



**PIERRE & VACANCES-CENTER PARCS STEPS UP THE DEVELOPMENT OF
MAEVA.COM WITH THE ACQUISITION OF
"LA FRANCE DU NORD AU SUD"**

AS PART OF A WIDER CONTEXT TO STRENGTHEN DIGITAL DISTRIBUTION AND THE EMERGENCE OF PRODUCTS AND SERVICES STEMMING FROM THE COLLABORATIVE ECONOMY, MAEVA.COM IS STEPPING UP THE ROLL-OUT OF ITS STRATEGY TO WIN MARKET SHARE.

VIA THIS ACQUISITION, MAEVA.COM IS PARTICIPATING ACTIVELY IN EXPANDING THE HOLIDAY RENTAL DIGITAL PLATFORM SECTOR.

Paris, 27 April 2016 – With more than 700,000* properties available for rent and 9.4 million* French holidaymakers favouring this type of accommodation for their holidays, seasonal rentals are currently the leading network of tourist accommodation in France. The sector is expanding rapidly and holiday rentals are now one of the most dynamic and buoyant markets in the tourism industry.

THE PIERRE & VACANCES-CENTER PARCS GROUP IS STEPPING UP ITS DEVELOPMENT STRATEGY FOR MAEVA.COM WITH THE INTEGRATION OF "LA FRANCE DU NORD AU SUD".

In 2014, the Pierre & Vacances-Center Parcs Group, the European leader in tourism residences, confirmed its aim to become a major player in online holiday rentals in France and Spain, via its new Maeva.com distribution platform. Today, the acquisition of "La France du Nord au Sud" marks an acceleration in the development of **Maeva.com, by providing a diversified and multi-brand tourism offering in France and Spain including tourism residences, villages clubs, houses, villas, campsites, chalets, hotels and individual apartments, combined with a services offering from renowned partners.**

The acquisition of "La France du Nord au Sud" will enable Maeva.com to extend its tourism product offering and boost its ramp-up. **By providing a unique and fully integrated offer ranging from apartment and home management to their optimised marketing and on-site operation, Maeva.com is positioning itself as a leading player in the B2C and C2C holiday rental market.**

Maeva.com's global offering integrating "La France du Nord au Sud" is to comprise **25,000 accommodation units**. By 2020, Maeva.com aims to distribute 50,000 references.

MAEVA.COM, THE ONLY PLAYER TO OFFER PROPERTY OWNERS A TURN-KEY SOLUTION IN RENTAL MANAGEMENT AND DISTRIBUTION

Maeva.com's business model is based on two complementary businesses:

1- Rental management on behalf of owners who would like to rent out their holiday apartments.

Maeva.com is currently the only player to offer a turn-key rental management solution and to guarantee owners the optimisation of their revenues via Pierre & Vacances-Center Parcs' marketing cloud. To round out its offer, Maeva.com has also put in place the following services *destined for property owners*:

- **Rental income 15% higher than agencies or distribution between individuals.**
- **A multichannel and international distribution.**
- **Professional and secure management (insurance, key management, maintenance, renovation etc.).**
- **Certification and labelling of accommodation units.**
- **Specialised local teams.**

2- Online distribution with a wide tourism offer certified in France and Spain concerning three product types:

- **Pierre & Vacances residences.**
- **Third-party accommodation: tourism residences, campsites, villages clubs, chalets etc.**
- **Apartments and homes from local property agencies.**

Maeva.com stands out with **holiday-maker customers** for its:

- **Apartments and homes certified by local teams.**
- **Additional products and services** (package, equipment rental, ski-lift passes etc.).
- **Varied accommodation types** for all target customers.

Finally, Maeva.com is and will remain a **community platform** whereby internet users have the possibility of sharing and providing opinions on their experiences.

"As the leader in apartment and home rentals in seaside, mountain, city or countryside locations for more than 50 years, we are convinced by the potential harboured in Maeva.com, a recognised brand, and the position it can take in the holiday rental distribution market" stated Martine Balouka-Vallette, CEO Tourism for the Pierre & Vacances-Center Parcs Group.

*Source: Atout France 2015 study

Pierre & Vacances-Center Parcs Group

Created in 1967, the Pierre & Vacances-Center Parcs Group is the European leader in local tourism. With its complementary tourism brands, Pierre & Vacances, Maeva, Center Parcs, Sunparks and Aparthotels Adagio, the Group operates a tourism network of almost 50,000 apartments and homes, located in 300 sites in Europe. The Group welcomes 7.5 million European customers a year.

Pierre & Vacances-Center Parcs Group:

Valérie Lauthier

Tel.: +33 (0)1 58 21 54 61 - Email: valerie.lauthier@groupepvcp.com

Anna Almeida

Tel.: +33 (0)1 58 21 64 29 – Email: anna.almeida@groupepvcp.com