



Sophia-Antipolis, May 12, 2022 – 6pm

Strengthening management to support the strategic turnaround

MyHotelMatch is accelerating its strategic and technological shift with the appointment of three new profiles to strengthen the management team.

Administrative and Financial Manager [Laurence Chopard](#) brings over forty years of experience in the finance and management of various groups to the Company. With her expertise in the management of structures in the restaurant, accommodation and personal service sectors, her mastery of project coordination, and her experience in supporting the development of companies, this new CFO will be able to participate in the deployment of MyHotelMatch.

Director of New Technologies, [Fabrice Martin-Astre](#) joins the Group, bringing over ten years of experience within different start-ups and engineering offices. The CTO will provide relevant guidance for developing and updating the MyHotelMatch platform with his in-depth knowledge of the digital world, as well as marketing and sales strategy and content creation.

Director of Marketing and Communication [Rebecca Chaussat](#) has a wealth of expertise and knowledge about the luxury hotel industry, having held various positions, notably with the Marriott group and two 5-star hotels on the French Riviera. Over seven years of experience in the sector will give her the major assets to bring a strategic and practical view on the communication and marketing of MyHotelMatch.

Contact

Investor Relations - contact@myhotelmatch.com

Press relations - myhotelmatch@aelium.fr - 01 75 77 54 65

About [MyHotelMatch](#)

MyHotelMatch is an innovative platform based on Artificial Intelligence (AI), which aims to revolutionize tourism by becoming the new generation of travel agency (OTA - Online Travel Agency), by offering a real meeting between a traveler and their hotel with online hotel services with high added value. This ambitious challenge opens up new prospects for the company in the growing online hotel market.

MyHotelMatch is at the heart of the innovative [3 IA Côte d'Azur](#) ecosystem in Sophia Antipolis, a city that has been awarded the label and is home to one of the four national Interdisciplinary Institutes for Artificial Intelligence ("3IA"). This centre of excellence will create synergies and accelerate the development of AI technologies for MyHotelMatch.

[MyHotelMatch](#) (ex-SPAC) is listed on Euronext Paris – Compartment C (ISIN: FR0011277391 – MHM).

More information can be found at: myhotelmatch.com (Investors section)