and we believe that Hector's experience and knowledge of the sector will help us continue to generate excellent results for stakeholders".



Hector Serrat, Vía Célere's new CEO, said: "Vía Célere is highly regarded and established in the Spanish real estate market, and I feel very fortunate to lead the company at this juncture. Vía Célere has an excellent track record of delivering both for-sale and rental units, and has a large and high quality landbank, which will allow for development for years to come. There is a shortage of high-quality new-build housing in Spain, and Vía Célere is well-positioned to address this issue. I am excited to continue working with this very capable team and delivering on the company's business plan."

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