



Press release

Sophia-Antipolis, 4 October 2023 – 8:30 a.m.

**First half-year 2023**  
**Solid growth momentum thanks to the**  
**successful integration of MYAGENCY**  
**Results reflect investment efforts to successfully**  
**roll out the MYHOTELMATCH app**

**MYHOTELMATCH (FR001400IE67 MHM), the next-generation luxury travel platform based on matching, is publishing its results for H1 2023. These financial statements were approved by the Board of Directors on 29 September 2023, chaired by Jean-François Ott.**

**The half-year saw decisive progress in the implementation of the strategic roadmap, enabling the second part of the financial year to be approached with renewed confidence.**

<b>In €m</b>	<b>H1 2022</b>	<b>H1 2023</b>
<small>IFRS</small>		
Revenue	0	7.0
Consumed purchases	-	(5.6)
External expenses	(0.6)	(0.8)
Personnel expenses	-	(1.1)
Operating income (expense)	(0.6)	(0.6)
Net income (Group share)	(0.3)	(0.7)

**Pro forma growth of 37% <sup>(1)</sup>**

**The launch of MYHOTELMATCH enters the home stretch**

For the first half of 2023, consolidated revenue came to €7m.

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.

---

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

During the first half of the year, MYAGENCY confirmed its solid momentum and successful integration within the Group, with pro forma growth of 37% compared to H1 2022<sup>(1)</sup>. All activities contributed to this remarkable momentum: concierge services (MYCONCIERGE), events (MYEVENT), environmentally-friendly mobility (MYDRIVER), business travel and tourism (MY TRAVEL, MYDMC). This 360° offering, unique in the luxury segment, makes it possible to retain and expand a base of premium customers looking for unique experiences.

From an extended customer base to an increase in the average basket, all operational indicators advanced during the half-year, demonstrating the strength of the business model backed by a significant contribution from recurring revenue and strong value creation.

During the half-year, efforts were also focused on preparing for the launch of the first version of the MYHOTELMATCH app, with a final phase of technological and human investment.

The new travel booking platform, which currently has no direct competition internationally, will revolutionise luxury tourism by combining a leading hotel offering with matching technologies that have made dating sites a success.

Once again, the roadmap was fully met with a confirmed launch on 18 October. This will provide the Group with a new growth driver rich in opportunities on a luxury tourism market estimated to be worth over \$20 billion in 2022, with average annual growth set to exceed 15% until 2032<sup>(2)</sup>. The app's deployment will benefit from the technological partnership with AMADEUS<sup>(3)</sup>, giving it access to the booking infrastructure of a tourism world leader.

### A half-year of investment

The half-year results reflect the integration of MYAGENCY over the entire period and the investments made to develop the MYHOTELMATCH platform.

Consumed purchases amounted to €5.6m and include all purchases made on behalf of MYAGENCY's activities, particularly as part of the concierge activity. External expenses are under control at €800,000.

Personnel expenses accounted for 15.7% of revenue, at €1.1m. They reflect the integration of MYAGENCY's teams since July 2022 and the recruitments made to bolster technical and sales resources. As at 30 June 2023, the workforce was 33

---

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

2) Global Market Insights, February 2023

3) Press Release of 31 July 2023

employees spread across Paris and Sophia Antipolis and involved in each of its two complementary centres of expertise:

- MHM LABS, dedicated to the MYHOTELMATCH app innovation and development efforts;
- MYAGENCY, the spearhead of all the operating subsidiaries.

Overall, operating income was negative in the amount of €600,000 and net income, Group share, in the amount of €700,000. These losses remain perfectly under control in this phase of investment in the app, which will gradually generate revenue from the second half of 2023.

At the end of June, the Group's cash and cash equivalents total nearly €800,000, versus €1.4m at end-December 2022. For the coming months, cash consumption will remain tightly controlled. It is expected to gradually improve with the future generation of revenue from the app and the promotion of synergies with MYAGENCY's various activities. In this transitional phase, it should also be noted that the majority shareholder OTT Heritage has committed to meeting the Group's potential cash requirements by providing cash repayable in shares at a unit price of €2.5.

### **Excellent visibility for the second half of the year Launch of the MYHOTELMATCH app on 18 October**

As announced during the publication of half-year revenue, MYHOTELMATCH will take a decisive step in the fourth quarter with the launch of its app on 18 October. This app is due to become a disruptive innovation in the luxury tourism sector through the integration of new features based on matching, ultra-voluntary profiling and artificial intelligence (AI).

By putting hoteliers at the heart of value creation thanks to more attractive commission rates than on alternative travel platforms (15% sliding to 10% on MYHOTELMATCH vs. 20-25% on other OTAs) and by guaranteeing users a premium experience closely aligned with their expectations, the app should therefore quickly hit its stride.

The success of the platform will also benefit from significant synergies with MYAGENCY's activities and installed base, which will expand the revenue generation potential from launch.

The outlook is also very favourable regarding MYAGENCY's historical activities, with growth momentum set to be confirmed and partnerships in advanced discussions with additional revenue sources.

In light of these factors, MYHOTELMATCH is on track to commit to a solid performance trajectory in terms of growth and improvement in its results.

### Contacts MYHOTELMATCH

Relation investisseurs – Foucauld Charavay – [fcharavay@actifin.fr](mailto:fcharavay@actifin.fr) – +33(1) 56 88 11 10

Relations presse – Sophia Ajerod – [sophia.ajerod@actifin.fr](mailto:sophia.ajerod@actifin.fr) –33(1) 56 88 11 16

### A propos de MYHOTELMATCH

MYHOTELMATCH est l'agence de voyage de luxe nouvelle génération, inspirée des sites de rencontre en ligne, qui transforme le tourisme de luxe en faisant en sorte que voyageurs, personnels hôteliers et propriétaires d'hôtels soient en parfaite osmose. Le Groupe possède 5 filiales opérationnelles – MY CONCIERGE, MY DMC, MY EVENT, MY DRIVER, MY TRAVEL – qui bénéficient de plus de 18 ans d'expérience dans les services sur-mesure avec une base installée de plus de 80 000 expériences réalisées auprès d'une clientèle VIP. En rupture avec les OTA traditionnelles, MYHOTELMATCH développe une plateforme qui utilise le profilage volontaire pour offrir à chaque individu et chaque hôtel des expériences hyper-personnalisées et adaptées.

MYHOTELMATCH est cotée sur Euronext Paris – Compartiment C

ISIN : FR001400IE67– MHM – Bloomberg : MHM:FP

MYHOTELMATCH est éligible au PEA-PME

Plus d'informations sur [myhotelmatch.com](http://myhotelmatch.com) (Rubrique Investisseurs).