



PRESS RELEASE

Paris, June 15, 2017

Strategy  
Elior Group breaks into the SMEs market and launches  
the first connected restaurant: The Living Room

Elior Group has made contract catering accessible to employees of small and medium-sized companies (SMEs) with the creation of the first-ever connected restaurant: The Living Room. Until now reserved for large companies, access to contract catering services is being opened up to companies with at least 10 employees who, via The Living Room, will now be able to enjoy real business and industry catering offerings. In France, there are 140,000 companies with a staff of 10 to 250 employees; a market estimated at €7bn, of which €5.5bn in luncheon vouchers.

For Elior Group Chairman and CEO Philippe Salle, "*the lunch break has become a reputation challenge for employers. To break through the current paradigm that excludes SMEs from contract catering, we needed an agile partner with an innovative project and driven by the same ambition to promote widespread access to contract catering. Together, we developed The Living Room, a start-up designed to meet our growth challenges.*"

**The Living Room gives SME employees access to contract catering**

- A restaurant connected to a network of 1,200 Elior kitchens in France
- Meals cooked by Group chefs can be ordered online and delivered within 30 minutes
- Average price for employees comes out at around €4 per meal after company participation

Thanks to digitalization, The Living Room breaks down the frontiers of contract catering to offer all companies with at least 10 employees the first catering alternative to luncheon vouchers.

With The Living Room, Elior Group is looking to meet the growing demand from SMEs seeking to benefit from the advantages of contract catering: providing healthy and quality meals that are prepared everyday by Group chefs at reasonable prices and can be consumed on-site in a more convivial setting, and which offer interesting tax breaks and a real reputation and talent-recruitment advantage for employers.

To develop The Living Room as a small and medium-sized company catering offering, Elior Group used digitalization, last-mile logistics, connected object, online payment, etc.

For Nicolas Wertans, CEO of Elior France, "*Elior, the contract caterer of choice in France, has thrown open the doors to the company restaurant. For the first time, thanks to The Living Room, employees of small and medium-sized companies will have access to the very best in culinary innovation. As such, Elior draws on the expertise of our teams which underpins our service of excellence and the power of our network across the country to transform break-time into a moment of well-being and conviviality for our guests.*"



Companies benefiting from The Living Room's connected restaurant offering will have access to morning-to-evening catering solutions; from breakfast solutions to take-out dinners.

- Employees can place their orders online or select directly from their on-site connected restaurants;
- Meals prepared in the nearest Elior restaurant are delivered within 30 minutes;
- Guests receive their meals every day in reusable lunchboxes, which reduces waste production;
- The Living Room also offers daily, after-lunch kitchen cleaning services.

The Living Room's connected restaurant also meets employers' legal obligations to provide catering facilities for companies with more than 25 employees.

Mikael Outmezguine, Managing Director of The Living Room, declared: *"I am very proud to have made contract catering accessible to employees of small and medium-sized companies. Together with Elior Group, we have created a connected catering model that makes healthy eating not only a right but a reality for employees in France. Digitalization has dramatically transformed numerous sectors in the past years. Launching a digital innovation that serves companies and their employees is a tremendous challenge. I am determined to work with all of the Group's teams to develop this new service which is set to revolutionize corporate catering."*

For more information: [www.thelivingroom.fr](http://www.thelivingroom.fr) (in French)

---

#### 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, and we reached the GC Advanced level in 2015. 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](mailto:ines.perrier@eliorgroup.com) / +33 (0)1 71 06 70 60  
Anne-Laure Sanguinetti – [anne-laure.sanguinetti@eliorgroup.com](mailto:anne-laure.sanguinetti@eliorgroup.com) / +33 (0)1 71 06 70 57

#### Investors contact

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

[eliorgroup.com](http://eliorgroup.com)

[@Elior\\_Group](https://twitter.com/Elior_Group)

[#TimeSavored](https://twitter.com/TimeSavored)

[@Elior\\_France](https://twitter.com/Elior_France)

[@thelivingroomfr](https://twitter.com/thelivingroomfr)