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Innovation
Elior Group chooses Instagram
to launch its 2015 Activity Report

Innovative approach for a listed company: Elior Group has launched its 2014-15 Activity Report on Instagram, and is promoting it on other social networks, before bringing out the printed version for the forthcoming Shareholder's General Meeting on March 11.

The Activity Report is a compulsory corporate publication that presents data and information about the company and which is prepared for analysts, investors and shareholders in particular.

Elior Group has adopted an innovative approach for its 2015 Activity Report by opening with an overview of feedback given by six web influencers in the form of photos and hash tags on the #TimeSavored customer experience.

Before presenting the Group's corporate figures and activities, Elior Group opted, this year, to give carte blanche to six instagrammers (three women and three men) to share their views on six of the Group's global catering offerings marketed in France, Italy, Spain, the UK and the US.

For Group Chairman, Philippe Salle, *"Innovation, and digital transformation in particular, is one of our top strategic priorities. We need to take action across the entire digital spectrum and innovate at every level, particularly in terms of customer relations"*.

"Launching an activity report on Instagram is not just a gimmicky marketing trick. In an increasingly digital world where consumers are relying more and more on smart-phone notifications for access to information, Instagram has become a fully-fledged social-media marketing tool. Going digital offers new ways for us to present the Group, communicate information and enhance our brand image", declared Frédéric Fougerat, Group Vice-President Communications.

[Download the Activity Report in PDF](#)

[Discover Elior Group as seen by 6 instagrammers](#)

[Discover the Annual Report's web site](#)

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. In FY 2014-2015, it generated €5,674million in revenue through 18,600 restaurants and points of sale in 13 countries. Our 108,000 employees serve 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 (www.eliorgroup.com) or follow us on Twitter (@Elior_Group).

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