



Club Med officially opens its first all-inclusive & 4-season Resort in Quebec Charlevoix, Canada, and gets back in the mountains in North America



From left to right: Claude Choquette, Daniel Gauthier, François Legault, Henri Giscard d'Estaing, Michel Doyon and Carolyne Doyon

In the presence of :

- François Legault, Premier of Quebec ;
- Michel Doyon, Lieutenant-Gouverneur of Quebec ;
- Jean-Yves Bouchard, Mayor of Petite Rivière St François ;
- Daniel Gauthier, Chairman of the Board of Groupe Le Massif ;
- Claude Choquette, President of Groupe Le Massif ;
- Carolyne Doyon, CEO of Club Med North America and Caribbean ;

Henri Giscard d'Estaing, President of Club Med, today officially inaugurated the very first "4-season" mountain Resort, Club Med Québec Charlevoix, in Petite-Rivière-Saint-François, in the Charlevoix region.

Many elected, decision-makers, partners, investors, personalities and media were also able to attend the event.

After more than two years of work led by Groupe Le Massif, marked by an interruption due to the global pandemic, and an investment of 84 million euros, Club Med is inaugurating its first-ever Resort in Canada in the magnificent Charlevoix area, and also marks its return to the mountains in North America, where Club Med Québec Charlevoix will be the only Resort to offer an all-inclusive winter ski experience, with a breathtaking view of the St. Lawrence River, as well as a "four-season" experience.

The resort, which will open on December 3 under the direction of Francis Lacoste, Canadian *Chef de Village*, permitted the creation of 350 direct jobs, of which 215 positions have been filled by Canadians, and 400 indirect jobs.

It will be fully booked for the opening week, thanks in particular to Canadian and American vacationers, who are loyal to the brand, which is present in Canada through a sales office in Montreal since 1979.

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

We've been wanting to open a Club Med in Canada for a long time, and we couldn't have asked for a more incredible location than this. The province of Quebec, with its magnificent landscapes, is a paradise for lovers of wide-open spaces. We wanted this first Club Med in Canada to be open all year-round to allow travelers to discover, with piece of mind, the beauty of the landscape, which changes with each season, as well as the wide variety of activities that we will offer them summer and winter.

This new resort reinforces Club Med's international positioning and strengthens our position as the world leader in high-end all-inclusive mountain vacations for families and active couples. We hope that this new flagship will delight travelers, of course, but also our teams and the habitants who welcome us.

During this crisis, we have demonstrated the strength of our business model and our ability to continue developing our projects. In fact, we plan to open a new Club Med Exclusive Collection in Utah in 2024, which will mark Club Med's return to the mountains in the United States.

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Live together in harmony and recharge your batteries in a preserved natural environment

It is around this ideal that Club Med has built its history over 70 years ago.

The new Club Med Québec Charlevoix has been designed to blend into its surroundings as much as possible.

The design and decoration of the Resort's 302 rooms, which includes a Club Med Exclusive Collection of 25 spacious suites, were entrusted to the Quebec architecture and design firm LEMAYMICHAUD, which was largely inspired by the culture, colours and textures of the four seasons, which are particularly marked in this province.

As part of its "Happy to Care" CSR program, Club Med is aiming to obtain two of the world's most demanding independent and internationally recognized certifications.

Club Med hopes to be the first hotel in North America to obtain the international, independent BREEAM green building certification, and is also aiming for Green Globe certification for its daily management, which has already been obtained by nearly 90% of Club Med hotels worldwide.

Club Med Québec Charlevoix is also equipped with an intelligent system for fine-tuned management of energy consumption and has managed several partnerships with local companies, such as Solucycle for food waste management, which collects and converts it into renewable energy resources, specifically biogas and compost. As part of the "Bye-Bye Plastic" program, all single-use disposable plastic has been eliminated from bars and restaurants in all of its Resorts, which will also offer nearly 80% of their food products from Canada



Carolyn Doyon, General Manager Club Med North America and Caribbean, added, a déclaré :

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We look forward to welcoming our first guests on December 3 and we are aware of the privilege Club Med has been granted to set up in the splendid Charlevoix region, which offers us a new, high-quality setting.

This new international destination allows us to further enrich the diversity of our premium offer and to allow travellers to discover this exceptional place in privileged conditions.

In the architecture, decor, food and beverage service and atmosphere of this new flagship, we have taken care to respect and enhance the local heritage, to bring the free Club Med spirit to Quebec. We are committed to offering a new, authentic experience to our guests by drawing fully on the cultural and gastronomic wealth of this magnificent region.

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An upscale experiences and the ideal starting point to discover the beauty of Quebec and Canada.



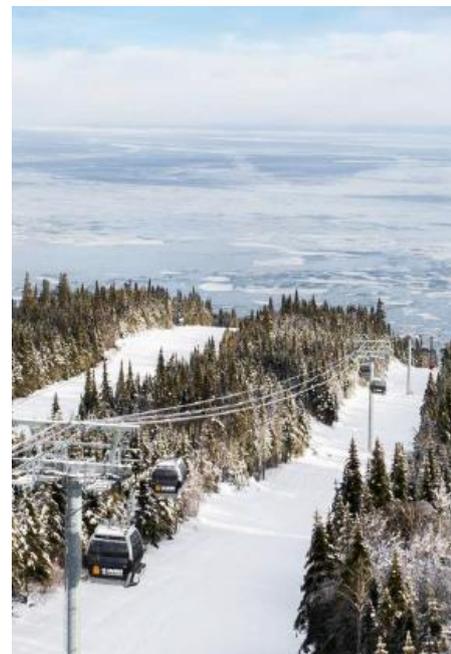
The very first Club Med resort in Canada will open its doors in Charlevoix on December 3 to welcome its first guests and introduce them to the joys of upscale, experiential all-inclusive stays. Club Med Quebec-Charlevoix will offer premium experiences year-round, adapted to each season, to satisfy the desires of vacationers, whether they love skiing, nature, sports, relaxation, hiking or wide-open spaces for vacation where “peace of mind is a destination”. Located only an hour and a half from Quebec City’s international airport, Club Med Quebec Charlevoix is also an ideal starting point to continue your trip and discover the natural and cultural jewels in the area, from Old Quebec to the St. Lawrence estuary, including Montmorency Falls Park.

“Today is a great day for our municipality. We are proud to welcome a renowned tourism partner, such as Club Med, who will bring important benefits to our entire region”,

said Jean-Guy Bouchard, Mayor of Petite-Rivière-St-François.

“Groupe Le Massif has teamed up with Club Med as they are the leaders in showcasing unique and authentic destinations around the world. The opening of the first Club Med mountain village in Canada marks an important step in the international influence of the Massif de Charlevoix project and is thereby becoming a new recognized four-season destination!”

said Daniel Gauthier, Chairman of the Board of Directors of Groupe Le Massif.



After the French Alps, Japan and China, Club Med is exporting its unique expertise in mountain holidays to North America, the world’s second largest ski market. Despite the health crisis, Club Med has confirmed its ambition to opening new destinations and reaching new markets, particularly in North and Central America, with the planned opening of 16 new resorts by 2023.

The opening of a new Club Med in Utah, scheduled for 2024, will mark the return to the mountains in the United States of Club Med, the world leader in upscale, experiential all-inclusive holidays, for families and active couples.

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A propos de Club Med

Founded in 1950, Club Med is the pioneer of the upscale all-inclusive vacation. Today, the company offers more than 65 all-inclusive destinations and resorts around the world, including North America, South America, the Caribbean, Asia, Africa, Europe and the Mediterranean.

Club Med is established in 26 countries on five continents and employs more than 23.000 people of over 110 nationalities.