

Bpifrance is supporting the growth of Paris Inn Group, including the faster expansion of its luxury boutique hotel brand, Maison Albar Hotel

Bpifrance has announced an investment of €24.5 million in Paris Inn Group, a specialist in the management of independent 4 and 5-star hotels, including in particular to support it with the expansion of the Maison Albar Hotel brand in France and abroad.

Founded in its current form in 2005, this company chaired by Jean-Bernard and Céline Falco has been present in the Parisian hotel market for four generations. Paris Inn Group is an investor and the manager of 32 4- and 5-star hotels located mainly in Paris, accounting for a total of 2,114 bedrooms and more than 1,000 staff. The group achieved a turnover of €75 million ex tax up to 31 December 2016, with the value of its managed assets exceeding €900 million.

As a manager, investor and owner in the hotel sector, Paris Inn Group's business model is based on managing a portfolio of upmarket hotels, on behalf of third-party hotel owners, institutional investors, and on its own behalf.

Paris Inn Group has developed a new boutique hotel concept under the Maison Albar Hotel brand. This hotel chain passionately combines the know-how developed over several generations by the family of Céline Falco (née Albar) with each location's cultural imprint, to present a new vision of the legendary French *art de vivre*. The brand was established in Paris with three flagship hotels: the Maison Albar Hotel Paris 'Céline', 'Champs Elysées' and 'Diamond'. Maison Albar Hotel proposes 5-star establishments ranging from 50 to 100 bedrooms including a wealth of technology to guarantee a unique, tailored experience. This skilful combination of design, typical French elegance and local cultural heritage has today become the brand's signature. Each Maison Albar Hotel offers its guests a distinctive environment, working with artists, designers, contemporary craftsmen and well-known French families in the tourism industry. Three other establishments are currently in the process of being developed under this new international French luxury brand in Paris, Nice and Nîmes, with a hotel also due to be opened in August in Chengdu (China).

Bpifrance is supporting Paris Inn Group with this ambitious business development project in order to deploy this new Maison Albar Hotel luxury boutique hotel brand more widely abroad, chiefly in Europe. The investment will be paid in two equal instalments, with the first instalment to be paid by the first half of 2018. Announcements of the opening of several new hotels under this brand are expected in 2018 and over the coming years.

Stanislas Panhard and Serge Mesguich, (respectively Investment Manager and Tourism Investment Fund Manager of Bpifrance) explained that: *"By investing in Paris Inn Group, Bpifrance will be working alongside entrepreneurs widely recognised for their expertise and with a company whose leadership credentials are already well-established in France. We are delighted to be supporting Jean-Bernard and Céline Falco and their group with the expansion of the Maison Albar Hotel brand internationally".*

Jean-Bernard and Céline Falco, joint founders of Paris Inn Group, added *"After having both founded the company in 2005, we had already received financing from Bpifrance at the time. This wonderfully supportive partner has never failed us over the last 12 years, and for all types of finance. This latest vote of confidence comes at a major and decisive stage for Paris Inn Group: welcoming Bpifrance, a recognised leader in the financing and tourism field, as a shareholder and a key institutional partner, will provide outstanding opportunities for our group. The coming years will be devoted to finding new investment opportunities in France and above all*



abroad, in order to expand and develop the Maison Albar Hotel brand. Along with the whole management team at Paris Inn Group, we are both delighted to be supported and assisted by all of the teams at Bpifrance as we embark on this ambitious growth programme with the aim of achieving a turnover of 1 billion euros by 2030 at the latest”.

Investors:

Bpifrance Investissement (ETI 2020): José Gonzalo, Stanislas Panhard, Louis Robert, Stanislas de Tymowski, Jamil Mderreg, Sophie Paquin

Bpifrance Investissement (FIT): Serge Mesguich, Delphine Jarnier, Elyssa Maufras du Chatellier

Consultants:

Corporate financial consultant: Carmin Finance (Nicolas Mérindol, Eric Martin)

Corporate legal consultant: Gide (Thomas Urlacher, Laëtitia Lemercier)

Bpifrance legal consultant: Lacourte Raquin Tatar (Serge Tatar, Claudia Wagner, Christophe-Marc Dablon)

Financial, legal, fiscal and social due-diligence: KPMG (Mohamed Macaigne), CJA (Mustapha Oussedrat)

Press contacts:

Bpifrance

Nathalie Police

Tel.: 01.41.79.95.26

nathalie.police@bpifrance.fr

PARIS INN GROUP

Communication manager

Céline Fischer

Tel.: 01.44.70.81.09

celine.fischer@paris-inn.com

About Bpifrance

Bpifrance's equity investments are handled by **Bpifrance Investissement**.

Bpifrance, a subsidiary of Caisse des Dépôts and the French State, is a trusted partner of entrepreneurs which provides companies with credit, collateral and equity financing support from start up through to stock exchange listing. **Bpifrance** also provides guidance services and enhanced support for innovation, external growth and exports, in partnership with Business France.

Bpifrance offers companies ongoing financing solutions for each key stage of their development and a range of products and services adapted to specific regional features. With more than 50 regional offices (90% of decisions are made regionally), Bpifrance offers entrepreneurs a valuable tool to maximise economic competitiveness.

Bpifrance operates in support of the public policies pursued by the French government and the French regions, to meet three objectives:

- Support the growth of businesses;
- Prepare for future competitiveness;
- Contribute to the development of a favourable ecosystem for entrepreneurship.

With **Bpifrance**, companies have a strong and effective local contact to meet all their financial, innovation and investment needs.

Further information: www.bpifrance.fr – Follow us on Twitter: @bpifrance - @BpifrancePresse

About Paris Inn Group

Founded in its current form in 2005, Paris Inn Group is a hotel asset-manager specialising in the development, transformation and management of upmarket hotels, with a total of 32 hotels under management, accounting for more than 2,000 bedrooms and 1,000 staff. Paris Inn Group possesses operational experience in the development of hotel investment projects (preparatory audits and technical assistance), management (operational, financial, tax, IT and human resources management, in addition to handling legal aspects for the various companies managed) and finally the marketing of nights at the hotels on behalf of its clients (Yield / Revenue Management, online marketing, SEO listing, etc.).