

Odalys

GROUPE



ACTIVITIES AND DEVELOPMENT

AN AGILE AND DETERMINED
development dynamic

LOOKING AHEAD TO THE FUTURE



There are some storms from which we emerge stronger. The impact of the Covid-19 crisis on the tourism sector and its stakeholders has been unprecedented. Faced with the repeated closure of its establishments, the Odalys Group has demonstrated its responsiveness and agility by deploying a strict health charter that complies with safety requirements, by adopting an ambitious but reassuring commercial strategy for its clients, as well as a policy of proactive open communication to defend its activity and play its role with local players.

Driven by solid fundamentals and strengthened by its position as a key player on the accommodation market in Europe, the Odalys Group has also made the ambitious choice to continue to forge ahead by pursuing its multi-business development initiated 5 years ago. In France but also in Europe and Africa, 10 new projects have been signed and will open over the next 3 years. Our strategy of quality upgrading and the launch of new concepts such as Nomad, the new outdoor experience in harmony with nature, are ongoing.

Finally, we intend more than ever to accelerate our policy of plural diversification. Already a host, manager of senior residences with its Happy Senior brand, trustee through its subsidiary SGIT Gestion, provider of concierge services, real estate developer and even real estate agency in certain destinations via Odalys Invest, the Odalys Group has recently started to extend its activities through its Odalys Plein Air brand to the sale of residential mobile homes, moving definitively from the status of accommodation provider to that of a multi-business actor.

This policy of voluntary diversification, as well as its ability to bounce back and move forward, have enabled the Odalys Group to show its resilience and to emerge stronger from a period which has also proved to be full of opportunities.

Laurent Dusollier
Managing Director Odalys Group





SHARING

**DEVELOPING,
*together***

Recognised by regional and national promoters for its business expertise and its experience in the management and marketing of its accommodation, the Odalys Group is an essential partner of communities and local life. Committed and invested, our teams pay the greatest attention to the needs of local councils in order to best support their resorts, whether in terms of architecture, positioning, reception capacity or equipment on offer. The Odalys Group is also a responsible and committed player through its CSR approach aimed at reducing its environmental footprint and implementing solidarity actions. Thus, in coordination with the Fédération Nationale Solidarité Femmes, Odalys makes studio apartments and apartments available to women who are victims of domestic violence throughout the year.



AGILITY

**STANDING OUT FROM THE CROWD,
*by diversifying***

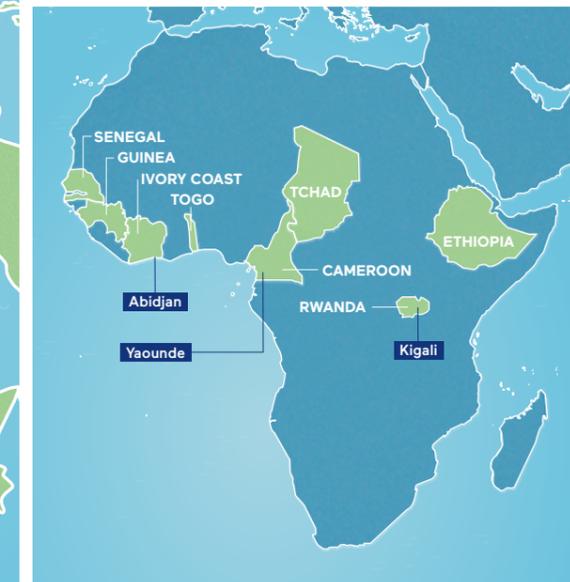
A key player on the European tourist accommodation market, the Odalys Group has risen in just 20 years of existence to second place in Europe on the tourist and leisure accommodation market. This success has led the company over the years to pursue a diversification strategy around new brands: **Odalys Campus** for student residences, **Odalys City** in the city-centre apart'hotel market segment, **Happy Senior** in the senior residences market and then the most recent being **Odalys Plein Air** for the sale of residential mobile homes and **Odalys Invest**, a player specialising in rental property investment for furnished rentals on the secondary market.



AUDACITY

**LOOKING AHEAD,
*further and further***

Since its creation and the management of its first tourist residences, the Odalys Group has built its success on its ability to understand and integrate the new lifestyles and ways of holidaying of its clients. It has never ceased to diversify, to conquer new clienteles such as business travelers or students, to position itself in new market segments such as that of senior residences, to raise its level of requirements in terms of services and of leisure infrastructures on offer, to integrate environmental certifications, and now to go beyond borders by deploying in Europe as well as in French-speaking Africa.



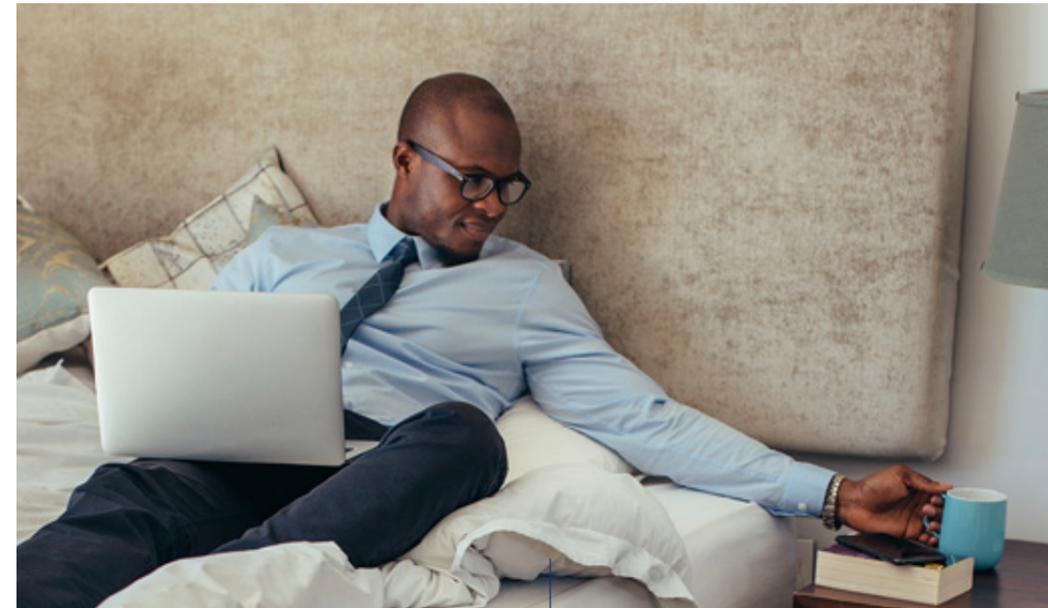
- 2021** Creation of Nomad by Odalys Plein Air, a new accommodation concept in harmony with nature.
- 2020** Creation of Odalys Invest, rental investment real estate specialist in furnished rentals. Expansion of the activity to the sale of residential mobile homes through Odalys Plein Air.
- 2019** International development in Europe and French-speaking Africa.
- 2018** Deployment of a new visual identity and a simplified brand architecture. Opening of the first 2 Happy Senior residences in Castres and Lille. Creation of the "La Conciergerie by Odalys" brand.
- 2013** Opening of the first 2 Odalys Campus student residences in Marseille and Lyon.
- 2009** Opening of the first Odalys City apart'hôtel in Lyon.
- 2002** Creation of Vitalys (renamed Odalys Plein Air) Specialised in the management of mobile home campsites.
- 2000** Groupe Duval becomes majority shareholder of Odalys Vacances capital.
- 1998** Opening of the first 2 Odalys Vacances residences in Carnoux en Provence and Les 2 Alpes.



Expansion of the Odalys Plein Air activity to the sale of mobile homes

As part of its plural diversification policy, the Odalys Group wished to expand the activity of its Odalys Plein Air brand to the sale of residential mobile homes in addition to the marketing of holidays.

Developed in partnership with the main mobile home manufacturers in France, this new or second-hand outdoor accommodation for sale is located on private plots rented annually. The Odalys Group intends to quickly position itself as a key player on this market.



Combine real estate assets and holidays with Odalys Invest

For several years, the Odalys Group has embarked on a policy of plural diversification going beyond accommodation, gradually moving from the status of a host to that of a multi-business actor. A strategy that has led to the creation of a new subsidiary named Odalys Invest specialising in rental property investment for furnished rentals on the secondary market.

Odalys Invest aims to accompany its clients who own an apartment in a residence managed by Odalys who wish to resell their property as part of the continuity of the commercial lease. Through this new business, the Odalys Group enables investors to build up rental property assets while benefiting from immediate rents and efficient returns.

Quality upgrading, diversification and new concepts

In order to attract new customers looking for space and comfort, the Odalys Group has implemented a strategy of quality upgrading, particularly in the mountains, with the upcoming openings of residences favoring architecture and decoration respectful of local particularities, spacious apartments and real relaxation areas with swimming pool, sauna, hammam and treatment rooms.

In the student residence segment (Odalys Campus) and city-centre apart'hotels (Odalys City), the Odalys Group aims to position itself as a key operator with 25 new addresses by 2025, including a first business residence in Nice at the end of 2023 where a brand new interior concept will be unveiled with communal areas focusing on conviviality and comfortable private areas meeting new consumer expectations in terms of use and services.



Acceleration of international development

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

- In Europe, with 5 openings scheduled by 2024: 4 first Odalys Campus student residences in Lisbon and Porto in Portugal (2022 and 2023), Seville in Spain (2024), and the first 4-star Odalys Vacances residence in Estartit (Spain) in 2025.
- In French-speaking Africa with the opening of a first Odalys City residence on the Ivory Coast in Abidjan, at the end of 2024. Two other establishments are already scheduled in Yaounde (Cameroon) and Kigali (Rwanda) in partnership with our shareholder Groupe Duval, and more than six opportunities are being studied, in particular, in Senegal.





Nomad, the new outdoor experience in harmony with nature

A plural host, the Odalys Group has built its success on its ability to develop in new areas. A development strategy that has led to the launch of **NOMAD**, a new concept of eco-responsible, outdoor, residential accommodation respectful of its environment offering preserved spaces, a high level of services, and very comfortable accommodation with clean line design immersed in natural surroundings. Developed in partnership with a team composed of an architect, a landscape gardener from the School of Versailles and an ecologist, the first **NOMAD** residential estate will soon open on the Ile de Re island, in an exceptional location with direct access to the beach.



An agile commercial policy, innovative and reassuring at the time

At the height of the Covid-19 crisis, the Odalys Group was able to show agility in offering its clients reinsurance conditions favorable to a resumption of tourist activity in all the resorts where it is located. This has happened in particular thanks to the deployment of a strict health charter in partnership with the Socotec group, expert in controlling health risks in France; the introduction of flexible and novel booking conditions such as payment on return of the holiday, reimbursement guaranteed until the day of departure or the possibility of staying only a few days rather than one week; but also the offer of simplified means of payment making it possible to pay with several different bank accounts and with no minimum amount.



Accelerated Test & Learn thanks to the digitalisation, for more client services

In an unprecedented context of crisis, the ability of the Odalys Group to accelerate its digital transformation and to quickly test new services has never been so strong. To meet even higher customer expectations in terms of information, responsiveness, personalisation but also reinsurance, the Group has deployed a whole range of services and offers to increase the amount of information, the simplicity of bookings and the clients' autonomy, making this crisis a laboratory for new ideas for the benefit of a better client experience. The Online check-in service avoiding going via the reception, with direct collection of keys inside the apartments, therefore went from an optional service to a service offered to all guests in record time.



An active and committed CSR approach

All of the Odalys Group teams are involved on a daily basis in a CSR approach to preserve our environment through various actions such as training in the prevention of environmental risks and pollution or the establishment of partnerships with eco-responsible brands. The Odalys Group also works to strengthen professional equity and well-being at work by supporting professional equality between women and men and by supporting the implementation of teleworking within the company.

Lastly, the Group implements strong solidarity projects and recently signed a significant partnership with the National Federation of Solidarity Women (FNSF) for which it makes available long-term stays in studio apartments and apartments to women victims of domestic violence as a shelter.



All of the Odalys Group teams are committed on a daily basis to a Social and Environmental Responsibility (CSR) process. They are mobilised throughout the year to preserve our environment, implement responsible and united projects or to strengthen professional equity and well-being at work.



PRESERVING *our environment*

- Reduce our energy consumption (water flow management, low consumption light bulbs, etc.).
- Make our holidaymakers aware of reasonable water and electricity consumption.
- Systematise recycling (sorting bins, eco-labeled products, etc.).
- Reduce our carbon footprint and plastic waste (refillable containers, reusable cups, etc.).
- Preserve our biodiversity (training in the prevention of environmental risks and pollution, protection of declining pollinators, partnerships with actors involved in reforestation, etc.).



STRENGTHEN *professional equality*

- Support professional equality and gender diversity women (60%) / men (40%).
- Commit to the employment and integration of people with disabilities.
- Help the return to sustainable employment (professional reintegration workshops).
- Support the implementation of teleworking in the company (work-life balance, right to disconnect, etc.), flex office layout to allow each employee to benefit from optimal working conditions according to his/her tasks.



SUPPORT *solidarity projects*

- Promote access to holidays for everyone (welcoming during the summer holidays several families in a precarious situation within our establishments).
- Contribute to solidarity and eco-responsible consumption (collection of toys, food for associations etc.).
- Protect women who are victims of domestic violence.

Faced with the urgent need to protect victims of domestic violence, a scourge that affects 219,000 women every year, the Odalys Group, in coordination with the Fédération Nationale Solidarité Femmes, makes 100 studio apartments and apartments (36,500 overnight stays per year) available at no charge to the 73 Solidarité Femmes associations present in France offering security and autonomy for a minimum period of one month.

SOME OF
our partners





Located in France or in Southern Europe, by the sea, on the most beautiful peaks, in the heart of an authentic Provencal village, in the middle of vineyards or in town, Odalys Vacances accommodation is designed to meet our clients' desires of the moment. Easy-going apartments equipped with a kitchen area, for some cocooning stay at one of our hotels, Prestige residences with well-being or balneotherapy area, entertainment for everyone in a holiday club perfect for family holidays: whatever their choices, our teams make every effort to welcome them in the best conditions.

**240 RESIDENCES, PRESTIGE RESIDENCES,
HOLIDAY CLUBS AND HOTELS**



APRIL 2023
- ROYAN -
RESIDENCE

With its 1950s exterior architecture typical of the resort, this residence will benefit from a location just 200m from the beach. It will offer 103 apartments. Onsite: heated outdoor swimming pool, indoor swimming pool, hammam and fitness facilities.



DECEMBER 2023
- AURON -
PRESTIGE RESIDENCE

With mountain architecture and decoration respectful of local traditions, this upmarket complex housing 77 apartments will benefit from a location just 350m from the ski lifts. Onsite: indoor swimming pool, sauna, hammam, and children's club.



APRIL 2023
- GIENS -
PRESTIGE RESIDENCE

Close to the famous Porquerolles Islands and with direct and private access to the beach, this residence housing 220 apartments will benefit from a unique environment in the heart of a pine forest as well as being on the waterfront. Onsite: outdoor swimming pool, children's playground and parking.



DECEMBER 2023
- LA ROSIERE -
PRESTIGE RESIDENCE AND HOTEL

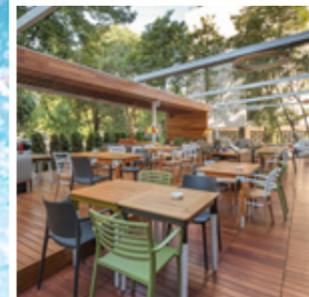
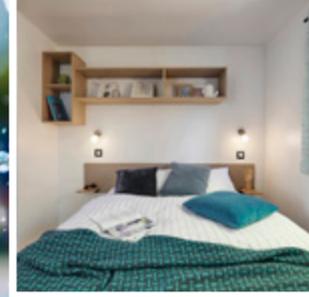
In the heart of the resort, this complex of 120 apartments and 69 rooms will offer direct access to the slopes. Onsite: indoor heated swimming pool, sauna, hammam, massage cabins, fitness area, restaurant, lounge with fireplace, lounge bar, covered parking.

DECEMBER 2023
- VALMOREL -
PRESTIGE RESIDENCE

Located at the foot of the ski lifts and a few metres from the heart of the resort, this 4-star residence with wooden and stone facades will offer 116 spacious apartments as well as a spa with an indoor swimming pool, a hammam and hot tub.



20 PROJETS ON THE HORIZON FOR 2025

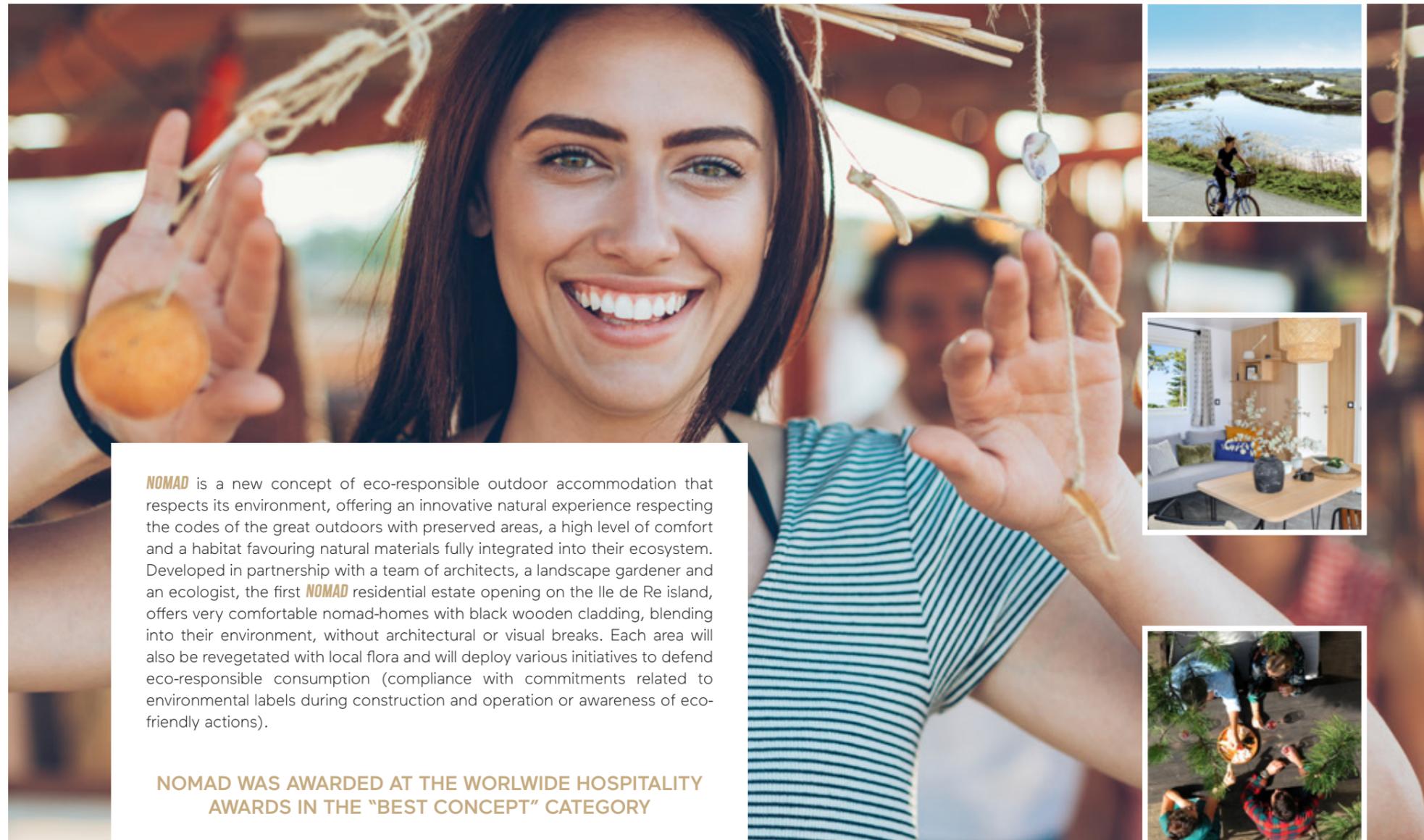


Located by the sea or in the countryside and equipped with fully equipped mobile homes and numerous sports and leisure facilities, the hundreds of mobile home campsites offered for holiday rentals by Odalys Plein Air in France and Southern Europe are divided into 3 ranges: **FUN** for areas offering large aquatic areas with water slides and a varied entertainment program, **ZEN** for structures located in a calm environment with a spa or well-being area, and **EXPLO** for areas located in the heart of renowned tourist regions near Natura 2000 sites or cycle paths. In July and August, children's clubs (4 to 11 years old) and teenager's clubs (12 to 15 years old) as well as family entertainment are offered during the day and in the evening.

108 DESTINATIONS IN FRANCE AND SOUTHERN EUROPE

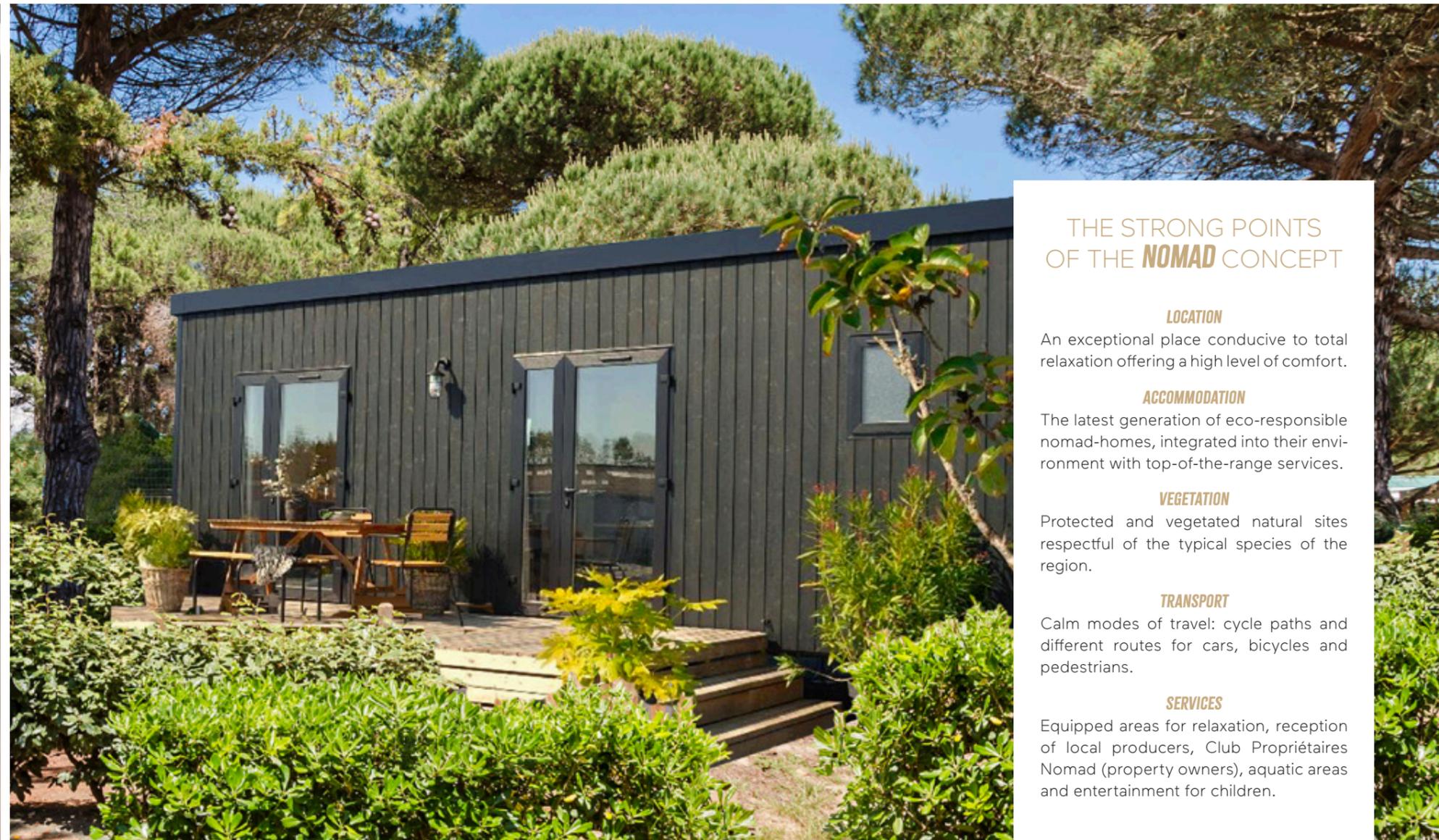
Faced with an ever-increasing demand for the acquisition of a second home, the Odalys Group has decided to extend the activity of its Odalys Plein Air brand to the sale of new or second hand residential mobile homes. In partnership with the main manufacturers of mobile homes, Odalys Plein Air intends to enable a wider public to be able to acquire a comfortable property at an attractive price. Accommodation in a mobile home appeals to many holidaymakers who find the comfort of home-from-home accommodation and the serenity of an environment closer to nature while having access to all sports and leisure facilities in the destination in which they have chosen to become an owner.

5 ODALYS PLEIN AIR CAMPSITES OFFER THE POSSIBILITY TO BECOME A PROPERTY OWNER BY THE SEA



NOMAD is a new concept of eco-responsible outdoor accommodation that respects its environment, offering an innovative natural experience respecting the codes of the great outdoors with preserved areas, a high level of comfort and a habitat favouring natural materials fully integrated into their ecosystem. Developed in partnership with a team of architects, a landscape gardener and an ecologist, the first *NOMAD* residential estate opening on the Ile de Re island, offers very comfortable nomad-homes with black wooden cladding, blending into their environment, without architectural or visual breaks. Each area will also be revegetated with local flora and will deploy various initiatives to defend eco-responsible consumption (compliance with commitments related to environmental labels during construction and operation or awareness of eco-friendly actions).

NOMAD WAS AWARDED AT THE WORLDWIDE HOSPITALITY AWARDS IN THE "BEST CONCEPT" CATEGORY



THE STRONG POINTS OF THE *NOMAD* CONCEPT

LOCATION

An exceptional place conducive to total relaxation offering a high level of comfort.

ACCOMMODATION

The latest generation of eco-responsible nomad-homes, integrated into their environment with top-of-the-range services.

VEGETATION

Protected and vegetated natural sites respectful of the typical species of the region.

TRANSPORT

Calm modes of travel: cycle paths and different routes for cars, bicycles and pedestrians.

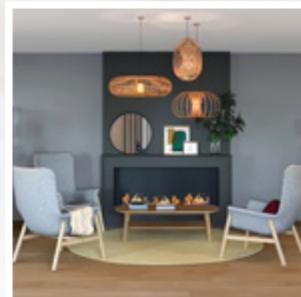
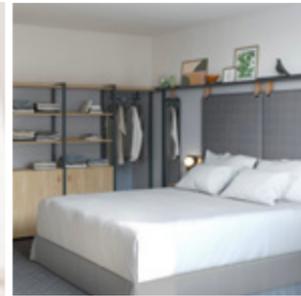
SERVICES

Equipped areas for relaxation, reception of local producers, Club Propriétaires Nomad (property owners), aquatic areas and entertainment for children.



Over the past few years, the Odalys Group has pursued a sustained development policy in the city-centre residence market through its Odalys City brand with 29 apart'hotels open across France. Made up of equipped, homely studio apartments with a kitchenette and a working area with free wifi access for more autonomy and freedom, they offer all the usual hotel services (24/7 reception, towels provided, beds made on arrival and daily cleaning) as well as well-being areas with swimming pool and/or hammam/sauna and seminar rooms in certain establishments. In total, 11 new projects are already scheduled in France and internationally by 2025.

**29 COZY AND PRESTIGE APART'HOTELS
IN THE HEART OF CITIES AND BUSINESS DISTRICTS**



MARCH 2022
- TOULOUSE BLAGNAC -
PRESTIGE APART'HOTEL

Located in the heart of a wooded area just 1.3km from the airport, this new 4-star apart'hotel will offer 125 very comfortable studio apartments and apartments, a breakfast room, a 90m² meeting room, a fitness room and a sauna.



MARCH 2023
- NICE -
PRESTIGE APART'HOTEL

At the entrance to the business district and the multimodal hub of Nice, this apart'hotel is ideally located near the international airport and the future Parc des Expositions. Onsite: swimming pool and fitness room.



JANUARY 2023
- LE HAVRE -
APART'HOTEL

Ideally located opposite the Vauban Docks and 300m from Le Havre train station, this 4-star apart'hotel with 103 studio apartments and apartments will have a breakfast room and a fitness room onsite.

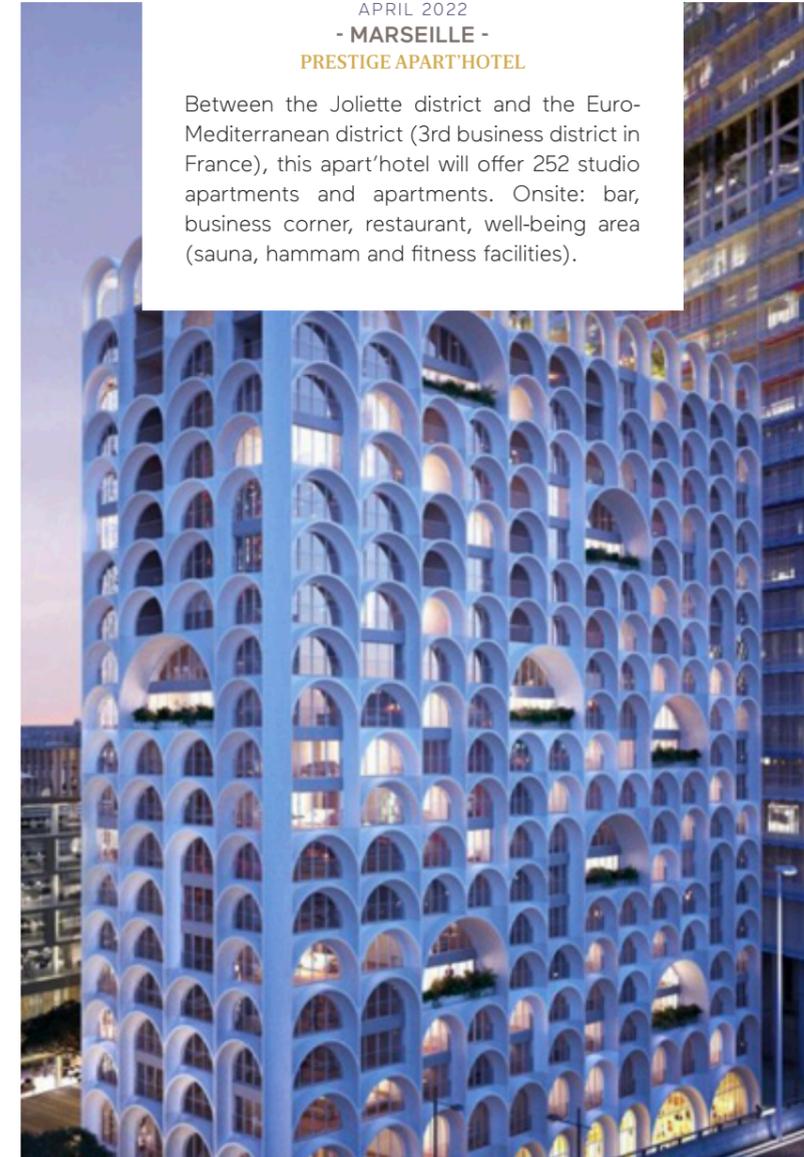


APRIL 2023
- ANGERS -
PRESTIGE APART'HOTEL

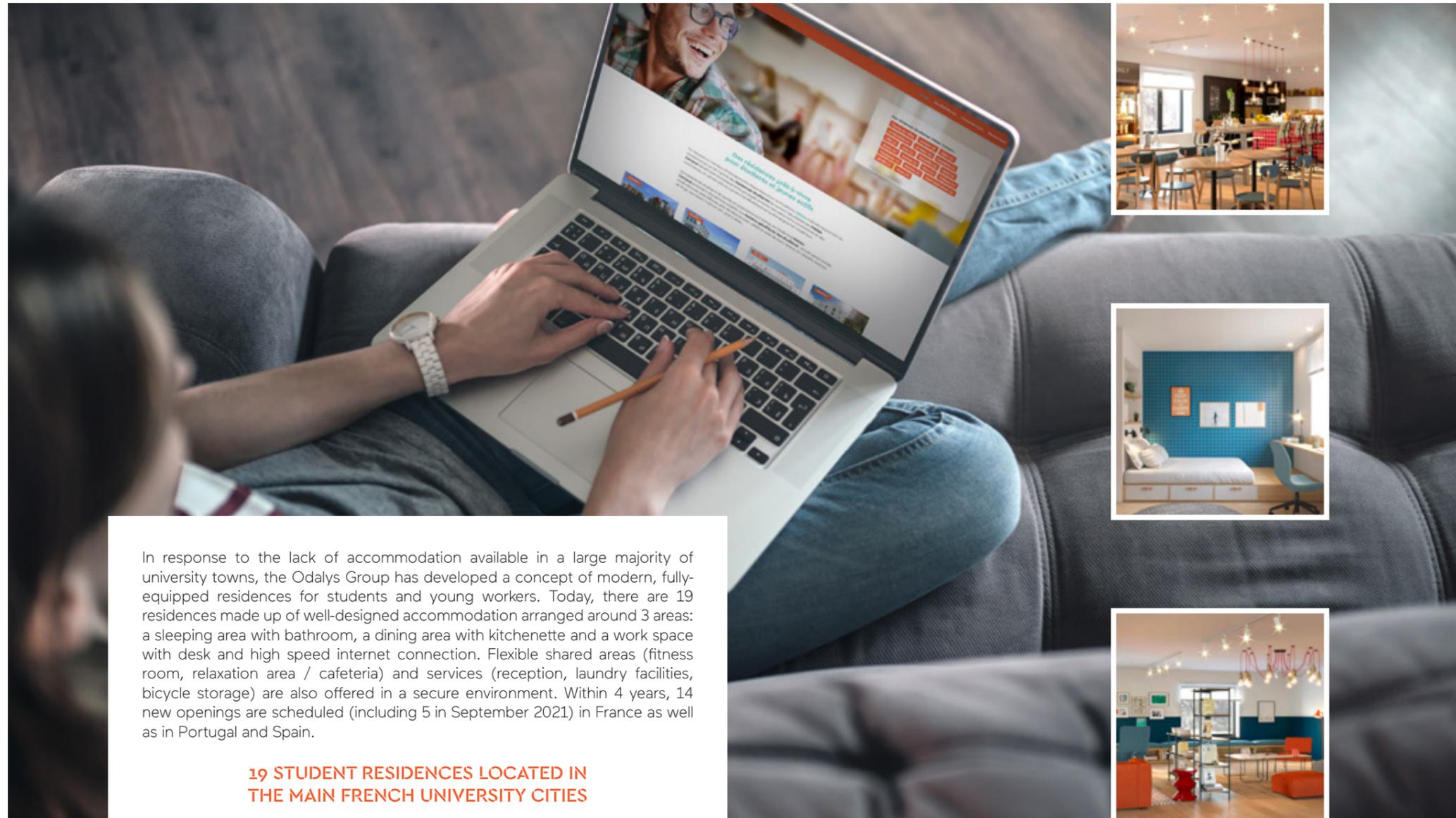
Built over 8 floors in the station district, near the new Soclova headquarters and the new Intensity office building, this new apart'hotel will house 105 studio apartments and 18 one-bedroom apartments, a breakfast room, a meeting room and fitness facilities.

APRIL 2022
- MARSEILLE -
PRESTIGE APART'HOTEL

Between the Joliette district and the Euro-Mediterranean district (3rd business district in France), this apart'hotel will offer 252 studio apartments and apartments. Onsite: bar, business corner, restaurant, well-being area (sauna, hammam and fitness facilities).



11 PROJECTS IN FRANCE AND ELSEWHERE BY 2025



In response to the lack of accommodation available in a large majority of university towns, the Odalys Group has developed a concept of modern, fully-equipped residences for students and young workers. Today, there are 19 residences made up of well-designed accommodation arranged around 3 areas: a sleeping area with bathroom, a dining area with kitchenette and a work space with desk and high speed internet connection. Flexible shared areas (fitness room, relaxation area / cafeteria) and services (reception, laundry facilities, bicycle storage) are also offered in a secure environment. Within 4 years, 14 new openings are scheduled (including 5 in September 2021) in France as well as in Portugal and Spain.

19 STUDENT RESIDENCES LOCATED IN THE MAIN FRENCH UNIVERSITY CITIES



SEPTEMBER 2021
- MONTPELLIER -
STUDENT RESIDENCE

Located in the university district, the new Artfx student residence will offer a capacity of 217 fully-equipped studio apartments and 1-bedroom apartments, as well as fitness room and bicycle storage.



SEPTEMBER 2021
- RENNES -
STUDENT RESIDENCE

In the heart of Rennes city centre and close to several university campuses, the new Sainte-Anne student residence will offer 139 studio apartments and 1-bedroom apartments with kitchenette, office area and wifi connection. Onsite: co-working area, relaxation lounge, fitness room and bicycle storage.



JULY 2022
- PORTO -
STUDENT RESIDENCE

The first establishment in Portugal, this student residence located 5 minutes by metro from the University of Law will offer 211 studio apartments and 1-bedroom apartments with kitchenette, office area and wifi connection. Onsite: a co-working area as well as a cafeteria and a fitness room.



SEPTEMBER 2022
- LE HAVRE -
STUDENT RESIDENCE

Located 800m from the University of Le Havre and 300m from the train station, this new student residence will house 154 fully-equipped studio apartments and 1-bedroom apartments, a co-working area and a fitness room.



JUNE 2022
- LISBON -
STUDENT RESIDENCE

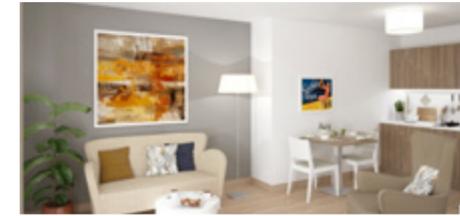
Located just next to Lusida University in Lisbon, Portugal, this residence will accommodate 124 studio apartments and apartments with kitchenette, office area and wifi connection. Onsite: lounge, study room, cafeteria and fitness area.

14 OPENING PROJECTS BY 2025



Happy Senior is an innovative residence concept allowing seniors to live independently in spacious and pleasant accommodation, while benefiting from many daily services (catering, personal assistance, cleaning, DIY, laundry, remote alarm ...) in a secure environment. Located in the heart or close to city centres, day-to-day life is organised around communal areas and multiple activities with respect for the daily well-being and privacy of residents. The success of the first residences (Castres, Lille, Valenciennes, Marseille, Limoges and Paimpol) is based on a common foundation of services offered to each occupant: the choice of being able to rent or buy an apartment, a secure site, the presence of staff 24 hours a day, concierge and à la carte services.

**6 SENIORS RESIDENCES LOCATED
IN THE CITY CENTRES AND SHOPPING AREAS**



2023
**- AMIENS -
SENIOR RESIDENCE**

In the heart of the city, in the green Gare-La Vallée district currently undergoing renovation, this residence will offer 95 studio apartments and apartments from 32 to 52m² opening onto a balcony with fitness centre, restaurant and bar, library, living room and activity room onsite.



2023
**- SAINT-QUENTIN -
SENIOR RESIDENCE**

Located on the Place de la Basilique, this residence will offer 90 studio apartments, 1 and 2-bedroom apartments from 30 to 64m² with balcony. Onsite: fitness centre, restaurant, bar, library, lounge and activity room.



2023
**- AGEN -
SENIOR RESIDENCE**

A 10-minute walk from Agen train station, this new residence will house 95 studio apartments and apartments from 32 to 52m² opening onto a balcony, with a large lounge room, restaurant, bar, library/media library, activity room, fitness room as well as a hairdressers and beauty salon onsite.

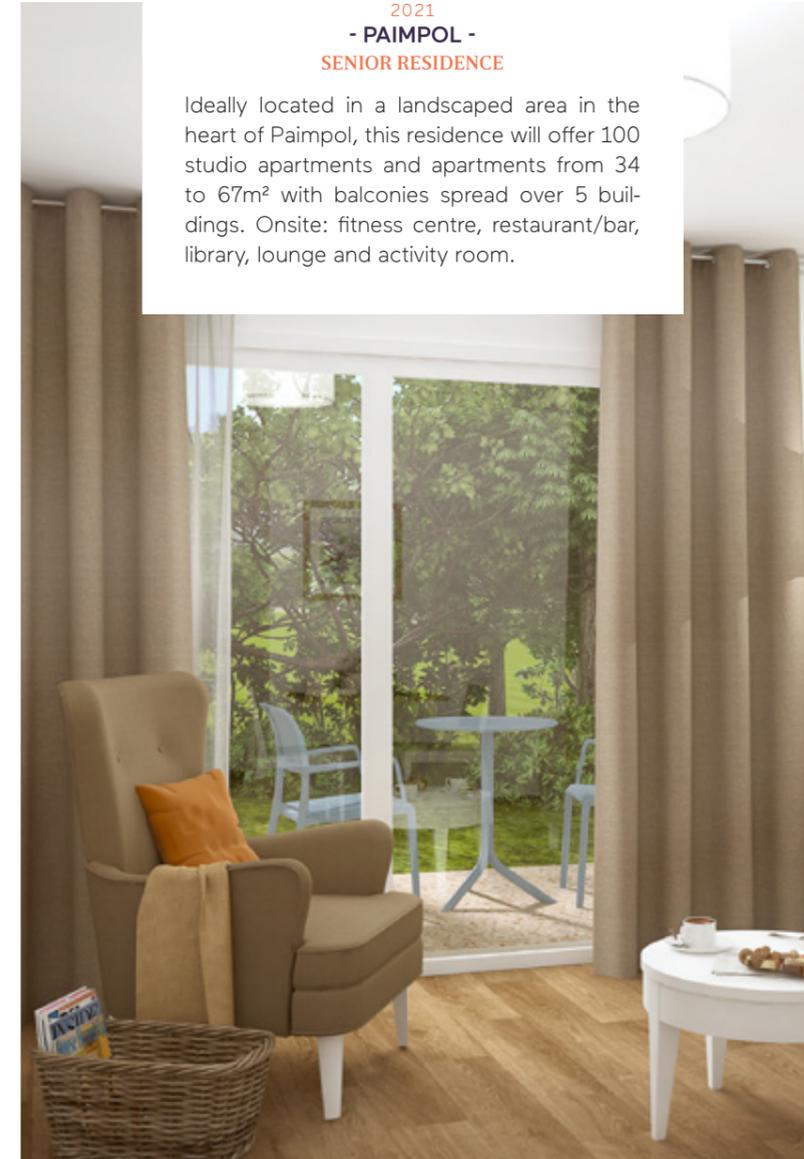


2024
**- VILLENEUVE D'ASCQ -
SENIOR RESIDENCE**

This new residence housing 114 studio apartments, 1 and 2-bedroom apartments (32 to 52m²) with balcony benefitting from a privileged location in the district of Annappes, popular for its village atmosphere. Onsite: fitness centre, restaurant, bar, lounge/library and activity room.

2021
**- PAIMPOL -
SENIOR RESIDENCE**

Ideally located in a landscaped area in the heart of Paimpol, this residence will offer 100 studio apartments and apartments from 34 to 67m² with balconies spread over 5 buildings. Onsite: fitness centre, restaurant/bar, library, lounge and activity room.





Odalys Invest offers real rental investment opportunities in furnished apartments. Immediate rents, high profitability, attractive prices, taxation; our advisers have selected a large choice of residences and apart'hotels in exceptional locations managed by Odalys.

To invest, benefit, pass on or even resell a property, Odalys Invest combines heritage and holidays in the best possible way.

**A PROFESSIONAL SPECIALISED IN
REAL ESTATE ACQUISITION AND MANAGEMENT**

28
employees

170
residences

19,000
co-owner
clients

96%
contracts
renewed

In a competitive sector subject to constantly evolving regulations, SGIT Gestion, a subsidiary of the Odalys Group, strives to support its co-owners so that they sustain their investment, in partnership with the Odalys operating department or that of other operators. Over the years, SGIT Gestion has adapted its expertise to the specific requirements and needs of its clients who invest in hotels, tourist or student residences, city-centre apart'hotels, senior residences or establishments accommodating dependent elderly people (EHPAD).

**36 YEARS OF EXPERIENCE
AT THE SERVICE OF CO-OWNERS**

**ACCOUNTING
EXPERTISE**

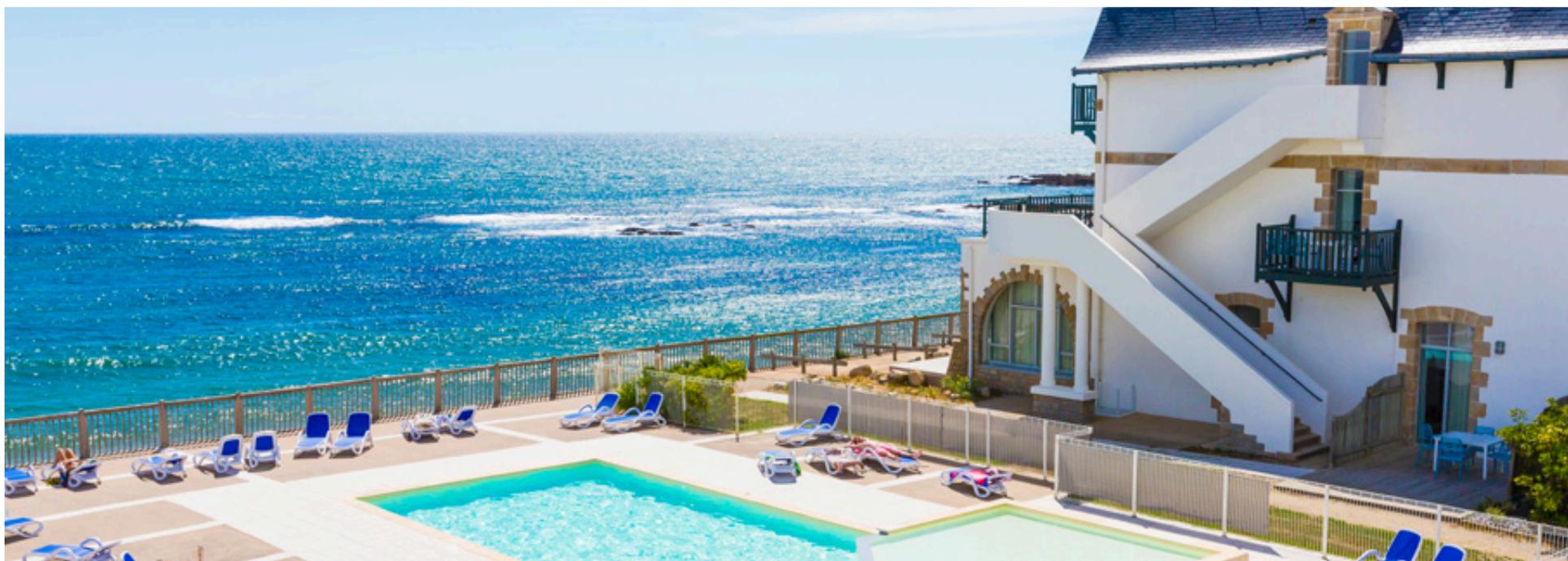
Guarantee financial health
of the co-ownership

**TECHNICAL
EXPERTISE**

Maintain, preserve and
optimise heritage

**LEGAL
EXPERTISE**

Protect and defend
interests



Odalys

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See latest news from the Odalys Group brands on the website [odalys-groupe.com](https://www.odalys-groupe.com)

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