



Club Med has opened its new flagship resort in the Alps: Club Med Alpe d'Huez

In the presence of:

- Marie-Noëlle Battistel, Representative for the 4th district of Isère;
- Chantal Carlioz, Vice-President of the Isère Departmental Council, responsible for Tourism;
- Lionel Beffre, Prefect of Isère;
- Gilles Chabert, Mountain Councillor for the Auvergne Rhône-Alpes region, Vice-President of the Mountain Commission;
- Jean-Yves Noyrey, Mayor of Huez;
- Mayors and Elected Representatives from the French and Italian Alps;
- Club Med Partners in the Alps;
- Eric Brèche, President of the École de Ski Français (French Ski School);
- Michel Vion, President of the French Ski Federation;
- Alexandre Maulin, President of Domaines Skiabiles de France (French Ski Area);

Henri Giscard d'Estaing, the President of Club Med, opened Club Med Alpe d'Huez, which has been expanded and completely refurbished, thanks to an investment of €87 million.



Left to right: *Henri Giscard d'Estaing, President of Club Med; Chantal Carlioz, Vice-President of the Isère Departmental Council, responsible for Tourism; Lionel Beffre, Prefect of Isère; Marie-Noëlle Battistel, Representative for the 4th district of Isère; Jean-Yves Noyrey, Mayor of Huez; Camille Perazio, Club Med Alpe d'Huez Chef de Village (Hotel Manager).*

Elected representatives, local players and institutions, partners, investors and journalists were able to discover Club Med's new flagship resort in the French Alps, which also happens to be the only Club Med resort in the departement of Isère.

A major project for Club Med, supporting development in Isère and in the Alps



After 18 months of work, Club Med Alpe d'Huez is expected to welcome more than 14,000 customers of over 12 different nationalities throughout the 2020 winter season, as of Sunday 15 December.

For their investment partner, Lagune Alpe d'Huez investment fund, the restructuring and extension of the former Alpe d'Huez resort represents a total investment of nearly €87 million.

Now with 442 rooms (including 44 Deluxe rooms and 8 Family Suites), this premium 4-Trident resort has enabled around 400 jobs to be created directly, and a similar number indirectly. It also continues the historic partnership with the ESF (French Ski School) and almost 80 instructors (35% more by last winter, thanks to the extension and the transition to 4 Tridents). Thanks to this investment and upgrade, the resort will also be open in the summer, starting in 2020.

In addition, the influence of the Club Med brand will give the Alpe d'Huez resort global visibility, and generate significant economic benefits. This is due, in particular, to the numerous activities offered by local service providers, as well as the purchases that high-end customers and Club Med employees will make, in both winter and summer. There will also be immediate and ongoing tax benefits for the district of Huez.

L'Alpe d'Huez: the new flagship of Club Med in the mountains

Located in the heart of the French Alps at an altitude of 1860m, this new resort offers an exceptional panoramic view of the surrounding peaks, thanks to its large, south-facing terraces. The Alpe d'Huez ski resort was voted "Best ski resort in Europe 2019". The Alpe d'Huez resort, nicknamed the "Île au Soleil" (Island in the Sun) due to the 300 days of sunshine that it gets each year, is considered to be one of the sunniest resorts in Europe.

Its location within the Alpe d'Huez Grand Domaine, France's second-largest ski area, provides direct access to 250km of slopes. This allows French and international customers to fully enjoy all the thrills of winter sports, as well as the world's biggest slopes, including the famous 16km-long La Sarenne slope.

The contemporary architecture, inspired by the traditional codes of the mountain spirit, was designed by architect Christian Plateau (Atelier Cap Architecture) and the interior decoration was designed by Marc Hertrich (Studio MHNA).

The resort's upgrade also includes the ski area, which is welcoming more and more international customers. This is due to its accessibility, as it is only 1 hour 20 minutes from Grenoble train station, 1 hour 30 minutes from Grenoble airport and 2 hours from Lyon Saint Exupéry international airport.

Offering the best in order to meet the expectations of families and international customers

According to the latest Skift report (produced in partnership with Club Med) that discussed winter tourism and ski holidays, nowadays, customers don't just want to "go skiing" or "partake in winter sports", but rather, they want to enjoy a full experience of "holiday in the mountains".

This type of holiday used to centre around sporting activities, but holidays in the mountains have now become a time for reconnection and sharing with family or friends.

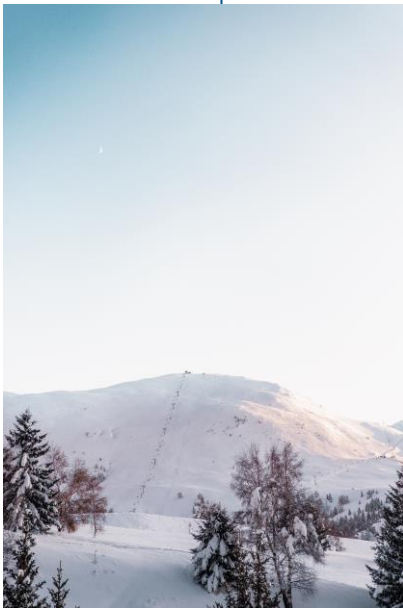
- **60%** of customers today say they go to the mountains mainly for the atmosphere and the fresh air, and not just to ski,
- **44%** go to spend time with friends and/or family,
- **28%** go to enjoy well-being, spa and fitness activities.

Since 1957, Club Med has been offering a real mountain experience, in addition to winter sports. However, considering these new expectations, Club Med is now going further. It is offering its customers, particularly at Alpe d'Huez, an experience that includes a variety of new, non-skiing activities, to help them to reconnect with their loved ones.

Customers will also be able to discover and enjoy the new concept of "Snow Motion", which offers the option to combine skiing and well-being activities, such as yoga, detox, well-being and pilates, for a complete and revitalising experience. Yoga or meditation activities take place in the new, specially designed "La Bulle" area, which is reserved for adults only.

Customers will also be able to choose among the following:

- A "well-being" option that is suitable for all generations, with a swimming pool and the Payot Spa,
- A "gourmet" option with 2 restaurants, including a Gourmet Lounge that offers a taste of local specialities,
- A personalised welcome for children of all ages in Baby, Petit, Mini Club Med and Passworld: from 4 months to 17 years old,
- A "Happy Room" (exclusively for families) where parents and children can meet for fun and games.



The resort offers a wide range of unique sporting, wellness, cultural and culinary activities, allowing guests to discover Isère heritage and enjoy its products.

These activities complement the things that already made Club Med a popular mountain destination: “Skis on your feet” departures and returns, the 6-day inclusive ski pass, with lessons supervised by the ESF.

Thanks to its high-end All-Inclusive Club Med package, Alpe d’Huez offers customers “stress-free” holidays that are great value for money, and now free for children under 4.

With this new flagship resort in the French Alps, Club Med is consolidating its unique position as world leader in high-end all-inclusive mountain holidays.

A renewed commitment to sustainable tourism

Since its creation in 1950, the history of Club Med has been built around a vision: living together in harmony and recharging your batteries in unspoilt countryside. Club Med strives to be dedicated to the protection of natural mountain heritage. In particular, it has committed to eco-certifying the construction of the Alpe d’Huez resort with BREEAM (an international and independent eco-construction certification that is among the most demanding and recognised in the world).

The resort is also aiming to eco-certify the day-to-day management of the resort with Green Globe. Specifically, it has undertaken to eliminate all single-use disposable plastic in the bars and restaurants of Club Med Alpe d’Huez and in all its other resorts by the end of the year, as part of its “Bye Bye Plastics” initiative.

Furthermore, since 2017, Club Med Alpe d’Huez has financially supported the preservation of the Ecrins National Park.



An integral part of the Club Med development strategy in the Alps and worldwide

The Club Med Arcs Panorama was opened in December 2018 and had a successful first season. The Club Med Alpe d’Huez inaugurated on 15 December this year, and Chalets de Grand Massif Samoëns Morillon will also open soon. This is evidence that Club Med is pursuing its development strategy in the Alps and worldwide - opening or renovating one resort every year.

In December 2020, Club Med will unveil, its new Club Med La Rosière on the Franco-Italian border - another premium resort (4 Tridents). It will also have a Club Med Exclusive Collection area, with 32 Apartment Suites available for sale on a freehold basis.

Other possibilities for renovation or extension projects are being investigated in the Alps, such as the renovation and extension of Peisey-Vallandry, Val d'Isère (both in France), Pragelato Vialattea (in Italy), Saint Moritz (in Switzerland), a new Tignes, and projects in Avoriaz, Valloire, among others.

All these high-end resorts, open winter and summer, will be aimed at French and international families. By attracting this type of customer, Club Med is consolidating its role as a driving force in promoting the tourist-centric heritage of the Alps, while also developing international mountain holiday options.

In December 2021, Club Med will open its first Mountain resort in Canada in the Massif de Charlevoix (Quebec), a resort that is open all year round. Finally, Club Med will open mountain resorts in Thaiwoo in China, the future site of the 2022 Beijing Olympic Games, in Changbaishan, China's leading ski destination, and in Taicang, on the outskirts of Shanghai, constructing a "Ski Dome" for families and beginners.

On this occasion, Henri Giscard d'Estaing, President of Club Med, declared:



Alpe d'Huez, Club Med's new flagship resort in the mountains, illustrates what Club Med does best; meeting the new expectations of customers who no longer wish to just "go skiing" or "partake in winter sports", but who want experience "holidays in the mountains".

Together with the elected representatives and our partners in the Alps, and with the support of our shareholder Fosun, I am particularly proud and happy to celebrate the opening of this expanded and fully renovated resort. This revival is a testament to our fondness for the Alps and our desire to make them more attractive to people all around the world. For this reason, Camille Perazio, the "Chef du Village" (Hotel Manager) for Alpe d'Huez, who is from the Isère region, along with her entire team of "Gentils Organisateurs" (G.O or Great Organisers) and "Gentils Employés" (GE or Great Employees) will be welcoming lots of customers this Sunday from all over the world.



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