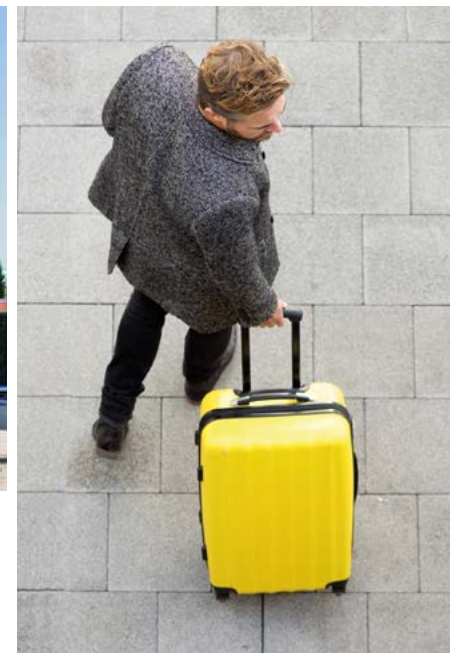


Odalys

GROUPE



ACTIVITIES AND DEVELOPMENT

A SMART, REACTIVE
and international group



A key player on the European tourist accommodation market, the Odalys Group welcomes over 2 million holidaymakers each year to its 400 sites. Odalys owes this success, built in just 20 years of existence, to a sustained rate of growth and its capacity to understand and integrate the new life styles and travel habits of its customers.

Over the coming years, the Odalys Group will accelerate its ambitious development policy. In France first, with a strategy of upgrading its mountain establishments where three new Prestige residences will open by 2022, and the deployment of new interior concepts on the urban and student residence market similar to that of the mobile home campsites. Also internationally with more than 30 openings scheduled by 2025.

In particular, we will continue our diversification policy in the city centre apart'hotel segment (Odalys City), an accommodation offer not available in French-speaking African countries, and the student residence market (Odalys Campus), in response to the lack of student housing in the majority of European university towns.

Two high-potential markets in which the Odalys Group intends to rapidly position itself as a key player with 15 projects already under study in 5 countries and 4 projects signed in Seville (Spain), Lisbon and Porto (Portugal) and Douala (Cameroon) in the coming 3 years.

Laurent Dusollier
Managing Director, Groupe Odalys





Building the Group's future together

Recognised by regional and national promoters for its business expertise and experience in the management and marketing of its accommodation, the Odalys Group is a key partner of communities and local economic life. Involved and committed, our teams pay great attention to the needs of mayors to support the development of their resort, both by the sea and in the mountains, whether in terms of architecture, positioning, capacity or equipment proposed.



Deploying a strategy of plural diversification

In just 20 years, the Odalys Group now ranks number 2 in the European tourist and leisure accommodation market. Odalys owes this success to its ability to understand and integrate the needs, new lifestyles and travelling habits of its customers. This has led the Group over the years to conduct a diversification strategy based on its new brands : Odalys Campus for student residences and Odalys City in the city centre apart'hotel market.



Always looking further ahead

Since the creation and management of its first residences, the Odalys Group has continued to diversify, to conquer new customers such as business travellers or students, to position itself in new segments such as holidays clubs, to raise the level of requirements in terms of services and leisure facilities proposed, and will now push its boundaries by expanding in Europe as well as in French-speaking Africa.





Upgrading our mountain range with the creation of new residences

In order to meet the new expectations of holidaymakers staying in the mountains, the Odalys Group will open several upmarket residences in Les 2 Alpes, Alpe d'Huez and La Rosiere before 2022. Large residences favouring an architecture and decoration respectful of local specificities, spacious apartments designed for sharing time with loved ones and real relaxation and leisure areas with swimming pool, fitness area, sauna, steam room and treatment rooms. With this upgrading strategy, the Odalys Group intends, working alongside French ski resorts, to contribute to winning back foreign holidaymakers and increasing appeal to a younger, more demanding clientele with advantages other than the ski area itself.

Accelerated diversification in the student and city markets

By 2025, the Odalys Group will accelerate its development policy in the student residence (Odalys Campus) and city centre apart'hotel (Odalys City) markets with the opening of some forty new establishments, including a first business residence at Nice airport in late 2021 where a brand new concept will be unveiled. The Odalys Group's ambition is to position itself as a key operator in these two high-potential accommodation markets in France and abroad, where the offer is still limited.



New ambitions, new concepts!

All the interior concepts of the Group's brands (Odalys Vacances, Odalys City, Odalys Campus and Odalys Plein Air) have been redesigned to meet new consumer expectations and trends in terms of use and design. The communal areas focus on conviviality while the private areas have become more homely while upgrading services. For Odalys Plein Air, a brand new NOMAD concept initiates a new stage in the development of the Group's outdoor tourist accommodation offer, refocusing on nature, authenticity and a high level of comfort.

Focus on the International market in Europe and French-speaking Africa

The Odalys Group is always looking further ahead and is now preparing to deploy its Odalys Vacances, Odalys City and Odalys Campus brands internationally.

- In Europe, with some twenty openings planned by 2025, with 5 projects already signed including the first 3 Odalys Campus student residences in Spain in Seville (September 2019), Portugal in Lisbon (2021) and Porto (2022).
- In French-speaking Africa, where the Odalys Group intends to rapidly position itself as a key player in the city centre apart'hotel market, with the opening of a first Odalys City residence in Cameroon in Douala by the end of 2022. Two other establishments are already planned in Abidjan (Ivory Coast) and Lomé (Togo) in partnership with our shareholder the Groupe Duval, and more than ten opportunities are being studied in Senegal, Ethiopia, Chad and Guinea.





PARTNERSHIPS

Digital shift for our profession

For several years now, the Odalys Group has been committed to accelerating its digital transformation in order to respond to the new habits and behaviours of its clients. Various recent projects designed to offer our customers a more immersive, experiential and efficient stay have been implemented, such as its new "mobile-first" website, a new customer service and CRM platform, the optimisation of "user experience" as well as the development of video media and new visuals. This task has been accompanied by an in-depth redesign of strategic marketing with the deployment of new brand platforms.

A new brand, designed for property owners

As part of its diversification policy, at the end of 2018, the Odalys Group launched a new brand, « La Conciergerie by Odalys », a brand new service designed for property owners who rent their apartment or chalet on booking platforms to private customers. Available in a hundred or so destinations where Odalys is already present, valid from 1-night bookings and including off-season periods, la Conciergerie by Odalys is distinguished by its "à la carte" pricing policy ranging from the simple pack including key collection to more complete packs including inventory, cleaning, bed linen and welcome kit, passing through "à la carte" services such as beds made on arrival, technical assistance or an annual technical check-up. The Odalys Group will gradually extend this service to other tourist resorts with the ambition of quickly positioning itself as the first concierge service in France.



SERVICES

Enjoy your holiday as soon as you arrive

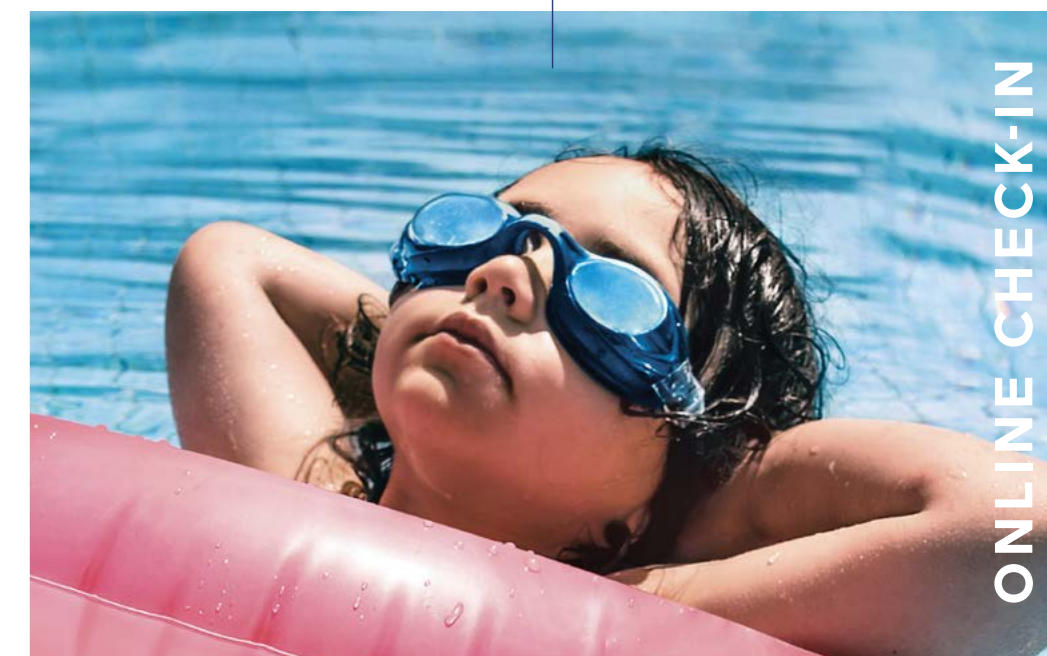
In more than 100 residences throughout France, Odalys Vacances now offers a new online check-in service allowing guests, on the day of arrival, to collect keys directly in the apartment without having to go via the reception and to start to enjoy their holidays immediately. To benefit from this service, simply register online (registration of each guest and payment of the deposit). On the day of arrival, an SMS is sent as soon as the accommodation is available. The on-line check-in service will gradually be extended to all residences in France.



CONCIERGE

Forerunner of new services

The Odalys Group encourages its teams to always offer more and more new services to its clients, both in its Odalys Vacances and Campus residences as well as in its Odalys City apart'hotels. This involves the deployment of innovative actions such as the creation of vegetable gardens dedicated to the cultivation of organic fruit and vegetables, the creation of IT fab labs or repair workshops, or the implementation of support courses provided by students residing in our student establishments.



ONLINE CHECK-IN



Located right across France and in southern Europe, by the sea, in the most beautiful mountain resorts, in the heart of authentic Provençal villages or set in the middle of vineyards, Odalys Vacances accommodation is designed for all types of groups. Homely apartments offering impeccable quality and comfort, a cocooning holiday with complete freedom in a hotel, a Prestige residence with a well-being or balneo therapy areas, activities for all ages in a holiday club for an unforgettable family holiday: whatever their aspirations at a certain moment, Odalys Vacances has the capacity to satisfy all the desires of its customers.

**280 RESIDENCES, PRESTIGE RESIDENCES,
HOLIDAY CLUBS & HOTELS**



MARCH 2021
- GIENS -
PRESTIGE RESIDENCE

Near the Porquerolles islands and with direct, private access to the beach, this residence housing 220 apartments will enjoy a unique environment in the heart of a pine forest right by the beachfront. On site: outdoor pool, children's playground and parking.



JUNE 2021
- ROYAN -
RESIDENCE

Featuring the typical 1950's exterior architecture of the town, this residence will benefit from a location just 200m from the beach, offering 103 apartments. On site: outdoor heated pool, indoor pool, steam room and fitness area.



DECEMBER 2021
- LES 2 ALPES -
PRESTIGE RESIDENCE

Close to the centre of the resort, with direct access to ski lifts, the residence will offer 277 apartments, of which 85 will be classified 5-star. On site: covered, heated swimming pool, fitness room, lounge with fireplace, bar lounge, well-being area with pool, sauna, steam room and treatment cabins.



DECEMBER 2022
- LA ROSIERE -
PRESTIGE RESIDENCE & HOTEL

In the heart of the resort, this complex housing 120 apartments and 69 hotel rooms will offer direct access to the slopes. On site: indoor, heated pool, sauna, steam room, massage cabins, fitness area, restaurant, lounge with fireplace, lounge/bar, covered parking.



2019
- CAVALAIRE SUR MER -
PRESTIGE RESIDENCE

In wooded grounds just a 10-minute walk from the harbour and beaches, this residence offers 95 apartments equipped with wifi access. On site: outdoor pool with paddling pool, spa with swimming pool, fitness area, steam room, sauna and treatment cabins, breakfast area and conference room.



MORE THAN 15 OPENINGS PLANNED BY 2025



For the past 5 years, the Odalys Group has pursued a sustained development policy in the city centre residential market under its Odalys City brand, with 32 apart'hotels located in the largest French cities. Composed of studio apartments equipped with all the necessary home comforts: a kitchenette and an office area with free wifi. For more autonomy and freedom, Odalys City residences offer all the usual hotel services (24/7 reception, bathroom linen supplied, beds made on arrival and daily cleaning). By 2025, some 15 new projects are already in the pipeline in France and overseas.

**32 COSY & PRESTIGE APART'HOTELS
IN CITY CENTRES AND BUSINESS AREAS**



OCTOBER 2020
- NÎMES -
PRESTIGE APART'HOTEL

The apart'hotel City Arenes will enjoy a unique location facing the Nîmes arena. It will house 83 4-star bedrooms and hotel suites. On site: breakfast room with outdoor terrace, well-being area with pool, steam room and fitness room.



SEPTEMBER 2021
- TOULOUSE -
PRESTIGE APART'HOTEL

In the heart of the Compans Caffarelli district and close to the Congres centre, this apart'hotel will offer 181 studio apartments and apartments. On site: breakfast room, lounge, luggage storage.



JUNE 2022
- NICE -
PRESTIGE APART'HOTEL

At the entrance of the business district and the multimodal centre of Nice, this apart'hotel housing 131 studio apartments and apartments will be ideally located near the international airport and the future Parc des Expositions (Exhibition Centre). On site: swimming pool and fitness room.



SEPTEMBER 2022
- DOUALA - CAMEROON -
PRESTIGE APART'HOTEL

In the city centre of Douala, this apart'hotel will offer 130 large 1 and 2-bedroom apartments (min. 32m²) and hotel facilities: restaurant, rooftop, outdoor pool, well-being centre and conference room.



APRIL 2022
- MARSEILLE -
PRESTIGE APART'HOTEL

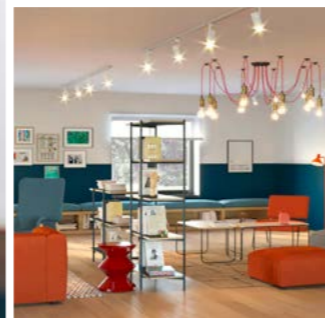
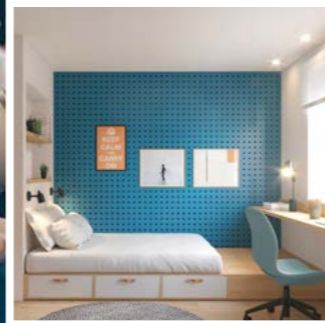
Located between the Joliette and the Euro-Mediterranean district (3rd most important business district in France), this apart'hotel will offer 252 studio apartments and apartments. On site: bar, business area, restaurant, well-being area (sauna, steam room and fitness room).

15 PROJECTS IN FRANCE AND OVERSEAS BY 2025



Six years after having opened the 2 first Odalys Campus student residences in Marseille and Lyon, the Odalys Group is accelerating its development policy with more than twenty openings scheduled by 2025 in France and overseas. With this ambitious development strategy, Odalys intends to provide a solution to a still insufficient student accommodation offer in many French university towns such as Nice, Lille or Dijon, but also abroad. Especially in Spain, Portugal and Belgium where the number of students housed in private structures (not including family or resident) is less than half that of France.

**13 STUDENT RESIDENCES SITUATED
IN THE MAIN UNIVERSITY TOWNS IN FRANCE**



SEPTEMBER 2019
- LILLE -
STUDENT RESIDENCE

Just 10 minutes from the city centre, a contemporary student residence housing 131 studio apartments and 1-bedroom apartments with bathroom, study area, equipped kitchenette and wifi connection. On site: cafeteria with outdoor terrace, lounge and fitness room.



SEPTEMBER 2019
- DIJON -
STUDENT RESIDENCE

New residence offering 129 studio apartments with kitchenette, study area, bathroom and wifi connection. On site, adaptable communal area including relaxation room and cafeteria, laundry facilities and fitness room.



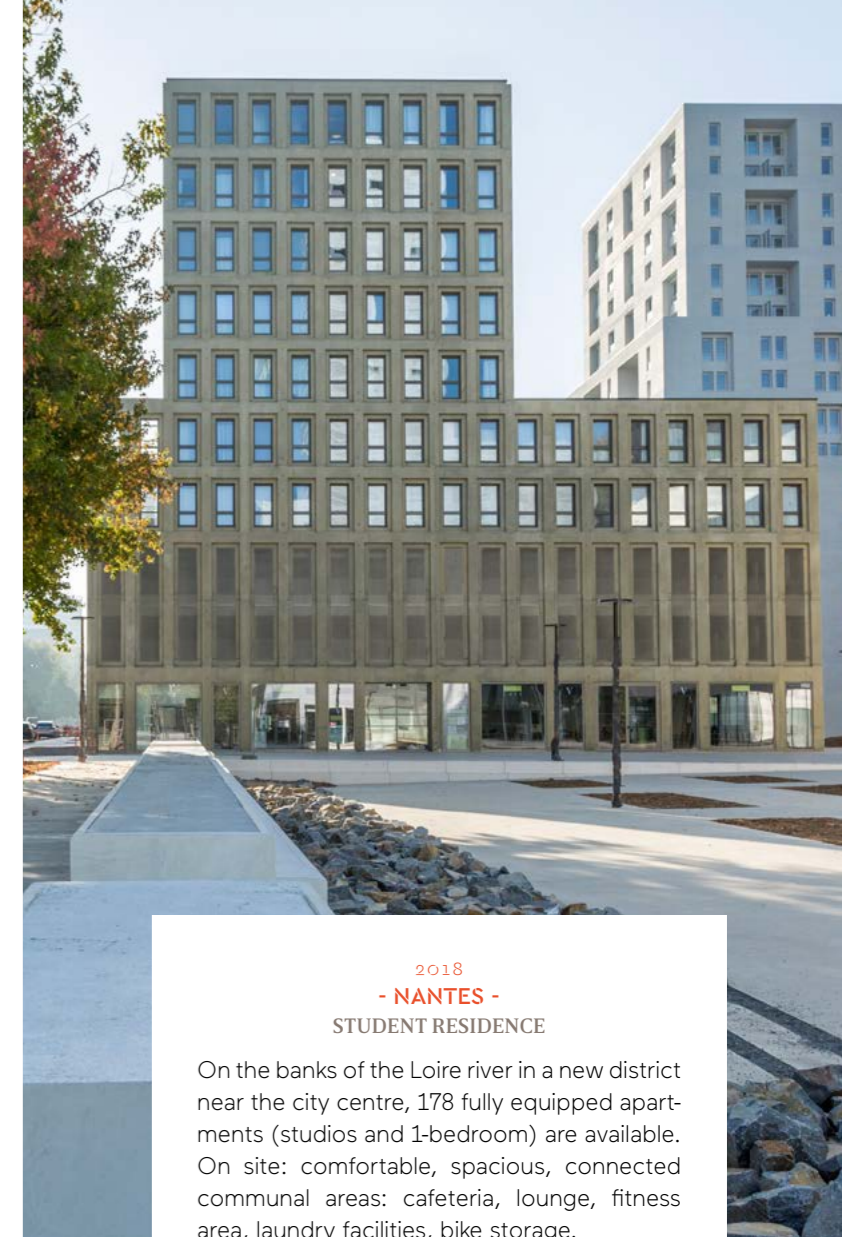
SEPTEMBER 2019
- NICE -
STUDENT RESIDENCE

Just a few steps from the universities and near Nice harbour, residence offering 118 studio apartments or 1-bedroom apartments fully equipped with kitchenette, study area and bathroom. On site: cafeteria allowing students to meet up in a friendly atmosphere.



SEPTEMBER 2021
- LISBON - PORTUGAL -
STUDENT RESIDENCE

On grounds adjoining Lusiada University and 200m from the Institute of Arts and New Technologies, this residence will offer 124 studio apartments and apartments with kitchenette, study area and wifi connection. On site: lounge, study room, cafeteria and fitness room.



2018
- NANTES -
STUDENT RESIDENCE

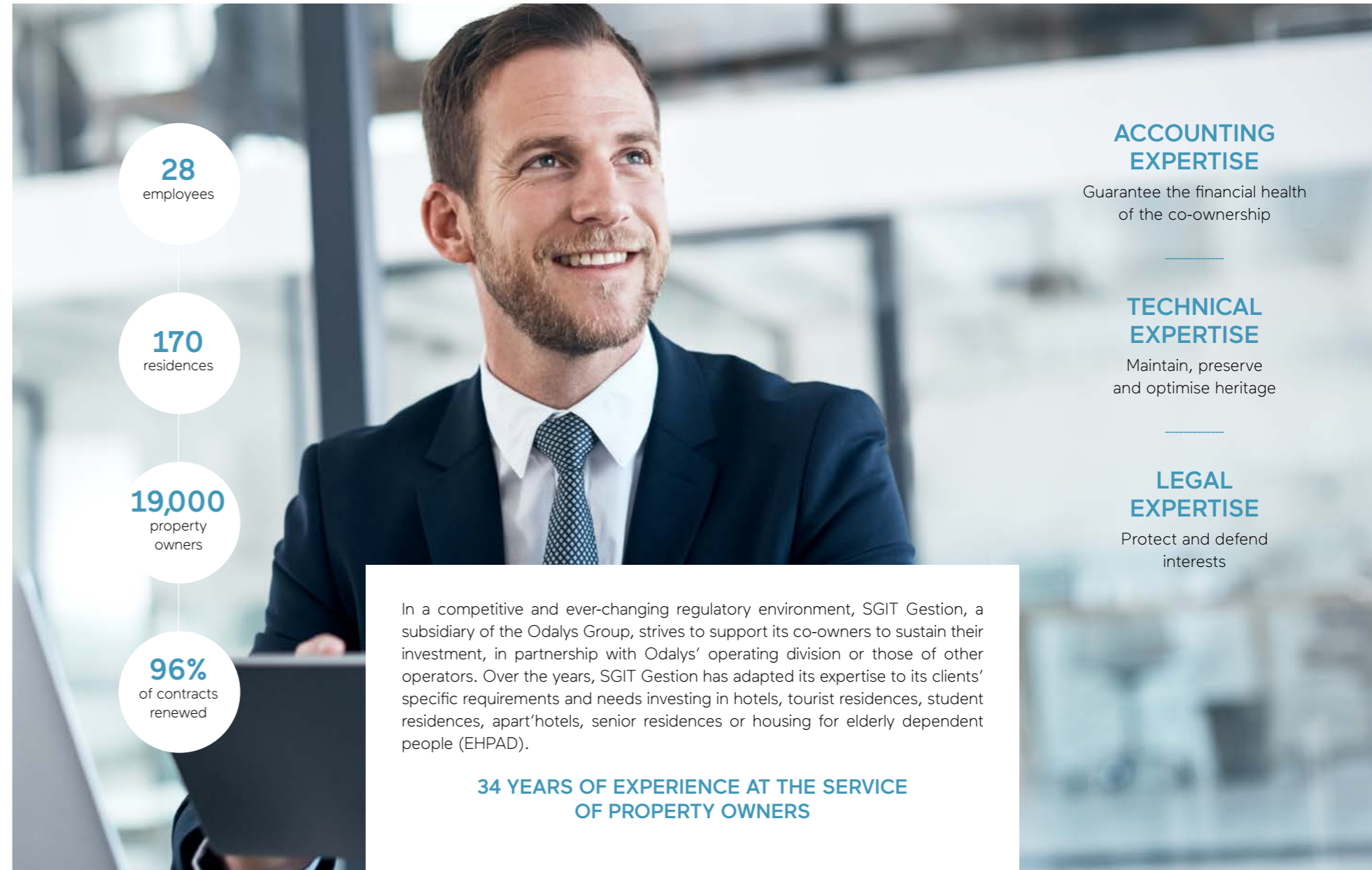
On the banks of the Loire river in a new district near the city centre, 178 fully equipped apartments (studios and 1-bedroom) are available. On site: comfortable, spacious, connected communal areas: cafeteria, lounge, fitness area, laundry facilities, bike storage.

20 OPENINGS PLANNED BY 2025



For holidays with complete freedom, Odalys Plein Air offers more than 80 mobile home campsites offering fully equipped mobile homes with terrace, large swimming pools and entertainment. The campsites are divided into 3 ranges: **FUN** for sporty holidays, **ZEN** for a 100% well-being break and **EXPLO** to explore and discover tourist sites and remarkable landscapes. Odalys will soon deploy its **NOMAD** concept for a selection of exceptional sites, focussed on the natural surroundings and with a high level of comfort for its holidaymakers.

**81 DESTINATIONS IN FRANCE
& IN SOUTHERN EUROPE**



28
employees

170
residences

19,000
property owners

96%
of contracts renewed

In a competitive and ever-changing regulatory environment, SGIT Gestion, a subsidiary of the Odalys Group, strives to support its co-owners to sustain their investment, in partnership with Odalys' operating division or those of other operators. Over the years, SGIT Gestion has adapted its expertise to its clients' specific requirements and needs investing in hotels, tourist residences, student residences, apart'hotels, senior residences or housing for elderly dependent people (EHPAD).

**34 YEARS OF EXPERIENCE AT THE SERVICE
OF PROPERTY OWNERS**

**ACCOUNTING
EXPERTISE**

Guarantee the financial health of the co-ownership

**TECHNICAL
EXPERTISE**

Maintain, preserve and optimise heritage

**LEGAL
EXPERTISE**

Protect and defend interests



Find the Group's latest news on [odalys-groupe.com](https://www.odalys-groupe.com) and all its offers on [odalys-vacation-rental.com](https://www.odalys-vacation-rental.com)

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