

**PARIS INN GROUP PARTNERS WITH PLATENO HOTELS GROUP
AND CREATES THE 1ST FRANCO-CHINESE LUXURY HOTEL BRAND**

Paris, 20th October 2014

On the eve of its 10th anniversary, Paris Inn Group writes a new chapter of its history by expanding internationally, partnering with Plateno Hotels Group, one of China's leading hospitality group, and launching the first franco-chinese luxury hotel brand : Albar Hotel Collection.

Advised, on the PLATENO HOTELS GROUP side, by the consulting firm OCA ASIA (Claude Li, Mikaël Ouaniche) and by the law firm LATHAM & WATKINS (Hon C. Ng), and on the PARIS INN GROUP side, by the financial advisory firm PRAMEX (Catherine Song), Desfilis & MacGowan (Frédéric Pinet), JTBB Avocats (Jean-Marie Job), UBI France (Bertrand Quevremont), HSBC (Eric Frey) and BPI France (Pedro Novo and Hortense de Blignières) for export finance advisory, Albar Hotel Collection was born October 15th, 2014 from the cooperation between PARIS INN GROUP and PLATENO HOTELS GROUP, the first Sino-French hotel joint-venture in the world.

It aims to develop a high-end boutique-hotel brand worldwide (5-star) that provides an authentic French lifestyle experience, relying on the strength, the experience and the remarkable story of its Chinese partner, one of China's leading hotel group with 3000 hotels in 300 cities on the one hand, and on the quality, the know-how, the French elegance and the acknowledged results that characterize its second shareholder, PARIS INN GROUP, on the other hand.

Highly innovative and focusing on outstanding services and guest satisfaction levels, the brand will be inspired by the Champs Elysees Mac Mahon, 5-star boutique-hotel located at the foot of the Arc de Triomphe, which is the first, «flagship» hotel, of the new collection.

The newly-created JV targets to open 50 hotels in China and 20 foreign hotels by 2020, and 200 hotels in the world by 2025.

More informations :

<http://www.albarhotelcollection.com>
<http://www.paris-inn-group.com>
<http://www.platenohotelsgroup.com>
<http://www.oca-audit.com>
<http://www.lw.com>
<http://www.pramex.com>
<http://www.desfilismcgowan.com>
<http://www.itbb.com/>
<https://www.hsbc.fr/1/2/hsbc-france/professionnels>
<http://www.bpifrance.fr/>



About Paris Inn Group :

Paris Inn Group is an investor and asset manager specializing in the Paris hotel sector. The company is run by Jean-Bernard and Céline Falco and has its origins in a family business spanning four generations. Set up in its current form in 2005, Paris Inn now manages 31 hotels of which one 5-star hotel, twenty-five 4-star hotels and five 3-star hotels, with a total of 1,894 rooms and 700 employees. As at 31 December 2013, the company's annual consolidated turnover reached €81.5 million.

About Plateno Hotels Group :

Plateno Hotels Group is China's leading world-class hotel group, renown for its largest hotel brand "7 Days Inn" and was established by Alex Zheng with the contribution of renown angel investor He Bo Quan, the global alternative asset management company The Carlyle Group, Sequoia Capital and Actis.

Currently, Plateno Hotels Group has many distinct hotel brands totaling up to approximately 3000 properties and more than 80 million members. It has become the nation's largest hotel group with largest number of brands, hotel properties and members. The group covers over 300 cities in China and aggressively expanded to South-East Asia and other overseas markets.

Contact :

*Nellie Jeannin – Head of Communication
Tel. +33 1 44 70 81 09 / nellie.jeannin@paris-inn.com
96, bd Haussmann 75008 Paris – France*