

## Elior Group officially adopts new corporate name

Elior Group (Euronext Paris – ISIN : FR 0011950732), a leading international catering and services provider, officially announces the change in corporate name, proposed by Chairman and Chief Executive Officer Philippe Salle and ratified by the shareholders at the Combined Ordinary and Extraordinary Shareholders' Meeting on March 11. Henceforth, the Company will be officially known as Elior Group.

The change in name and adoption of the new corporate motto, « Time savored », is in keeping with the Company's 2016-2020 strategic plan which places the consumer at the center of all Group initiatives. This change underscores the ambition of Elior Group to become the caterer of choice in France and abroad, driven by the quality of its offerings and the innovative experience it provides its guests.

In a bid to showcase this new strategy, the Group has adopted its own corporate identity designed to communicate using one voice in the name of all of its commercial brands: Elior, the main contract catering brand, symbolized by the red camellia flower; Elior Services by the blue camellia; and Areas (with a yellow logo), the international concession catering brand.

The simple “e” in the Group's pared-down logo not only stands for “Elior” but has also been designed in such a way as to represent the face of a clock, suggesting the quality of time passed and evoking the motto, “Time savored”.

### New organization of Elior Group



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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.

In FY 2014-2015, it generated €5,674 million 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](http://www.eliorgroup.com)) or follow us on Twitter (@Elior\_Group).

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