MORE PREMIUM, GLOBAL AND DIGITAL: NEW RECORD FOR THE WINTER 2017 SEASON AND A GROWTH FOR SUMMER SEASON

Business volume for the Winter 2017 season - from November 2016 to April 2017 - amounts to €875 million, up by +6.5%.

- America and Asia report double-digit growth compared to winter 2016: +18.8% for the Americas at €189 million and +12.3% for Asia at €150 million.
- Activity in Europe is marked by a return to growth with €536 million in business volume, representing an increase of +1.4%.

Club Med reports net result before tax and non-recurring items at €66.7 million, up by +5% on the previous winter and more than double compared to winter 2015. Operating margin continues to grow with EBITDA at €107 million compared to €99 million last winter. The increase is at +39% in two years.

Confirming the business momentum observed in winter, bookings for summer 2017 are up by +5.3% compared to the same period in 2016: all geographic regions have reported higher business volumes and an increase in the number of customers.

Meanwhile, two-digit growth is reported for winter 2018 bookings in the three geographic regions, for an amount

SHARP INCREASE IN THE NUMBER OF AN INCREASINGLY INTERNATIONAL CLIENTELE

Club Med welcomed 685,000 customers this winter, representing +8.1% growth, the sharpest recorded since 2000.

71% of these customers are now international, representing a five-point increase in two years.

For mountain destinations in Europe, Club Med recorded +2% increase in the number of customers while the market declined by 3%.

Club Med’s ski offer attracts an increasing number of international customers to the French Alps: nearly six customers out of 10 come from outside France, representing a four-point increase in two years and confirming the best value for money and the Club Med ski experience, but also its important contribution to enhancing the appeal of the French Alps worldwide.

Three markets experienced particularly remarkable customer growth rates: +41% in the US, +21% in Brazil and +9% in the UK.

In Asia, with the success of its new ski resort in China, Beidahu, with an occupancy rate reaches at 81% for its 1st
opening season, the number of customers for the 3 ski resorts increased in 42%.

Furthermore, for the Seaside destinations, another strong point in its Winter offer, Club Med recorded a sharp increase in its activity: +7.5% compared to the prior winter. This particularly concerns the Maldives with the success of Finolhu Villas, the Asian resorts and Punta Cana Resort in the Caribbean islands.

THE CLUB MED OFFER IS TAILORED TO THE NEW HOLIDAY MARKET TREND

The success stories recorded this winter are the results of a strategy initiated more than ten years ago, which confirm that Club Med's offer perfectly addresses new customer expectations and is tailored to the major trends of the premium holiday market. Thanks to its presence in 30 countries, and attentiveness to the customers who stay in its resorts (1,245 million) and the dialogue it maintains with them through the web and social networks (33 web sites in 14 languages, 40 million visits on its digital platforms in 2016), Club Med is currently the most qualified industry player to:

- identify the new emerging customer profiles on its different markets: Millennial Families, multi-generational tribes («3 Generations Families») and working couples;
- address through an offer tailored to their new premium holiday expectations: need for personalization/customization, experience and sharing through social networks.

Club Med's unique position as global benchmark in holidays for families and active couples is strengthened today by the successes of the strategy it implemented.

THE SUCCESS OF AN AMBITIOUS STRATEGY BUILT ON THREE PILLARS

This strategy is built on three pillars: premium, digital and the global development of new resorts.

- **Premium** is illustrated by a portfolio of 84% of premium and Exclusive Collection resorts. It now includes the «Exclusive Collection» range such as the Finolhu Villas in the Maldives or the new Exclusive Collection “La Réserve” in Brazil. In addition to these resorts, Club Med's all-inclusive premium experience is still embodied by its premium resorts, mostly located in Mountain or by the sea, offering a unique, best value for money experience for families and active couples.

- With respect to digital technology, mobile devices continue to play an increasingly large role in the search and planning for holiday destinations, and gradually so in the act of buying. Today, the customer pathway of 56% of Club Med customers are made on the mobile screen of their tablets and smartphones; that is why all Club Med websites are mobile centric, specifically designed for browsing on mobile screens.

As a tourism pioneer in virtual reality, Club Med has deployed this experience in all its sale spaces. Club Med has already developed virtual reality films for more than 25 of its resorts.

- Lastly, concerning its global development, Club Med confirms that between 2017 and 2019, it will open 15 new resorts in the world and will begin upgrading or extending nine existing resorts. The next openings concern in particular:
  - the mountains with Grand Massif Samoëns-Morillon in the French Alps and Tomamu in Japan next December, followed by Arc 1600 in December 2018; at the end of 2017 and in 2018, the first four Club Med JoyView resorts in China in Anji, Golden Coast, Great Wall and Zhoushan;
  - by the end of 2019, new seaside destinations: Beruwela in Sri Lanka, Marbella in Spain or Cefalu in Sicily, which will be the first Exclusive collection resort in the Mediterranean region.

Henri Giscard d'Estaing,
President of Club Med, said:

"Club Med reported a new record in terms of activity and number of customers welcomed in winter 2017. These satisfactory figures are the result of a winning strategy based on three pillars: high-end, global and digital. The figures also confirm that the Club Med offer today is perfectly suited to the new high-end holiday market trends. Thanks to this strategy, its presence in 30 countries, its highly committed teams and with its shareholder Fosun's support, Club Med is confirming today its ambition to be the leader in high-end holidays for families and working couples."