

Paris La Défense, February 05, 2025

Elior Group Unveils a New Brand Identity to Better Reflect Its Global Strategy

Less than two years after the merger that created an international leader in contract catering and multi-services, Elior Group has introduced a new logo to enhance visibility for its clients, partners, and employees. The bison, a symbol of strength, endurance, and teamwork, now serves as the emblem of Elior Group, Derichebourg Multiservices, and Elior both in France and internationally. This choice reflects Elior Group's commitment to unifying its various entities under a shared and cohesive symbol.

This new visual identity marks a significant milestone in the Group's evolution, illustrating its intent to strengthen the complementarity among its different divisions. The new logo embodies the ambition shared by all Elior Group teams and subsidiaries: to better serve clients by offering tailored and complementary services. This unified identity will help the Group's partners and clients better understand the wide range of services available and highlight the potential synergies for each client. For employees, the logo also symbolizes the dynamic career paths they can develop throughout their journey with the company.

"With this new shared logo for Elior Group, Elior, and Derichebourg Multiservices, we are asserting our leadership position. The choice of the bison is a powerful symbol that unites our 133,000 employees, who are dedicated every day to sustainably serving our clients. Bringing together so much talent under a single emblem sends a strong message: many career opportunities can be pursued across our subsidiaries. The space for growth is there to be seized and shaped by everyone within the Group," said Boris Derichebourg, CEO of Elior France and President of Derichebourg Multiservices.

About Elior Group

Founded in 1991, Elior group is a world leader in contract catering and multiservices, and a benchmark player in the business & industry, local authority, education and health & welfare markets. With strong positions in eleven countries, the Group generated €6.053 million in pro forma revenue in fiscal year 2023-2024. Our 133,000 employees cater for 3.2 million people every day at 20,200 restaurants and points of sale on three continents.

The Group's business models is built on both innovation and social responsibility. Elior Group has been a member of the United Nations Global Compact since 2004, reaching advanced in 2015.

To find out more, visit www.eliorgroup.com / Follow Elior Group on Twitter: @Elior_Group

Media relations: press@eliorgroup.com / +33 6 21 47 88 69