

SÉVERINE BUFFARD APPOINTED DEPUTY CEO OF PARIS INN GROUP

Paris, 3 June 2015 - Paris Inn Group, the hotel investment and asset management experts, announces the appointment of Séverine Buffard to the post of deputy CEO. Previously the Europe Zone Marketing Manager for the Accor Group's Pullman Hotels and Resorts brand, Séverine Buffard took up her new post at Paris Inn Group on 20 April 2015.



Séverine Buffard joins Paris Inn Group, the hotel investment and asset management experts, as Deputy CEO.

Discussing the appointment, Grégory Pourrin, Paris Inn Group's CEO said: "The arrival of Séverine Buffard represents an important step in the acceleration of our growth. Her multi-business experience, passion for the hotel industry and enthusiasm will play a crucial role in enabling us to pursue our development while maintaining a focus on our core business."

Séverine Buffard, 36, is a graduate of the EM Lyon Business School and holds a specialist post-graduate diploma in hotel management from the Sorbonne.

Séverine had served her entire career to date with Accor where she occupied a number of posts. She started out in 2002 in Human Resources before moving on to the operations side of several high-capacity Ibis, Mercure and All Seasons establishments. In 2010, she was appointed Marketing Manager France for the Pullman Hotels and Resorts brand and took charge of the Europe zone in 2013. While in the role, she oversaw the repositioning of the brand, its digital transformation and its development, with the opening of several European countries and the renovation of the Pullman hotels in Paris.

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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