

Paris, April 11, 2016

Concession Areas: Elior Group's new brand dedicated to travel catering

Elior Group has launched Areas, its international concession catering brand. Global number three in travel catering, Areas is market leader in France and Spain and operates in 12 European markets, as well as in the United States and in Latin America. Every day, Areas caters for some 900,000 travelers via its 2,200 points of sale.

Areas' goal is to transform consumer hubs into modern, convivial venues where travelers can make good use of their break times in a warm, friendly environment. With the broadest portfolio of concept and brands on the market (150 brands), Areas offers a wide range of customized and appetizing catering solutions designed to cater to the needs and tastes of travelers in railway stations, international airports, and motorway service plazas. Areas places the consumer at the heart of its strategy, and makes customer satisfaction a top priority for its 22,000 employees.

Areas distinguishes itself from its competitors thanks to its unique expertise in setting up *food halls*; customized structures designed to reinvent the consumer experience in transportation hubs by offering innovative catering solutions. Areas explores new concepts, markets international brands and develops catering applications offering a seamless consumer experience.

Areas' brand identity, like that of Elior Group, was designed by the Marcel agency (Publicis Group); the company motto, « *Savor your way* » underscores Areas' desire to offer customers the perfect blend of ingredients to ensure they savor their trip, and thus transform the consumer hub into a modern, convivial area of transit.

Discover areas.com, Areas' new website.

About Elior Group

Founded in 1991, Elior Group has grown into one of the world's leading operators in the catering and support services industry, and is now a benchmark player in the business & industry, education, healthcare, and travel markets.

In FY 2014-2015, it generated €5,674million in revenue through 18,600 restaurants and points of sale in 13 countries. Our 108,000 employees serve 4 million customers on a daily basis, taking genuine care of each and every one by providing personalized catering and service solutions to ensure an innovative customer experience.

We place particular importance on corporate social responsibility and have been a member of the United Nations Global Compact since 2004. The professional excellence of our teams, as well as their unwavering commitment to quality and innovation and to providing best-in-class service is embodied in our corporate motto: "Time savored".

For further information: <http://www.eliorgroup.com> Elior on Twitter: @Elior_Group

About Areas

Areas is one of the global leaders in the travel catering and retail industry, generating €1.679 billion in revenue in 2015. A global brand of Elior Group, Areas welcomes 330 million customers each year in 2,200 restaurants and points of sale in 12 countries, throughout Europe as well as in the USA, Mexico and Chile.

As the caterer of choice in the travel and leisure markets, focusing on quality for 45 years, Areas is present in transportation hubs large and small across the world (airports, train stations, motorway service plazas), as well as in exhibition centers and leisure parks.

Building upon a culture of operational excellence, Areas draws on its in-depth understanding of travelers' needs and the most extensive range of catering concepts on the market to offer the perfect blend of ingredients for each of its 900,000 daily customers to savor.

For further information: <http://www.areas.com> Areas on Twitter @Areas / @Areas_FR / @Areas_ES

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