



**PRESS KIT
2010**





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About the group

ResidHotel has been created in 1992, by a private familial group, managing self-catering residences and resorts.

Among its shareholders : NAXICAP PARTNERS, Natixis Private Equity subsidiary.

Key figures

ResidHotel manages and markets 32 self-catering residences and aparthotels, of which more than 30 % are less than 3 years old.

Turnover distribution:

- ✓ 35 % Tour Operators / Groups / GDS
- ✓ 35 % Individual customers
(call center / web / direct booking on residences)
- ✓ 15 % Business travelers / corporate
- ✓ 15 % Works councils and local collectivities

Number of beds : 2 500 beds in 2003
10 400 beds by end 2009

* based on 2008 statistics and figures

Localization of ResidHotel residences



ResidHotel Philosophy

ResidHotel, a french company in which the human dimension is of prime importance

ResidHotel is a **french group of self-catering residences and resorts**, which propose rental stays on several destinations : **seaside, mountain, city and countryside.**

Spending holidays in self catering apartments above all offers serious savings. Going on holiday with the family or travelling with friends, renting an apartment works out less expensive than rooms in a hotel. Making one's own meals is also an advantage, especially when the children are small and don't enjoy going out to a restaurant.

Accordingly each apartment is fully equipped: fridge, electric stove top, oven, electric coffee maker and most of them have dishwasher...

The residences make it a point of honour to **welcome holidaymakers like friends.** Attentive and smiling, always on hand to give information on suggested activities... it is the aim of the manager of every residence to make the holiday as pleasant an experience as possible.

Quality of service : doing our best to please our guests

This aim is not confined to the residence itself : ResidHotel propose several services to facilitate the stay of its guests. For example, most of the residences are equipped with **private car parks** (some of them being covered), and half of the residences propose swimming-pool (outdoor or covered) with free access.

In our apart'hotels, business travelers or holiday makers will have access to various services : internet connexion, luggage room, breakfast, reception opened 7 days a week, laundry/dry cleaning, ...

On most of our destinations, thanks to partnerships with the local tourist organisations and leisure associations, our customers can enjoy **negociated prices for their sporting or cultural activities (for ex. golf in Avignon or Evian Master Golf, spa/thermal cares in Digne les Bains, Evian les Bains, Aix les Bains).**



The excellent value for money:

Whatever the budget and the type of holidays one looks for, ResidHotel can propose various destinations, with different accommodation types.

Apartments can accommodate from 2 to 12 persons, and are equipped to ensure an optimal comfort.

Moreover, the family budget will not be strained by unforeseen extra costs: ResidHotel residences have **bed linen and television included in the price, as well as free access to the swimming pool** (when residence is equipped).

Special offers all through the year :

Attractive discount offers are frequently available, by phone with the reservation service, or via the ResidHotel websites (www.residhotel.com / www.resid-hotels.com) : get « first minute », « last minute » or consecutive weeks offers, Flash sales, ...

« Short stays » formula for low budget holidays :

For persons who prefer shorter stays but more often during the year, all the residences propose short breaks formula at certain periods of the year, from 2 to 6 nights (especially during spring and autumn).

Free to choose the way you book :

✓ **A phone reservation service : +33 (0)4 92 28 21 61**

From Monday to Saturday, advisors can answer customer's questions and help them finalize their reservation. Advisors can speak English, Spanish and Italian.

✓ **2 web sites :**

www.residhotel.com (for leisure trips in **self-catered residences**)

or www.resid-hotels.com (for city trips in **apart'hotels**)

Detailed information on each residence, a secured reservation system available 24 hours a day, image galleries and 360° virtual visits ... Additional advantage for on-line reservations : 5% discount on any stay booked online plus administrative fees offered.

✓ **Direct booking with the residence**

✓ **For professionals (Tour Operators, travels agencies)**, our Tour Operator department can propose several models of collaboration :

Phone : + 33 (0)4 92 28 21 68

Dedicated B2B web section : www.residhotel.com/residhotel-b2b.html

✓ **For Business customers :** our Corporate commercial department can propose negotiated rates for short or long stays. On some residences, meeting room us available to organize business meeting or seminars.

Phone : +33 (0)4.92.28.43.02

✓ **For groups of 15 persons and more** (touring coach network, friends groups, associations, sports clubs, ...), a dedicated commercial service can produce customized propositions, with « hotel » service or « residential » service, and possibility of breakfast and meal*.

Phone: +33 (0)4.92.28.21.58

* breakfast served by the residence ; meal service in partnership with local restaurants

Discovering French mountain with ResidHotel

8 residences welcome holidaymakers in 7 destinations, one in the Massif Central and the others situated throughout the Alps. The residences propose **spacious and functional apartments which can accommodate up to 10 or 12 persons**. Some of them are equipped with a **swimming pool (indoor or heated) and/or sauna**.

7 destinations and 8 residences :



Northern Alps :

- ✓ La Tania (3 Vallées)
- ✓ Saint-Sorlin-d'Arves (Sybelles)
- ✓ Valfréjus
- ✓ Les 2 Alpes

La Savoïa
Les Chalets de la Porte des Saisons
Le Belvédère
L'Edelweiss

Southern Alps :

- ✓ La Joue-du-Loup (Devoluy)
- ✓ Isola 2000

Les Flocons du Soleil and Les Hauts de la Lauzière (**with individual chalets !!**)
Les Châtaigniers

Massif Central :

- ✓ Super-Besse

Le Bois de la Reine

Seaside residences

ResidHotel's range of accommodation offers the freedom to choose between the tranquility of residential areas and the bustle of commercial districts, between the Mediterranean and the Atlantic. **Most residences have a private pool as well as other leisure facilities (tennis, bar, solarium...)...**

8 destinations and 9 residences :



Corsica

- ✓ Belgodère / Ile Rousse Les Terrasses de Lozari

French Riviera :

- ✓ Golfe Juan Eden Paradise
- ✓ Cannes La Bocca Villa Maupassant / Cannes Festival
- ✓ Fréjus La Tour de Mare
- ✓ Le Lavandou/Pramousquier Le Domaine de la Pinède

Provence :

- ✓ Grau du Roi Le Mayflower
- ✓ Carro/Martigues Cap Bleu

Atlantic Coste :

- ✓ Les Sables d'Olonne Les Jardins de l'Amirauté

Countryside residences

Staying in green, unspoilt surroundings does not mean that the pleasures of the city are out of reach... The 8 ResidHotel residences offer the possibility of combining rural tranquillity with the proximity of cultural treasures such as Avignon or Carcassonne. Silence and history, open spaces and shopping, physical activity and gastronomic discovery... **Ideal for short stays**, certain residences are just as attractive for a longer stay in summer, enjoying the swimming pool, a round of golf (Evian, Avignon or Carcassonne) or well-being treatments (Aix les Bains, Evian les Bains or Digne les Bains).

5 destinations and 5 residences :



South-West :

- ✓ Carcassonne
- Le Clos de la Cité

Provence :

- ✓ Avignon
- ✓ Digne les Bains
- Le Grand Avignon
- Le Vallon des Sources

Rhone-Alps / Savoy :

- ✓ Aix les Bains
- ✓ Evian les Bains
- L'Azurée
- Les Terrasses du Lac

City aparthotels

Though these city aparthotels are particularly appreciated by our business customers working away from home, there is no reason why they can't be used by families or groups of friends, to get to know a region, for a cultural event, or just to find accommodation when visiting family or friends. **ResidHotel residences are all very well located, in the commercial or cultural centre or near to the business districts, and so are convenient for public transportation.**

8 destinations and 10 residences :



Paris and region :

- ✓ Paris 17è
- ✓ Andilly

Impérial Rennequin
Les Hauts d'Andilly

Alsace :

- ✓ Mulhouse

Le Régent

Rhone-Alps :

- ✓ Lyon
- ✓ Grenoble

Lyon Part Dieu et Lamartine
Central'Gare et Grenette

South West :

- ✓ Bordeaux

Galerie Tatry

French Riviera / Provence :

- ✓ Marseille
- ✓ Cannes centre

Le Grand Prado
Les Coralynes

Coming soon...

ResidHotel carries on his development with new residences in France and also in Marocco.

In France :

Expanding its range of serviced apartments, for both business and leisure guests, ResidHotel announces the opening in **September 2010**, of a brand new residence in **St Etienne**, centrally located on the Place de l'Hôtel de Ville (City Hall).

Proposing 76 accommodations, the residence is located close to all amenities and transports, and adjacent to a shopping center, and a public parking.



In Marocco :

The first Moroccan ResidHotel resort, “**Adama**”, will open in **May 2010** in **Marrakech**, in partnership with Generim group.

This complex was conceived in the spirit of an authentic Moroccan village: houses of traditional architecture, organized around an Andalusian garden and a central square (restaurant, mini-market, swimming-pool) and linked together by pedestrian alleys and covered walkways.



The use of traditional materials (mud, tadelakt, Zelig, ...) and a luxuriant vegetation (olive groves, palms trees, roses, bougainvillea, ...) strengthen the feeling of changing of scenery.

With unrivalled views of the Atlas mountains, the residence offers four types of accommodations :

- The traditional Ryads, organized around a patio
- The Borjs, Berber-style towers, proposing a housing spread over several floors, with view over the whole complex
- The Fnenes, like artists' studios, enjoying a nice luminosity, thanks to high bay windows
- The Menzehs, villa-style dwellings with garden and mezzanine



This opening will be followed **in September by a second resort, "Apple Garden"**, located 18 km from the center of Marrakech, and offering individual villas for 6 to 8 persons with pool.

ResidHotel Maroc is considering the opening of 10 new residences in Morocco for the coming years.



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