

PRESS RELEASE

Paris, February 1, 2017

Areas teams up with Awadac to deploy its first connected tables at the Montpellier Saint-Roch railway station

Areas, the global concession catering brand of Elior Group, has teamed up with Awadac, a start-up specialized in connected furniture solutions, to deploy digital tables in its restaurants. Areas has been testing a pilot version of the solution in the Agora brasserie in the Montpellier Saint-Roch railway station since January 16, 2017.

Developed by Montpellier-based start-up Awadac, these connected tables meet Area's needs in terms of providing travelers with an innovative experience via access to an interactive digital tool that is reliable, rapid, informational and recreational.

In demanding and highly-frequented travel venues where speed of service is of the essence, digital solutions serve to optimize service flows and reassure customers by giving them the means to manage their time.

With Awadac's screen-integrated restaurant furniture, consumers can consult menus in several languages, acquire information on food properties (allergen content, etc.), call for waiter/waitress service, assess service quality, consult train times and even access fun applications for their children.

Also designed to meet the operational needs of caterers, Awadac smart tables are integrated in the restaurant's IT system and allow for real-time order management. The connected table is an efficient decision-making tool that optimizes waiting time for catering staff and, as such, enhances service quality.

CEO of Areas of France and Northern Europe Alexandre de Palmas stated: *"With the smart table we can offer travelers new experiences that facilitate their travels and meet their specific needs. Our partnership with Awadac is in line with Elior Group's innovation strategy to offer start-up partners a playing field so that they can contribute to the development of an ecosystem that will benefit all catering activities."*

Awadac's solution is an integrated offering, whereby the start-up determines the scope (number of tables, expected results, etc.) and customer paths, involves and trains staff, and defines, in conjunction with the caterer, the type of furniture. The system is scalable and can be developed to match customer needs.

Founding chairman of Awadac Jérôme Gauchet added: *"We are proud to be working with Areas to install our solution in a railway station which is a heavy traffic venue with a strong focus on service. The confidence we place in Areas underscores the work we have carried out over the past two years with caterers and consumers to come up with a product that perfectly meets market needs"*.

About Awadac

Awadac specializes in digital solutions for the catering industry. The firm, which comprises nine associates, develops high-end products both in terms of design and application ergonomics and also provides installation and maintenance services. Incubated at the Business Innovation Center of Montpellier (the 4th ranking global incubator), Awadac has developed a unique integrated "in store" solution dedicated to the sit-down catering segment.

About Areas

Areas is one of the global leaders in the travel catering and retail industry, generating €1.668 billion in revenue in 2016. A global brand of Elior Group, Areas welcomes 330 million customers each year in 2,000 restaurants and points of sale in 13 countries, throughout Europe as well as in the USA, Mexico and Chile. As the caterer of choice in the travel and leisure markets, focusing on quality for 45 years, Areas is present in transportation hubs large and small across the world (airports, train stations, motorway service plazas), as well as in exhibition centers and leisure parks. Building upon a culture of operational excellence, Areas draws on its in-depth understanding of travelers' needs and the most extensive range of catering concepts on the market to offer the perfect blend of ingredients for each of its 900,000 daily customers to savor.

For further information: <http://www.areas.com> Areas on Twitter [@Areas](#) / [@Areas_FR](#) / [@Areas_ES](#)

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](#)

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