



Press release

Sophia-Antipolis, 22 September 2023 – 8:30 a.m.

First half boosted by successful integration of MYAGENCY

**Confirmed launch of MYHOTELMATCH on 18 October
A disruptive innovation in the luxury tourism sector
A new growth accelerator to change dimension**

MYHOTELMATCH (FR001400IE67 MHM), the new-generation luxury travel platform based on matching, is publishing its revenue for first-half 2023.

As a reminder, MYHOTELMATCH did not generate revenue in respect of H1 2022 as its subsidiary MYAGENCY, acquired in June 2022, was integrated only in July 2022.

Including MYAGENCY throughout the period, pro forma revenue¹ increased 37% compared with the same period last year. This remarkable performance reflects MYAGENCY's solid momentum².

The future looks bright for the second half of the year, with the confirmed launch on 18 October of the MYHOTELMATCH app, which will pave the way for the conquest of new markets and boost growth potential in long-standing business activities.

In €m, unaudited data French accounting standards	H1 2023	H1 2022	Change %
Consolidated revenue	7.0	-	+€7m
Pro forma revenue ³	7.0	5.1 ³	+37%

1) Integration of MYAGENCY over the entire half-year in 2022 and 2023

2) Integration of MYAGENCY in July 2022

3) MY AGENCY included over the entire half-year in 2022 and 2023

Solid performance driven by all operational indicators

The robust growth in the first half of the year was driven by the successful integration of MYAGENCY, which posted strong performances across all operational indicators.

Over the first half of the year, the customer portfolio grew by 15%, taking the total number of active customers (individuals and corporate customers) to over 400. Growth in the average basket was also very favourable, with average expenditure rising to over €40,000 per customer. This enhancement of the existing customer base illustrates the strength of the business model, backed by a range of complementary and constantly enhanced services (concierge, events, mobility, business). A 360° offering in the world of luxury to build loyalty and develop a base of premium customers looking for unique experiences.

Among the businesses that performed particularly well was MYDRIVER, a solution for transporting people in clean vehicles (full electric or hybrid), which recorded strong growth over the first half of the year. This service, which is at the heart of the drive to reduce greenhouse gas emissions, is now popular with both corporate and private customers.

Another highlight of the first half was the technological partnership signed in April with AMADEUS, which will enable us to offer a top-of-the-range hotel service covering more than 190 countries, already generating significant productivity gains for our teams. This partnership will also be a decisive factor in the success of the MYHOTELMATCH application.

A new organisation structure focused on the performance and development of technological and sales synergies

In addition to solid business momentum, the Group has overhauled its organisation structure in the last few months based on two complementary centres of expertise:

- MHM LABS, dedicated to the innovation and development of the MYHOTELMATCH app and, more broadly, to unlocking technological synergies across all of the Group's business activities;
- MYAGENCY, the spearhead of all the operating subsidiaries and now focused on boosting growth and profitability.

This new organisation is now led by a fully committed team split between Paris and Sophia Antipolis.

2023: ready to accelerate

As part of this transformation, the Group will take a new step forward in the fourth quarter with the confirmed launch on 18 October of the MYHOTELMATCH app.

The new travel booking platform, which today has no direct competition internationally, will revolutionise luxury tourism by combining a leading hotel offering with matching technologies having proved a success on dating sites. We will harness these strengths to provide a unique user experience, underpinned by the roll-out of leading partnerships on an international scale.

In addition to the significant customer acquisition potential with new users, MYHOTELMATCH growth will be driven by significant synergies with the business activities and existing customers of MYAGENCY, which will increase revenue generation as soon as it is launched.

In view of this very favourable outlook, MYHOTELMATCH is now ready to enter a new phase in its history. This momentum will be built on a market that is structurally buoyant and rich in opportunities. In 2022, the luxury tourism market was worth over 20 billion dollars. It is expected to exceed 150 billion dollars by 2032, with average annual growth of over 15% (source: *Global Market Insights, February 2023*).

Next meeting: Publication of results for the first half of 2023 2 October

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About MYHOTELMATCH

MYHOTELMATCH, a next-generation luxury travel agency inspired by online dating sites, is transforming luxury tourism by ensuring perfect osmosis between travellers, hotel staff and hotel owners. The Group's five operating subsidiaries – MY CONCIERGE, MY DMC, MY EVENT, MY DRIVER, MY TRAVEL – boast over 18 years of experience in bespoke services with an existing VIP customer base having benefited from more than 80,000 experiences. Breaking with traditional online travel agencies, MYHOTELMATCH's platform uses voluntary profiling to provide each individual and hotel with utterly bespoke and adapted experiences.

MYHOTELMATCH is listed on Euronext Paris – Compartment C.

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MYHOTELMATCH is eligible for the PEA-PME investment scheme.

Find out more at myhotelmitch.com (Investors page).