

PRESS RELEASE

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International Development
Areas opens RETREAT brand point of sale at Copenhagen Airport

Areas, the international travel catering brand of Elior Group, has teamed up with the RETREAT brand to offer a new culinary concept at Copenhagen Airport (CPH), which, for the second year running, was voted Best Airport in the World in 2016 for its catering services. With this new local catering chain, inspired by Real Food Fast, Areas is helping Copenhagen Airport achieve its goal to create unique culinary experiences to suit the tastes of Danish and international travelers.

Since the gastronomy of Copenhagen has largely contributed to Denmark's international reputation, Copenhagen Airport aims to reflect this specific savoir-faire by offering travelers a unique catering experience. For 60% of CPH's customers, catering is a priority when traveling: they look for a wide variety of both local and international brands, as well as high quality, reasonably priced food and, above all, innovative catering offers.

To meet passengers' expectations, CPH called on Areas, a longstanding expert in travel catering and partner of the biggest international airports, to design customized catering offers.

By introducing the RETREAT brand at Copenhagen Airport, Areas has demonstrated its ability to discover and attract brands whose offerings are in keeping with the latest culinary trends in travel venues. Set up in 2014, RETREAT is a Danish catering chain, with six Copenhagen-based restaurants providing home-made, bio, vegan, healthy and tasty food for all seasons.

Jesper Lehman, the founder of the brand stated: *"The opening of a Retreat sales outlet at CPH is a major step for the development of our brand. Indeed, this is our first experience in the travel sector and it's a real challenge. At CPH, we can welcome, serve and promote our culinary innovations to over 1000 customers a day"*.

Lise Ryevad, Copenhagen Airport Director of Airport Sales added: *"We know that around 60% of people appreciate good food experiences when travelling, and there's high demand for healthy alternatives. RETREAT is good food, simple as that – high quality at a fair price from a strong Danish brand. RETREAT is fully in keeping with our ambition to give travellers 'a taste of Copenhagen' as they pass through Copenhagen Airport."*

Alexandre de Palmas, General Manager of Areas in France and Northern Europe stated: *"RETREAT is an obvious choice for Copenhagen Airport. The brand meets the expectations of travelers in search of 'local culinary heroes'. We are proud to export our savoir-faire to CPH, one of the world's most prestigious airports, and to underscore our expansion strategy in the Nordic countries"*.

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#TimeSavored

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#SavorYourWay

About CPH

Copenhagen Airport is the Nordic region's largest airport. In 2016, more than 29 million people passed through the airport on one of its 165 direct international routes, of which 36 are to destinations outside Europe. The airport is currently undergoing a DKK 20 billion expansion to create capacity for 40 million passengers a year.

About Areas

Areas is one of the global leaders in the travel catering and retail industry, generating €1.668 billion in revenue in 2016. A global brand of Elior Group, Areas welcomes 330 million customers each year in 2,000 restaurants and points of sale in 13 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](#)

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. Now operating in 15 countries, the Group generated €5,896 million in revenue through 23,000 restaurants and points of sale in FY 2015-2016. Our 120,000 employees serve 4.4 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 please visit our website: <http://www.eliorgroup.com> or follow us on Twitter: [@Elior_Group](#)

Press contacts

Anne-Isabelle Gros : anne-isabelle.gros@eliorgroup.com / 01 1 71 06 70 58

Anne-Laure Sanguinetti – anne-laure.sanguinetti@eliorgroup.com / +33 (0)1 71 06 70 57

Investors contact

Marie de Scorbiac – marie.descorbiac@eliorgroup.com / +33 (0) 1 71 06 70 13