

PRESS RELEASE

**PARIS INN GROUP AND ETERNAM ANNOUNCE THE CREATION
OF A NEW CLUB DEAL MADE UP OF PRIVATE INVESTORS**

Paris, 15 December 2015 - Paris Inn Group, the hotel investment and asset management expert, and Eternam, the Cyrus group subsidiary that advises major property investors, announce the creation of a new Club Deal made up of private investors.

For the purposes of the arrangement, Paris Inn Group and Eternam raised €8.2 million from this category of investors to support the outright acquisition of a hotel asset. The company created has acquired the 4-star Best Western Premier 61 Paris Nation Hotel, which has 48 rooms. The property had been owned by Pramerica Real Estate and Paris Inn Group since 2011.



©Luc Boegly



©Franck Berthet

Located in the 12th arrondissement of Paris, this elegant 4-star boutique hotel with its "retro chic" décor represents significant value creation potential. With the place de la Nation and the Porte de Vincennes on its doorstep and situated just a stone's throw from Tramways T3a and T3b, as well as RER express line A and metro line 1, the hotel was given a complete makeover during a renovation programme that was completed in March 2013.

With this deal, Paris Inn Group and Eternam are providing new investors with a unique opportunity to gain access to the very closed Paris hotel industry milieu.

The investor group has decided to hand the management of this hotel to Paris Inn Group, a genuine measure of the trust placed in Paris' leading hotel management operator.

Contributors to the sale :

Buyers :

- Paul Hastings : David Lacaze, Isabelle Augais-Mariani
- Francis Lefebvre : Luc Jaillais, Florian Burnat, Sophie Delplancke
- RBA : Soly Benzaquen
- Deloitte : Philippe Gauguier, Julien Guittet
- Moreau Expertise : Colin Chaillou

Vendors :

- Bpifrance : Pedro Novo, Hortense de Blignières
- Crédit du Nord : Alain Fosse, Edwige Perron, Clémence de Sauveboeuf
- Le cabinet JTBB : Jean-Marie Job , Benoit Amiel
- Carmyn : Didier Hassan, Enguerrand Boissonnet
- Octopus-Expertise : Stéphane Belin

Press contact :

Magali de Brie - Head Communication

+33 1 44 70 81 09 | magali.debrie@paris-inn.com

96, bd Haussmann 75008 Paris - France

About Paris Inn Group :

Paris Inn Group owns and manages 29 four- and five-star hotels, mostly located in Paris. It employs 700 people dedicated to helping the group achieve an outstanding level of performance (95% annual occupancy rate), a RevPAR above its benchmark of 15 to 25% and average gross operating income of 50% of annual turnover. In 2014, Paris Inn Group created the first Sino-French hotel sector joint venture with China's biggest operator, Plateno Group. The partners' aim is to establish 200 five-star hotels together under the "Maison Albar" brand. Paris Inn Group has a current annual turnover of €81.4 million and is targeting €1 billion in 2025.

More information on www.paris-inn-group.com