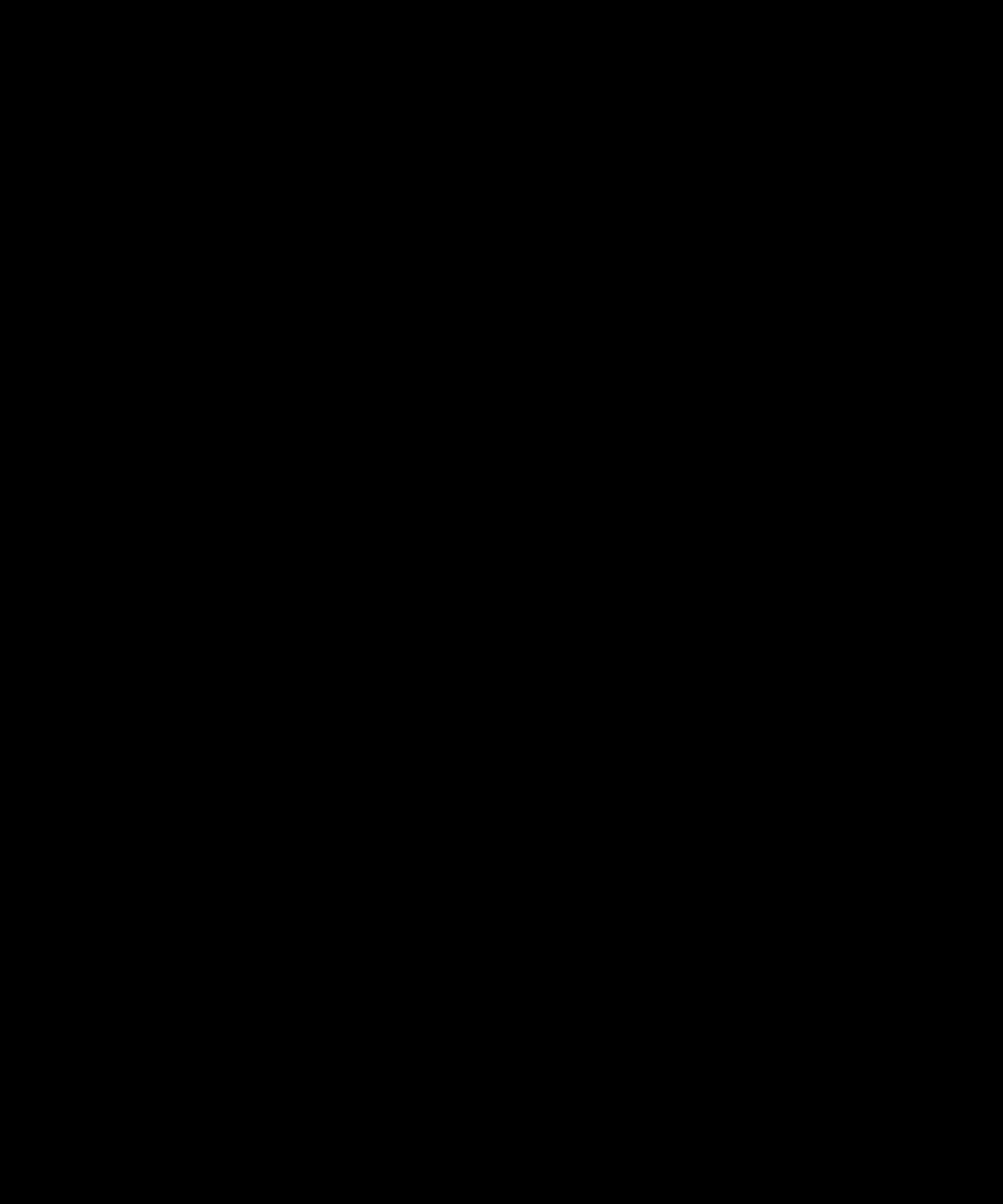




**ROCA**  
Construction Consultants



# /01

PRESENTATION  
About us

We are an enthusiastic team with solid core values: honesty, responsibility and commitment. With this set of mind, we founded ROCA to provide the best quality service in Mexico.

Since its foundation in 2016, ROCA has been recognized for its experience and alliances with valuable partners. The company along with its associates have participated, in more than 500 projects around the country. Currently, we have a portfolio with 30 projects, in which we successfully meet quality and cost-efficiency requirements, as well as deadlines for our clients.

Our work experience focuses on four major sectors: commercial, industrial, offices and housing building.

The experience of our associates and the staff of ROCA entitle us to manage architectural projects from beginning to end: including licenses, permits, engineering, budgets, competitions, construction and settlement. As consultants, we have a success cases in Public-Private-Partnerships.

The combination of love, passion and knowledge is our trademark, making us the best option for your next project.

*Luis Roca*

Engr. Luis Manuel Roca Escoto  
CEO

## / Our team



\*\*



\*\*

**Luis Manuel Roca Escoto, 54.**

Managing Director. With a long career in construction, he built "Be Grand San Ángel" a tower with 32 levels, 265 departments; 68 thousand square meters, and "Be Grand Pedregal" a tower with 30 levels, and 72 thousand square meters. Before leading his own firm, he worked for South Medical Group, a company listed in the BMV with an income greater than \$ 120 million USD. There he coordinated the "Southern Medical City" project; also having designed, and expanded hospital remodeling (196 rooms), according to the Mayo Clinic standards. Before it, he collaborated with Walmart of Mexico and Central America, where he coordinated and delivered in time and form more than 196 stores and restaurants, centers, commercial and distribution centers in 86 cities across Mexico, adding more than 1.6 million square meters built. Likewise, he also collaborated with Walmart Brazil supervising construction projects. Before that, he worked for Grupo GIA, as Director of new projects. Luis Roca is a civil engineer by UNAM and has an MBA with honors by the Autonomous Technological Institute of Mexico (ITAM). Also, he has a Diploma in Administration and Finance in Real Estate and he is a member of the College of Civil Engineers of Mexico. *His passions are his family, running and music.*

**Edgar Pinto Conde, 59.**

Deputy General Manager. Among his main work experiences, he built a distribution center and the construction of an industrial cluster for Nadro Group. Before that, he collaborated as Director of construction and maintenance for the company Neto Stores of Salinas Group with a growth plan of 126 stores, 96 renovations and 556 operating. Previously, he collaborated in Planigrupo as Project Manager, developing commercial and office projects in Guadalajara, Monterrey, State of Mexico with an estimated amount of USD \$ 385 million. Before Planigrupo, he collaborated in Walmart Mexico and Central America, where he coordinated more than 352 stores and restaurants, shopping and distribution centers throughout the Mexican Republic, adding more of 8.5 million square meters built. *His passion is his family.*



\*\*

**José Guerra Guerrero, 56.**

Currently, he is the Operations Director, in charge of the execution, coordination, delivery and settlement of the projects, including more than 20 cinema complexes and the project management of a modal transfer center for ADO Group. Before joining ROCA, he was for twenty years a partner and general manager of a company specializing in projects for public administration. Previously, he worked for different government agencies specializing in the administration and control of construction projects. José Guerra is a civil engineer from the Engineering Faculty of the UNAM and has taken different courses in cost engineering, environment, urban management and credit management from the IDB, is a member of the Society of alumni of the Faculty of Engineering and the Assembly of generations of the Faculty of Engineering.  
*His passion soccer and family.*



\*\*

**Adriana Santana Ganem, 47.**

Administrative Director with more than 25 years of experience in the financial and administrative area of which 5 years have been in companies dedicated to construction. Among her main professional experiences, she founded the company Architectural Professional Association S. C. (Services) in which she worked as an Administrative Manager. Prior to this work, she served as Commercial Banking Manager at Banco Bital (Financial), Function and international form S. A. de C. V. (Construction). Adriana holds a degree in administration and finance from the Universidad Anáhuac del Sur and has a diploma in Corporate Finance (ITAM); as well as several courses in sales, financial markets and investments, accounting, taxes and finance.  
*Her passion are music and family.*



\*\*



**Carlos Díaz Romero 1****Education:** Civil Engineer**Years of experience:** 10 years**Areas of expertise:** Project coordination and supervision**Featured projects:**

Physonian Factory Expansion. Remodeling Supercenter Los Mochis, Sinaloa. Sams Vasco de Quiroga, State of Mexico.

**Activities and Hobbies:***He likes to manage his two restaurants in Durango, likewise commercialize the real estate in the State of Tlaxcala and keep looking for commercial partners to undertake new projects.***José Enrique López Carrión 2****Education:** Civil Engineer**Years of experience:** 30 years**Areas of expertise:** Industrial building Roads and bridges Installations (electrical, plumbing, systems)**Featured projects:**

Santiago Los Vilos Road, Santiago de Chile (3 years). Supervision of Cinépolis (26 rooms). Walmart (22 stores).

**Activities and Hobbies:***Foodie, long conversations, soft jazz and traveling.***Julio Cesar Mendoza Vázquez 3****Education:** Engineer**Years of experience:** 10 years**Areas of expertise:** Project installations. Electromechanical. Detailed engineering project.**Featured projects:**

Tlatelolco shopping center, Mexico City. Sodimac Arboledas, State of Mexico. Plaza Walmart-Patio Tlatelolco, Mexico City.

**Activities and Hobbies:***He enjoys programing software and repairing hardware, in addition he loves movies, reading and traveling.***Enrique Martínez García 4****Education:** Architect**Years of experience:** 18 years.**Areas of expertise:** Unit price analyst. Work supervision. Electrical, hydraulic. Sanitary, RCI.**Featured projects:**

Project Supervision, Cd Juárez, Chihuahua (11 years). Supervision of Cinépolis (5 years). Supervision of work plate, Monterrey, Nuevo León (1 year).

**Activities and Hobbies:***Foodie, traveling and sightseeing, dancing and play football.***Nancy 8****Education:** Architect**Years of experience:** 8 years.**Areas of expertise:** Civil construction. Electrical installations, hydrosanitary, air conditioning. Work supervision.**Featured projects:**

Tenaria Shopping Center, Mexico City (8 months) JW Marriott Hotel, Cancun, Quintana Roo (5 months). NAICM, Mexico City. (9 months).

**Activities and Hobbies:***Watching movies, playing sports, specifically football and dancing.***Ana Karen Ramos Cervantes 9****Education:** Architect**Years of experience:** 8 years.**Areas of expertise:** Design (Autocad, sketchup, Photoshop). Work supervision.**Featured projects:**

Remodeling of Supreme Court of Justice, Mexico City (3 months) Remodeling of University Iberomexicana, Hidalgo. (6 months). Departmental building, Mexico City (6 months)

**Activities and Hobbies:***Watching horror movies and series (Dr. House), reading romantic novels.***Manuel Limón Guerra 11****Education:** Civil Engineer**Years of experience:** 6 years**Areas of expertise:** Work supervision and budgets. Contracts (follow-ups and closures).**Featured projects:**

Cadereyta Refinery, Nuevo León (1 year). NAICM, tender review (1 year 4 months). Embassy of the United States in Monterrey, Nuevo León (1 year)

**Activities and Hobbies:***Follower of the soccer team Tigers. Master broiler.***José Luis Plascencia Correa 12****Education:** Mechanical Engineer**Years of experience:** 25 years**Areas of expertise:** Metallic structure. Quality Production.**Featured projects:**

National Marina Building, Mexico City (1 year 6 months). Cancun Hotel, Quintana Roo (2 thousand ton.) (2 years). Industrial warehouses and Reinforcement (4 ships).

**Activities and Hobbies:***Running, follower of the soccer team Cruz Azul, reading, listening rock and The Beatles.*

**José Eduardo Mera Pacheco\*****Education:** Architect**Years of experience:** 8 years  
**Areas of expertise:** Civil Works. Electrical installations, Hydrosanitary, HVA. Work supervision.**Featured projects:**Tenaria Shopping Center, Mexico City (8 months)  
Hotel JW Marriot, Cancún, Quintana Roo. (5 months). NAICM, Mexico City (9 months)**Activities and Hobbies:** *Watching movies, playing team sports like soccer and dancing.***Víctor Manuel Bustamante Espinosa\*****Education:** Surveyor Engineer**Years of experience:** 22 years  
**Areas of expertise:** Earthworks. Civil work. Installations (electric, hydrosanitary, systems)**Featured projects:**

Construction of tunnel for drainage deep west-west pointer Mexico City (3 years). Supervision Walmart 22 Stores (12 years). Terminal construction Train Suburb Buenavista, Mexico City (2 years)

**Activities and Hobbies:** *Watching different genres movies, reading, music and exercise.***Fernando Salgado Chávez\*****Education:** Architect**Years of experience:** 20 years  
**Areas of expertise:** Architectural project. Work quantification. Work supervision.**Featured projects:**

Federal Highways in Guadalajara, Jalisco, Nayarit and Sonora. (1 year). Restoration Castle of Chapultepec (6 months). Adaptation Milano stores, Mexico City. (1 year).

**Activities and Hobbies:** *movies, food, visit new places of public interest and being with his family.***Miguel Antonio Ramírez Orozco\*****Education:** Civil Engineer**Years of experience:** 15 years  
**Areas of expertise:** Building and urbanization. Civil Works Supervision Road correction projects.**Featured projects:**

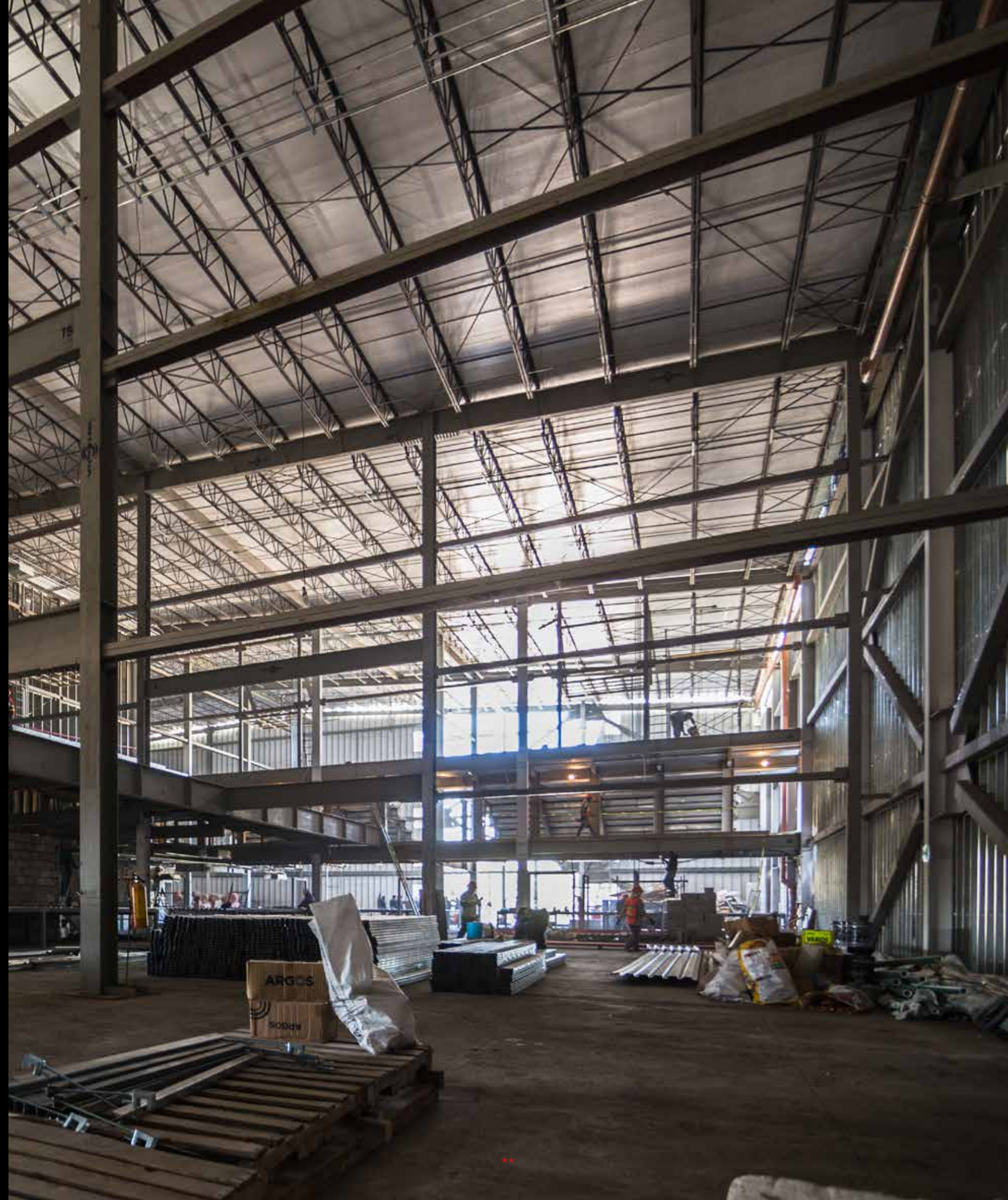
Remodeling Hotel Las Brisas, Ixtapa, Guerrero (6 months) Torre Marques, Ixtapa, Guerrero. (2 years). Construction stores. Elektra (7 stores)

**Activities and Hobbies:** *swimming, outdoor activities, traveling with his family, cooking and watching sports at stadiums.***Martin Sánchez Rojas\*****Education:** Architect**Years of experience:** 34 years  
**Areas of expertise:** Civil work. Work Administration**Featured projects:**

Industrial Warehouse, Azcapotzalco, Mexico City (3 years). CERESO Otumba, State of Mexico (2 years). Building of the Poliforum, Morelia, Michoacán (2 years)

**Activities and Hobbies:** *Enjoy reading, food, cinema and sports.***German Flores Polo\*****Education:** Civil Engineer**Years of experience:** 2 years  
**Areas of expertise:** Civil work. Earthworks. Urbanization.**Featured projects:**

Combined cycle thermal power plant. Splice I (4 months).

**Activities and Hobbies:** *music, playing team sports like soccer*





## /02 Philosophy and services

### MISSION

"To develop a company that offers an excellent service, with a sustained and profitable growth, based on ethical practices that benefit our customers, employees and shareholders"

### VISION

"Be number one coordinating services for construction projects ensuring our client satisfaction, while achieving high profitability with sustained growth"

### OUR VALUES

Our values are the fundamental pillars of our services and success:

- Honesty
- Responsibility
- Passion and delivery
- Work
- Punctuality

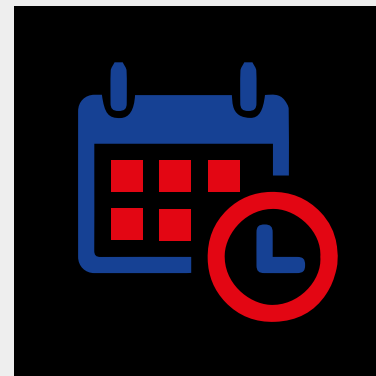
## /02.1 services

Due to our experience and talent we help our clients in the following services



### Feasibility studies and financial analysis

Based on our knowledge of the market and state of the art financial models, we offer our clients the best information and tools for the decision making.



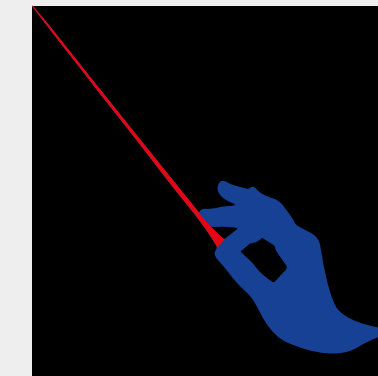
### Pre-construction studies

We assist our clients to analyze the construction options available maintaining both budget and work program schedule. This preliminary stage of analysis turns out to be the key to the profitability of a project. Using Revit technology (3D), we analyze and review the budget with our clients. As a fundamental part of the budget closing process, we assist our client, if required, in the preparation of competitions and closure of the final budget.



### Managment

We assist our clients obtaining licenses and permits for the project.



### Project manager-coordination of work

The accrued experience of our partners, together with that one of our teams ensure meeting the project goals regarding: cost, quality and time.



### Delivery-reception of the work

On behalf of our client, we receive the get-together of the property with him or the corresponding contractors, and we receive the operating manuals and guarantees, ensuring the proper functioning of the property.

A close-up photograph of weathered wooden planks arranged in a geometric, diamond-like pattern. The wood shows signs of age and wear, with varying shades of brown and grey. The lighting is dramatic, highlighting the textures and grain of the wood.

**/03**

OUR MAIN

Projects and trajectory

/ Projects and trajectory

<b>▲ HOUSING</b>		
2013-2014	Be Grand San Angel	Mexico City
2014-2015	Be Grand Pedregal	Mexico City
	Be Grand Lomas	Mexico City
1997-2000	DeMet-Desarrolladora Metropolitana	
<b>▲ COMMERCIAL</b>		
1995-2000	Walmart Mexico and Central America	More than 580 projects of all formats WALMART Sams Bodega Aurrerá Suburbia Vips Portón Malls: 9
	Sears Roebuck & C	More than 25 projects carried out
	Planigrupo	More than 15 projects carried out
	Automotive agencies sector	More than 100 projects delivered More than 20 projects built and delivered of the following brands Acura, Volvo, GM, Peugeot, Ford Toyota, Fiat.
		Neto Stores: 126 new stores 96 Remodeling
<b>▲ INDUSTRIAL</b>		
2009-2016	Walmart Mexico and Central America	Center of Distribution Monterrey
	Walmart Mexico and Central America	Center of Distribution Guadalajara
	Nadro Group	Center of Distribution Mérida, Yucatán
		Industrial Park Mérida, Yucatán
<b>▲ OFFICES</b>		
2016-2018	Planigrupo	Urban Village Patria Corporate Building Guadalajara, Jalisco.
		Plaza Garza Sada, Corporate, 3 towers of 29 levels Monterrey, Nuevo León
2005-2006	Promecap Group	Torre Blanca Building of 22 levels Santa Fe, Mexico City



## **/03.1** Housing





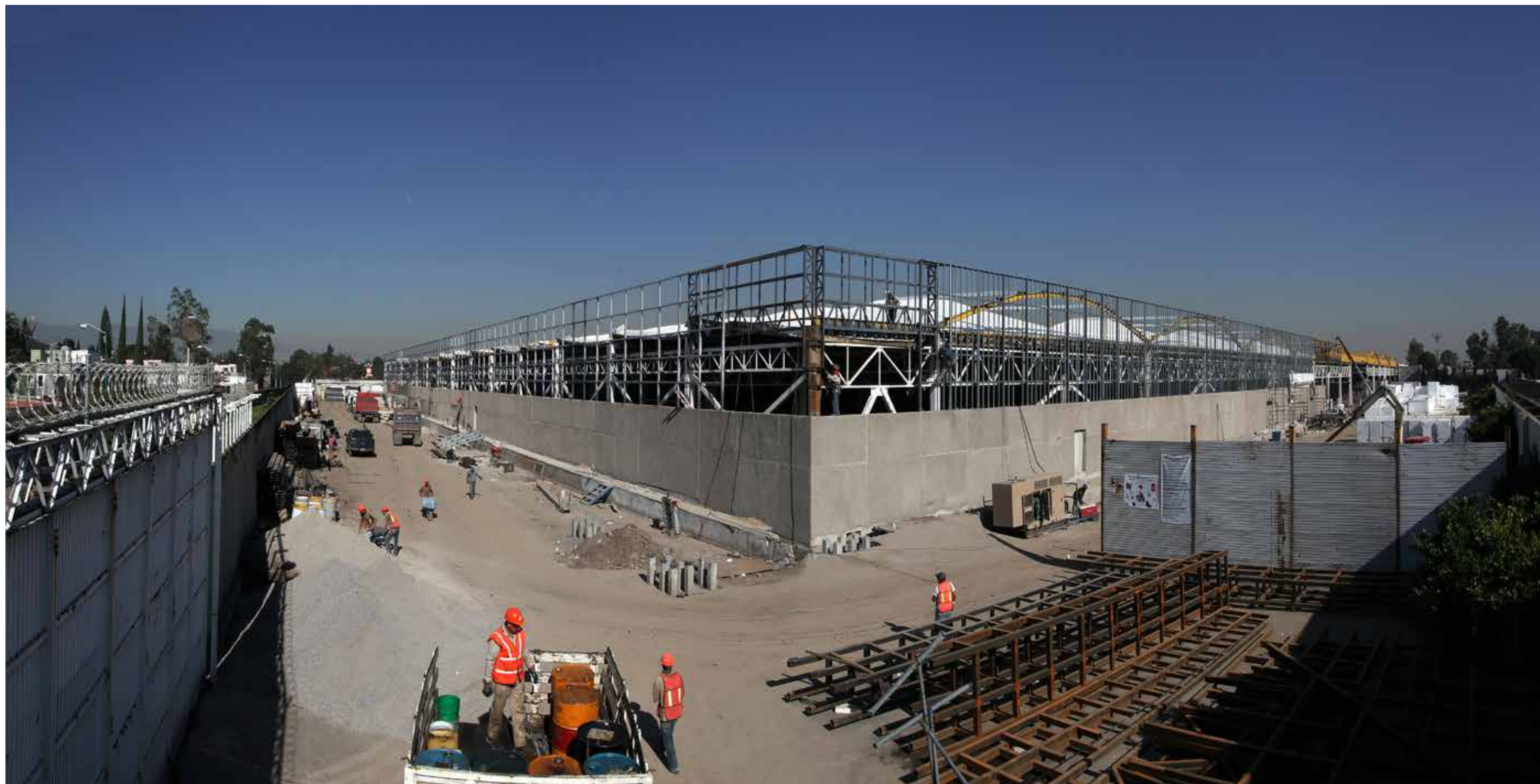
Avenida Río Chagabusco 60  
Consultorio 615

## /03.2 Commercial Sector









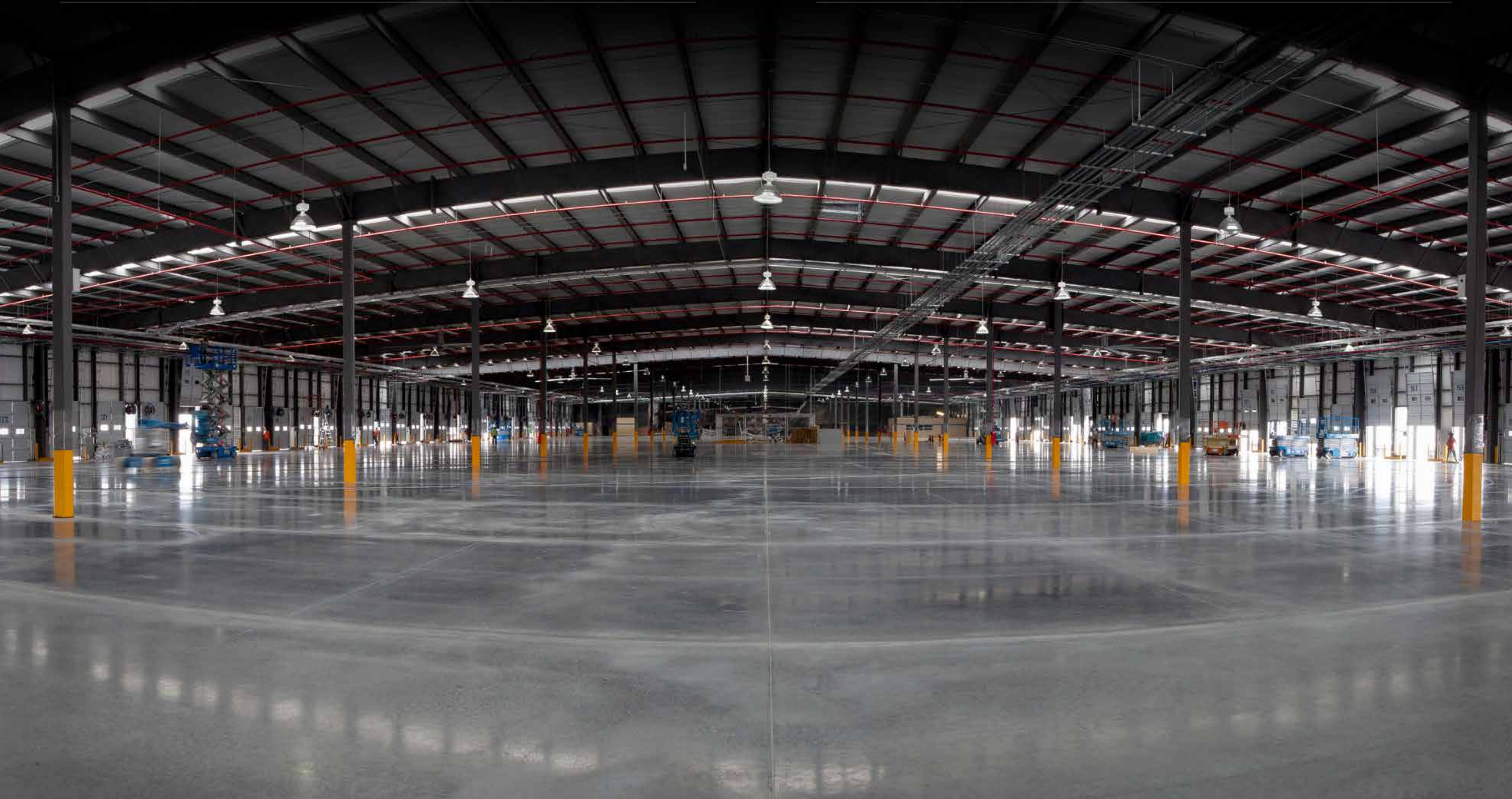






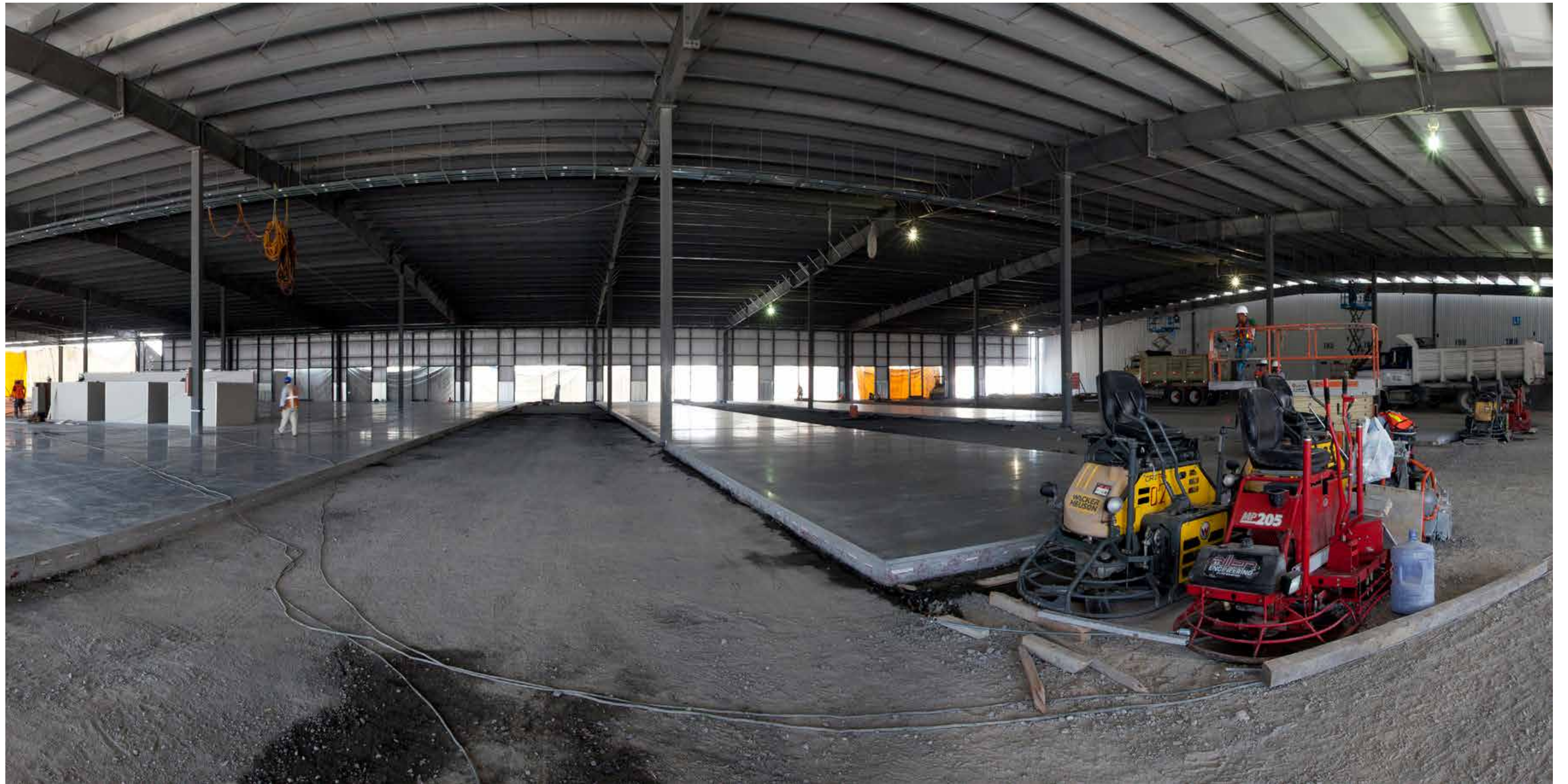
## **/03.3** Industrial Sector

















## **/03.4** Office Sector





PHOTOGRAPHY: MARIA EMILIA DE LA VEGA PIETRINI\*\*  
DESIGN: CLAUDIO FORESTI / TOP BOUTIQUE