

**PRESS RELEASE**

**PARIS INN GROUP IS ACQUIRING AN OFFICE BUILDING IN CENTRAL PARIS WITH A VIEW TO CONVERTING IT INTO A NEW MAISON ALBAR HOTEL IN 2019**

**Paris, 11 July 2017 - Paris Inn Group has announced the acquisition of an office building on rue du Helder, near the Opéra Garnier, on behalf of Paris Hotel Capital (PHC), Extendam and SECOYA S&A. Paris Inn Group, a company specialised in managing and investing in 4- and 5-star hotels, will be undertaking a large-scale conversion project on this hotel to create its 4th Maison Albar hotel in Paris, in the first half of 2019.**

The future Maison Albar Hotel situated on rue du Helder is comprised of two buildings linked by an inner courtyard. The first building was erected shortly after the French Revolution, with the second being built in 1861 on rue du Helder. However, the site only reached its full splendour in the late 19th century. The building's walls have borne witness to the urbanisation of the Chaussée d'Antin district, which began in the 18th century when the great architects built the private mansions that so superbly characterise **Paris and its unique art of living**.



Over the years, among other things the site has been home to apartments, a draper's shop, a hotel famous for its comfort and refinement, a large Parisian *brasserie*, the Russian bank for foreign trade and finally the association "*Les Congés Spectacles*".

*Charles Baude, engraver,  
"Paris. The new restaurant on rue du Helder:  
view from outside", 1880*

Impressed by the building's character, PHC and its partners are now looking to convert it, giving it back all its original charm and adding a **touch of elegance and mischievousness, offering a new experience of the French art of living**, a distinctive signature of the Maison Albar Hotel brand.

After more than a year's work, this unique establishment will be opening in 2019, conveying Maison Albar Hotel's identity **with around fifty bedrooms, a bar opening out onto an interior garden, a superb leisure area with a 300m<sup>2</sup> spa, a swimming pool and a fitness area**. Each guest will be able to enjoy a **unique, tailored experience** in a high-tech environment, a personal, designer atmosphere and an establishment which has lost none of its character.

*"With Maison Albar Hotel, we aim to lay the foundations for a stylish and unostentatious luxury hotel environment in France and abroad, by proposing a novel hotel concept drawing on my family history, which stretches back over four generations. This future Parisian showcase establishment is only the*

*start of our international expansion, as by 2025 we will be opening around a hundred 5-star hotels under the Maison Albar Hotel brand worldwide” explained **Céline Falco, Vice-President and Founder of the Paris Inn Group.***

This project is a further step in the expansion of the 5-star **Maison Albar Hotel** boutique-hotel brand in France and follows on from the acquisition in June of the iconic Hôtel Impéreur in Nîmes, which is to be converted into a Maison Albar Hotel, with the reopening scheduled for 2019. In March 2017, Maison Albar Hotel scooped the award for “*World’s Best Hotel and Tourism Resort*” at the MIPIM, for the Maison Albar Hotel Paris Céline on rue du Pont Neuf (Paris 1st district), its flagship which opened in December 2016.

*“The purpose of these investments by a well-known hotel group like the Paris Inn Group is to accelerate the expansion of these magnificent hotels, all of which are situated in strategic locations, while at the same time raising the profile of this prestigious brand with international ambitions. Establishments such as the future Maison Albar Hotel on rue du Helder are a chance to showcase French know-how to an international clientele”,* stated Matthieu Dracs, Bertrand Pullès and Denis Vilarinho, who have responsibility for the project at Extendam.

Paris Inn Group, which will be handling the project management aspects, would like to thank its partners participating in this operation:

- Legal and financial advisers: Cabinet Desfilis; Cabinet GIDE, Cabinet Charly Richard, Cabinet CARMYN, Cabinet SINERGYS, Etude Notariale ALLEZ & Associés, Cabinet TAJ;
- Banks: Bpifrance and BNP PARIBAS, assisted by their respective notaries,
- Intermediaries: IMHOTEL
- Acquirers: PHC Group, Extendam, SECOYA S&A (consultant: Claude LI).

**About Paris Inn Group:** *Paris Inn Group is an investor and the manager of 32 4- and 5-star hotels located mainly in Paris. 1,000 employees work on a daily basis to achieve exceptional performance levels: 87% annual occupancy rate in 2016, a RevPAR above its benchmark of 10 to 20% and average GOP totalling 42% of its annual turnover.*

*Through the creation of a Sino-French hotel joint venture, Paris Inn Group and Plateno Group aim to jointly develop 100 five-star hotels under the “Maison Albar Hotel” brand. To date, Paris Inn Group has recorded a business volume of €75M and is aiming to achieve one billion euros by 2030.*

For more information, visit [www.paris-inn-group.com](http://www.paris-inn-group.com)

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