

GUILLAUME MERMET APPOINTED HEAD OF OPERATIONS AT PARIS INN GROUP

Paris, 1 December 2015 - Paris Inn Group, the hotel investment and asset management experts, announces the appointment of Guillaume Mermet as Head of Operations. Previously Head of Operations for Southern France with The Ascott Limited Group, Guillaume Mermet took up his new role with Paris Inn Group on 1 July 2015.



Guillaume joins Paris Inn Group as Head of Operations, a position that comes with a seat on the Management Committee.

As head of the Operations Department, he has 29 Paris Inn Group hotel managers reporting to him and plays an active role in the group's development and transition into the premium segment.

Since graduating from the *Institut Vatel* (School of Hotel and Tourism Management) in 1996, Guillaume has acquired 18 years of experience in the luxury hotel sector and working for international chains. In 1997, he began his career in Lutetia's sales teams before moving onto the Marriott Champs-Élysées. He then spent 7 years with the Louvre Hotels Group as Regional Manager covering French and European markets, before joining The Ascott Limited as Head of Operations for the Rhône-Alpes region and then Southern France.

In 2015, Paris Inn Group enjoyed significant growth, with the opening of the Best Western Premier Opéra Liège in November - the group's second 5-star hotel - and the scheduled opening in early December of the Best Western Premier Kapital Opéra, a new 4-star hotel. In 2016, Paris Inn Group will continue to expand, with the extension of the Best Western Premier Opéra Diamond and its transition to 5-star status, the opening of a fourth 5-star hotel on the rue du Pont-Neuf and the development of the French-Chinese brand of 5-star boutique-hotels, Maison Albar... Enshrining hotel expertise dating back several generations, these establishments will offer the very best in premium contemporary hotel services and will perfectly complement Paris Inn Group's development policy hinged around the management of 4- and 5-star hotels.

Guillaume will be overseeing and supporting all of these projects and many more as he focuses on ensuring customers receive an impeccable level of service in all of the group's hotels.

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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