

Paris, May 16, 2017

Paris 2024 #2024secondes¹: Elior Group's challenge to the French for their well-being

To support the Paris 2024 Olympics and Paralympics bid, Elior Group launches, from May 15 until June 30, the #2024secondes challenge via the Objectif Paris 2024 app². During their lunch, snack or dinner break, Elior Group invites the French to savor a culinary/sports experience to enhance their well-being, and is issuing them a sports challenge of #2024secondes (roughly 34 minutes) with the possibility of winning a meal at the fine restaurant Ciel de Paris³.

Last December, Elior Group, official partner of Paris 2024, launched a campaign inviting the French to take a culinary/sports break of at least #2024secondes a day. Based on a market research study carried out by KANTAR TNS revealing that for the French, well-being is a combination of healthy eating and exercise (neatly summed up by the equation, "fork + sneakers = well-being"), Elior Group is encouraging people in France to set aside at least 2,024 seconds a day for their well-being. Indeed, the longer people spend over their meals and the more exercise they do, the better it is for their well-being.

"Within the framework of this partnership, we are in charge of the sports, nutrition and well-being theme. With the #2024secondes challenge, our aim is to accompany the French during their break by offering them the opportunity to savor a culinary experience and some form of physical activity, and to let them gauge and share their level of well-being on the dedicated website, 2024secondes.eliorgroup.com," explained Frédéric Fougerat, Elior Group Vice-President Communications.

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](https://twitter.com/Elior_Group)

Press contacts

Inès Perrier – ines.perrier@eliorgroup.com / +33 (0) 1 71 06 70 60
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

¹ This hashtag will only be used on the French-speaking web

² With the Objectif Paris 2024 app, which can be downloaded for free from the App Store (iOS) and Google play (Android), everybody can become an ambassador for Paris 2024; all you need to do is take up the first challenge. Once configured the Objectif Paris 2024 app syncs with sports apps and calculates the number of kilometers run. After having reached the 5 km threshold, new ambassadors can then take up another Paris-2024 partner challenge, including #2024secondes of well-being proposed by Elior Group.

³ The Group's gastronomic restaurant at the top of Tour Montparnasse