

PRESS RELEASE

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Groupe Pierre & Vacances-Center Parcs renews confidence in Areas' catering solutions for its Center Parcs domains in France and Germany

Within the context of its program to transform and develop its Center Parcs domains, Groupe Pierre & Vacances-Center Parcs has renewed its 2010 catering contract with Areas, the global travel and leisure catering brand of Elior Group. This 14-year contract now covers the management of catering activities and food outlets of all existing Center Parcs sites in France and Germany, as well as projects under development.

Areas currently ensures the catering of eight Center Parcs domains: Les Bois aux Daims, Les Bois-Francis, Les Hauts de Bruyères, Le Lac d'Ailette and Les Trois Forêts in France, and Bispinger Heide, Hochsauerland and Bostalsee in Germany. The renewal of this contract extends Areas' catering activity to include another two Center Parcs sites in Germany and other future domains in the pipeline, notably the one under construction in the region of Allgäu (located in Southern Germany between Bavaria and Baden Württemberg).

By drawing on its expertise in travel and catering, Areas offers holidaymakers a variety of unique, round-the-clock catering solutions: table service, fast-food outlets, food stores offering delivery services, and seminar catering.

Areas' catering outlets are perfectly aligned with the Center Parcs universe: catering venues are atmospheric, organize festive and convivial events, offer a variety of menus and brands and propose experiences tailored to meet holidaymakers' needs at all times of their stay.

For Areas, lending support in the transformation of Groupe Pierre & Vacances-Center Parcs' domains requires modernizing its catering offer by creating new, premium bespoke concepts and forging partnerships with local chefs to optimize the customer experience.

With the holidaymaker central to their innovation strategy, Areas and Groupe Pierre & Vacances-Center Parcs have been working hand in hand to digitalize the customer experience. To this end, they have fitted their catering outlets with connected tables, developed by the Awadac start-up, which offer tableside order and payment solutions, and designed a click & deliver offer.

Martine Balouka-Vallette, CEO for the Tourism business at Groupe Pierre & Vacances-Center Parcs, stated: *"For our guests at Center Parcs' domains, catering is a key factor in the customer experience. Our strong partnership with Areas is notably underpinned by the ability of both of the groups' teams to pool their strengths. Drawing on the knowledge acquired by Center Parcs' teams regarding trends in customer expectations and Areas' expertise in catering will enable us to pursue our program to transform our catering solutions in Center Parcs domains by adapting and enhancing the range of concepts on offer, while placing the focus on quality. Access to catering-offer reservation will also be simplified thanks to the joint development and implementation of digital tools designed to optimize the customer experience for our clients."*

Alexandre de Palmas, CEO of Areas in France and Northern Europe, went on to say: *"We are very pleased with the relationship of trust which unites Areas and Groupe Pierre & Vacances-Center Parcs. This partnership has enabled us to create a catering offer that is totally unique and unmatched at the global level, and which is completely in tune with the Center Parcs universe. Thanks to our catering expertise and the knowledge we have acquired in customer experience digitalization, we are able to facilitate life for holidaymakers and offer them a real experience with quality solutions tailored to meet their specific needs at any time of the day throughout their stay."*

About Areas

Areas is one of the global leaders in the travel catering and retail industry, generating €1.774 billion in revenue in 2016/2017. A global brand of Elior Group, Areas welcomes 330 million customers each year in 2,000 restaurants and points of sale in 14 countries, throughout Europe as well as in the USA, Mexico and Chile. As the caterer of choice in the travel and leisure markets, focusing on quality for 45 years, Areas is present in transportation hubs large and small across the world (airports, train stations, motorway service plazas), as well as in exhibition centers and leisure parks. Building upon a culture of operational excellence, Areas draws on its in-depth understanding of travelers' needs and the most extensive range of catering concepts on the market to offer the perfect blend of ingredients for each of its 900,000 daily customers to savor.

For further information: <http://www.areas.com> Areas on Twitter @Areas / @Areas_FR / @Areas_ES

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About Groupe Pierre & Vacances-Center Parcs

Leading holiday group in Europe, Groupe Pierre & Vacances-Center Parcs boasts an experience of 50 years in the development and management of environment-friendly and innovative holiday and leisure concepts in some of the most attractive European seaside, mountain, countryside and city centres destinations. Its business model is based on two complementary business areas: property development and tourism. Its renowned brands, Pierre & Vacances, Pierre & Vacances Premium, Villages Nature Paris, Center Parcs, Aparthotels Adagio®, and maeva.com offer residences and resorts in 280 destinations in Europe. With a staff of 12,000 employees, the PVCP Group generated revenue of €1.506.3bn and welcomed eight million holidaymakers in 2016/2017.

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