

PARIS INN GROUP MAKES A COMMITMENT TO START-UPS AND LAUNCHES THE PARIS INNOVATION TROPHY

Paris, April 4, 2016 – As an essential source of competitiveness, innovation is at the heart of Paris Inn Group’s strategy. This is the reason behind the April 4, 2016 launch of the Paris InnOvation Trophy, a competition to find the most innovative start-ups in the hospitality and tourism sector. The winners shall be provided with premises in a specially arranged co-working space at the head office of Paris Inn Group, boulevard Haussmann. With the special support of business line experts throughout the project, the young entrepreneurs will test their concept in real conditions in Paris Inn Group’s 32 hotels.



Since it was founded eleven years ago, Paris Inn Group has been driven by a spirit of entrepreneurship and innovation. This is why in 2016 the group decided to give start-ups a boost by committing to young enterprises to foster their success. In order to realise this project, Paris Inn Group launched the Paris InnOvation Trophy on April 4, 2016. The aim of the competition is to identify young, innovative companies, and provide them with special support to foster their development, by giving them the ideal conditions to accelerate the deployment of their solution.

The call for candidates applies to enterprises set up under two years ago or currently being created, whose offer could be tried out on the ground directly within the hotels of Paris Inn Group.

This call is open until May 20, 2016. The call for candidates and the list of items to be supplied to apply can be found on the website of the Paris Inn Group: www.paris-inn-group.com.

The shortlisted proposals will be presented between May and June 2016 to a jury composed of members of the executive committee of Paris Inn Group and close partners who are experts in innovation, entrepreneurs and investors specialising in the hotel sector.

The start-ups selected will be hosted at the headquarters of Paris Inn Group for a duration of from 6 months to 2 years. They shall be able to avail themselves free of charge of a preferential environment combining a whole series of top-of-the-range services: fully-equipped offices in the

heart of the 8th arrondissement of Paris, support tailored to their needs from the experienced, multi-disciplinary teams of Paris Inn Group (entrepreneurship, finance, legal, web marketing, communication, hotel directors, etc.) and preferential access to the Paris Inn Group's network comprising a community of bankers, lawyers, hedge funds, experts in the creation of companies and suppliers.

Lastly, these young, innovative companies will work on concrete application scenarios and implement pilot schemes in the group's 32 hotels. Ultra-privileged conditions for testing the projects in vivo prior to market launch.

Through this incubator programme, Paris Inn Group aims to build new, innovative offers with these start-ups that will add real value for the end customer.

To enter the Paris InnOvation Trophy competition:

- Download the application file from www.paris-inn-group.com
- Deadline for project submission: 20 May 2016

Press contact:

Magali de Brie - Communication Manager Paris Inn Group
+33 1 44 70 81 09 | magali.debrie@paris-inn.com
96, bd Haussmann 75008 Paris - France

About Paris Inn Group

Paris Inn Group is both investor and operator of 32 **** and***** hotels, situated for the most part in Paris. It employs 1000 people dedicated to helping the group achieve an outstanding level of performance (92% annual occupancy rate), a RevPAR above its benchmark of 15 to 25% and an 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 150 five-star hotels together under the "Maison Albar" brand. Paris Inn Group currently has an annual turnover of €80m. More information on www.paris-inn-group.com