



PRESS RELEASE

## Annual financial results

# B&B Hotels Group increases its revenues by 7.8% in 2008

Brest, 31 March 2009 – **With 196 hotels and 14,540 rooms, B&B Hotels Group, the 3<sup>rd</sup> largest player in the French budget hotels market, continues to develop internationally. B&B already has 18 hotels in Germany and is positioned to expand its network in other European countries such as Poland, Hungary, Italy and Portugal. In 2008, the Group, whose Executive Board is chaired by Georges Sampeur, saw its revenues increase to €162 million.**

### **B&B Hotels maintains its operational performance levels in a difficult environment**

Total revenues in 2007 were €150.3 million, which increased by 7.8% to €162 million in 2008. This is explained in particular by the 4.3% rise in the number of rooms sold and a 2.9% rise in the average price.

With 196 hotels, B&B Hotels continues to expand. In 2008, EBITDAR increased by +4.75% to €63.9 million.

The level of operational profitability remains excellent, with a gross operating profit of more than 50% of revenues in France, more than 53% in Germany, and an EBITDAR of nearly 40% in both countries.

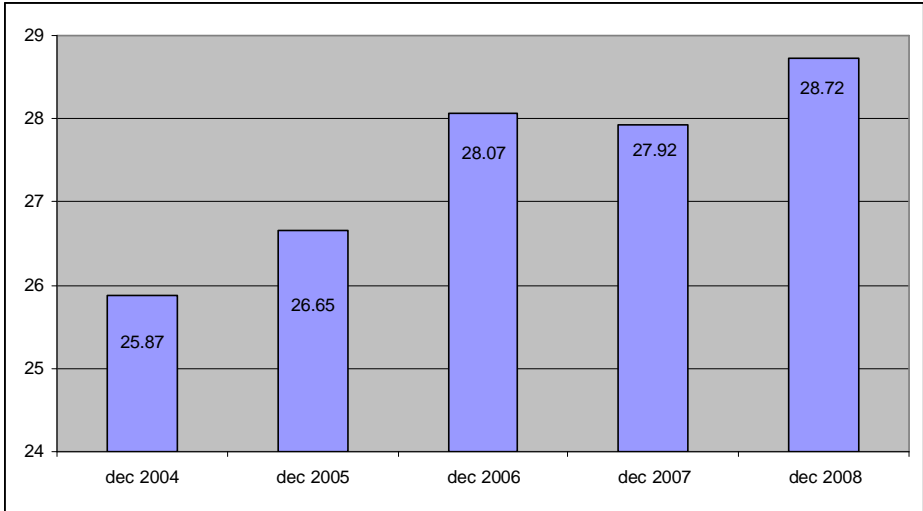
B&B Hotels Group already operates 18 hotels in Germany, where the occupancy rate in 2008 rose to 62.80%, or a 1.60 point increase for the year (2007: 61.20%).

Following the sale of 159 hotel properties from B&B to ANF in 2007, 2008 was the first year to include full rental income.

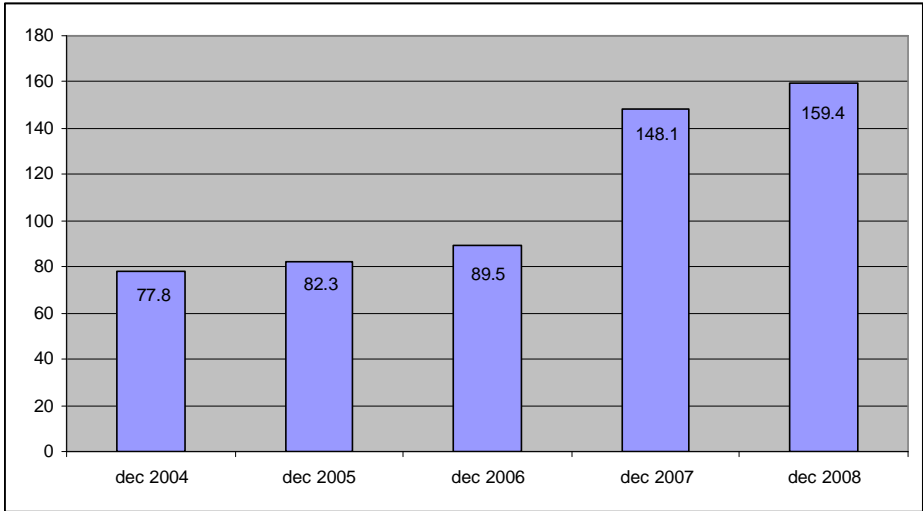
In € million	2008	2007	Variation (%)
Consolidated revenues (€ net of tax)	162	150	+7.8%
RevPar France € net of tax	28.96	28.33	+2.2%
RevPar Germany € net of tax	26.77	24.10	+11.1%
EBITDAR € net of tax	64	61	+4.8%

**Number of rooms sold in 2008: 3,489,117 or + 144,253 rooms compared with previous year.**

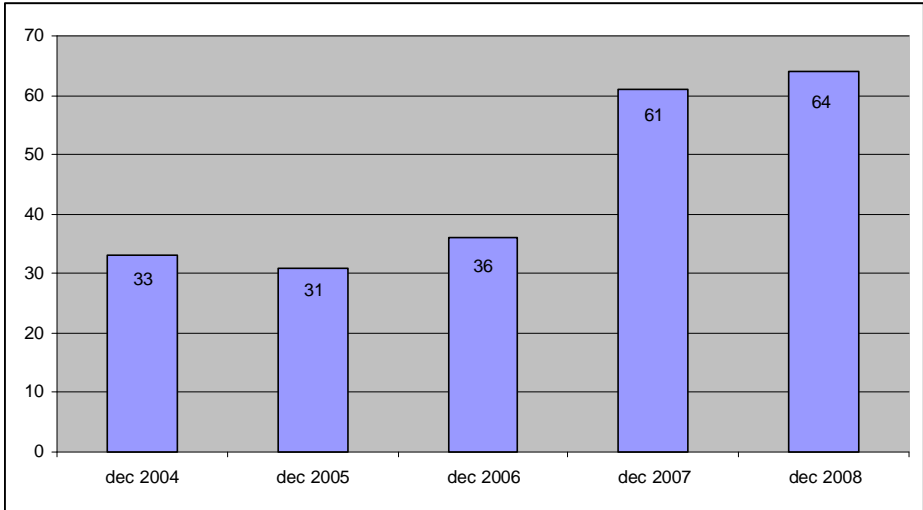
**REVPAR NET OF TAX**



**HOTEL REVENUES €M NET OF TAX**



**EBITDAR €M NET OF TAX**



## **Becoming an European leader in budget hotels**

The decision taken by B&B to become a European leader in the budget hotel sector was reflected in 2008 through the regular hotel openings in Germany and France.

The chain continued its development in France with the opening of 4 hotels: Aulnay sous Bois (113 rooms), Lille Euralille Grand Palais (127 rooms), Salon de Provence (83 rooms) and Valenciennes (83 rooms).

In Germany, B&B continued to expand with the opening of 3 hotels: Munich (132 rooms), Frankfurt (100 rooms) and Hamburg (182 rooms). The partnership with Tank&Rast, which was concluded at the end of 2007, will enable the opening of approximately ten more hotels in 2009 on a franchise basis.

## **Outlook for 2009**

- ➔ Strengthening of B&B's broadening European presence. Project commitments have been made in Toruń, Budapest, Monza, Milan and Turin.
- ➔ Start of construction of the first franchised hotel in Portugal.

*"The year 2008 has seen the Group pursuing its strategy by offering the "econo-chic" concept to its customers, with the renovation of 78 establishments, and the continuation of its development in France and internationally with the opening of 7 new hotels and the creation of subsidiaries in Poland, Hungary and Italy.*

*The Group's first awareness and publicity campaign was with a great success, with a significant increase in Internet traffic and in the brand's reputation. The various strategies and activities proved to be profitable at the dawn of an uncertain economic period, and have enabled us to tackle 2009 in a strong position, not only to be resilient, but also to take advantage of the opportunities created by this new environment,"* said Georges SAMPEUR, Chairman of the Executive Board of B&B Hotels.

## **About B&B Hotels**

With the majority of its shares held by the investment company Eurazeo, B&B Hotels is the leading independent budget hotel chain in France, with 178 hotels in France and 18 in Germany to date.

B&B hotels welcome their customers, whether on business or pleasure trips, by offering comfort and high quality services at a moderate price. The concept of "hotel rooms at friendly prices" won a Hospitality Award in the "Best Innovative Accommodation Concept" category in 2006 and a "Janus du Commerce" from the *Institut français du Design* (French Design Institute) in 2007.

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