

## PRESS RELEASE

Paris, September 11, 2017

Innovation  
Elior Group strengthen its partnership with Awadac  
to step up digitalization of its restaurants

Elior Group announces that it has acquired a stake in Awadac, specialized in digital solutions and connected furniture designed for restaurants. Six months after Awadac's digital tables were successfully deployed in the Agora brasserie in the Montpellier Saint-Roch railway station, Elior Group and Awadac have decided to strengthen their partnership in a bid to achieve their common goal to reinvent catering.

Within the framework of its culinary and technological innovation strategy, entitled Life4 (Let's Imagine Future Experiences), Elior Group seeks out and promotes forward-looking projects with the potential of becoming innovations that could impact catering jobs and the catering experience of its guests. As such, Elior Group provides support to start-ups by enabling them to try out their innovations in its restaurants and measure their feasibility on a large scale.

With Awadac's connected tables, travelers can consult menus in several languages, acquire information on food properties (allergen content, etc.), place orders, call for waiter/waitress service, assess service quality, consult train times and even access fun applications for their children. By digitalizing the catering chain, the connected table bridges the gap between client and kitchen, and provides reassurance for travelers on the move who can consequently manage their time.

Within the scope of six months, the Awadac solution has proved itself worthy with average growth of 20% in connected-table meal sales over the period. Client acceptance was immediate and Elior Group employees were won over by enhanced organizational fluidity and optimized waiting times enabling catering staff to focus more on delivering a service of quality.

Elior Group Chairman and CEO, Philippe Salle stated: *"By joining forces with Awadac, we are looking to reinvent, and move with changing trends in our business, and to adapt our offerings to meet new needs. With the connected table, we are able to reassure our clients by enabling them to optimize their time and to offer a service of quality."*

The partnership between Elior Group and Awadac will give rise to new innovative projects, both in the travel and leisure, and the collective catering segments.

Founder of Awadac, Jérôme Gauchet, stated: *"This fund-raising operation will enable us to strengthen our operational teams and pursue the ambitious objectives laid down in our road map. For us, Elior Group seemed the obvious choice since we were looking to shape the future of the catering industry with a major global player so that we could be more in touch with needs on the ground".*

Awadac is looking to help transform consumer usages by designing the offering, as well as innovative tableside payment methods and a predictability program making it possible to adjust the offering and stocks, and to offer clients more appropriate and attractive menus. Jérôme Gauchet went on to say, *"Our goal is to meet the increasingly stringent demands of our clients while facilitating the everyday needs of caterers and their teams."*

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

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#TimeSavored

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#SavorYourWay

#### **About Awadac**

Awadac specializes in digital solutions for the catering and hotel industries. Incubated within the Business Innovation Center (BIC) in Montpellier (the 4th ranking global incubator) and with a staff of 18 employees, the firm develops business software solutions designed to manage sensitive areas (queuing, placing orders and payment), enhance offerings (offer design, trade marketing and suggestions, etc.) and compile strategic data to optimize point-of-sale management (assortment, HR, stocks). Concretely, the Awadac solution comprises a range of customized digital furniture (digital tables, mobile and pad solutions and touch terminals), as well as installation and maintenance services provided throughout the duration of the contract.

For further information: [awadac.com](http://awadac.com)

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#### **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)

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