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MY AGENCY SIGNS A MAJOR CONTRACT WITH A HIGH JEWELRY PLAYER

MyHotelMatch announces that its new luxury division, MY AGENCY, has signed an annual contract with a major player in the high jewelry industry to provide its white label concierge service.

A prestigious new reference for MY AGENCY

MY AGENCY stood out during the tender process due to the quality of its partners and its expertise both in fulfilling its customers' requests and in the technology that ensures real-time tracking of requests. The teams at MY AGENCY offer the clients of this renowned brand, who come to France to buy jewelry, experiences that are perfectly suited to their needs and desires: restaurant or entertainment reservations, shopping, transportation, clubbing, travel arrangements, and event planning.

Following the success of the "test" phase in two of the Group's stores, this concierge service has been deployed in 11 stores in France with nearly 170 sales staff in charge of offering a premium service to VIP customers. To date, no less than 250 experiences have been designed and implemented since the contract was signed in the second quarter of 2022.

This annual contract, which represents a full year's business volume of nearly €1 million with double-digit profitability, should be extended to this luxury brand's other boutiques in the coming months.

Recognized expertise and savoir-faire in the ultra-luxury sector

This agreement confirms the expertise of MyHotelMatch's Luxury division and the recognition of its savoir-faire by the biggest players in the sector who entrust it with the requests of their most prestigious clients. This new contract will contribute to the growth of MY AGENCY's revenues, which should reach approximately €10 million in 2022, an increase of 50% from last year.

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About MY AGENCY

Created and directed by Yves Abitbol since 2004, MY AGENCY is a 360 agency specialized in luxury industry and ultra-luxury, offering to a VIP clientele complete premium services such as private concierge, travel, transport, events and real estate. The company has nearly 20,000 partners worldwide (hotels, restaurants, transport, shopping, services, ticketing, etc.) and 800 VIP customers for whom it has created nearly 80,000 unique experiences.

Since June 2002, MY AGENCY became the Luxury division of MyHotelMatch, a 100% subsidiary of the Group.

About [MyHotelMatch](#)

MyHotelMatch is developing a technological innovation tool that aims to revolutionize the world of luxury tourism. For this purpose, the company acquired MY AGENCY which, with 18 years of experience in this field, has an installed base of more than 80,000 experiences with VIP customers. Breaking away from traditional OTAs and the customer-hotel duo catalogued by price only (resulting in many lodging choices being "blind dates"), MyHotelMatch puts the "match" back as the fundamental objective of the luxury tourism industry. Based on ultra-profiling and social recommendations, the platform is inspired by online dating sites to connect travelers and hotels with high value-added online hotel services whose profiles match.

MyHotelMatch is listed on Euronext Paris - Compartment C (ISIN: FR0011277391 - MHM).
More information on myhotelmatch.com (Investors section).

This press release contains forward-looking statements regarding the development, prospects and growth strategies of MyHotelMatch and its subsidiaries (the "Group"). These statements include indications of the Group's intentions, strategies, growth prospects and trends in its results. Although these statements are based on data, assumptions and estimates that the Group considers reasonable, they are subject to numerous risk factors and uncertainties, and actual developments and results may differ from those anticipated or implied by these statements due to a variety of factors, including technical and technological factors, as described in the Group's business reports available on the MyHotelMatch website. The forward-looking information contained in this press release reflects the indications given by the Group as of the date of this document.