

PRESS RELEASE

Partnering with the 2019 Rugby World Cup, Sodexo brings hospitality to life!

Paris, France, October 2, 2019 - For the fifth time in a row, Sodexo, world leader in Quality of Life services, with its dedicated subsidiary Sports Travel & Hospitality (STH), is partnering with World Rugby in the organization of this year's World Cup, taking place in Japan. The company has tackled a major challenge: the design, development and marketing of all hospitality services (international flights, domestic transport, catering, accommodation and related activities) for sports enthusiasts from all over the world. With this new contract, Sodexo is further strengthening its commitment to creating memorable experiences for sport fans.

Sodexo, the hospitality services expert for large-scale sports events

Sodexo has renewed its partnership in the organization of the Rugby World Cup, which this year is expanding to the design and marketing of all hospitality services across the twelve stadiums where games will take place. The company has joined forces with a well-respected local partner, JTB (a renowned travel agency in Japan) to provide services that fully respect and draw from local customs.

This sporting event presented a true technical and cultural challenge, as Japan is hosting the first Rugby World Cup to take place in Asia, and sports hospitality is a fairly unknown concept in the country. Sports Travel & Hospitality is providing hospitality services at all twelve host stadiums across Japan, including a flagship temporary structure at the International Stadium Yokohama, which houses 19 private 'Webb Ellis Suites' for 600 people and the Webb Ellis Pavilion, a 700-seat restaurant.

The company has also developed guest experiences such as the Diamond Dinner Package, a formal sit-down dinner with live entertainment on evenings before key matches, and the Champions package where guests attend the final before attending the invitation only, black-tie World Rugby Awards the following night. All of these innovative experiences have been designed to enhance the hospitality experience and extend the spirit of the event beyond the event itself.

The Sports Travel & Hospitality offering is comprised of nine hospitality packages, from the most conventional to the most high-end, each designed to cater to the needs of as many spectators as possible, be they from Japan or abroad. **132,000 official travel packages have already been sold in more than 100 countries, including 20,000 in France and 20,000 in the UK, with another 60,000 hospitality packages being sold globally.**

Nathalie Bellon Szabo, CEO Sports & Leisure Worldwide at Sodexo, explains: *"It is an honour for us at Sodexo to leverage our expertise in entertainment for large-scale sporting events, which are moments to create exciting memories. This Rugby World Cup is the very first to take place in Asia, and we have been particularly attentive in creating tailor-made services that build bridges between Western and Japanese cultures. As elsewhere, our mission is to foster togetherness and create unique and memorable experiences."*

Sodexo / Sports Travel & Hospitality and the Rugby World Cup 2019: a few key figures

- 60,000 hospitality packages sold
- 9 packages developed
- 190,000 tickets sold
- 100 nationalities reached

About Sodexo

Founded in Marseille in 1966 by Pierre Bellon, Sodexo is the global leader in services that improve Quality of Life, an essential factor in individual and organizational performance. Operating in 72 countries, Sodexo serves 100 million consumers each day through its unique combination of On-site Services, Benefits and Rewards Services and Personal and Home Services. Sodexo provides clients an integrated offering developed over more than 50 years of experience: from foodservices, reception, maintenance and cleaning, to facilities and equipment management; from services and programs fostering employees' engagement to solutions that simplify and optimize their mobility and expenses management, to in-home assistance, child care centers and concierge services. Sodexo's success and performance are founded on its independence, its sustainable business model and its ability to continuously develop and engage its 460,000 employees throughout the world.

Sodexo is included in the CAC 40, FTSE 4 Good and DJSI indices.

Key figures (as of August 31, 2018)

20.4 billion euro in consolidated revenues
460,000 employees
19th largest private employer worldwide
72 countries
100 million consumers served daily
15.4 billion euro in market capitalization (as of July 5, 2019)

About Sodexo Sports & Leisure

Sodexo Sports & Leisure is one of the strategic segments of the Sodexo Group, which operates in France and around the world to manage prestigious cultural and sports venues and major events. This segment represents €1.7 billion in revenue worldwide, with nearly 40 000 employees. Combining technique and creativity, our turnkey solutions cover ticketing, travel, foodservices, safety, logistics, marketing and technical and artistic organization. In the digital age, Sodexo helps clients to integrate new technologies into their events by offering innovative and personalized services. Multiple benefits that contribute to the success of prestigious events such as Royal Ascot, the Super Bowl in the United States, the Tour de France and the Rugby World Cup, and make exceptional places shine like Lido of Paris, La Maison Lenôtre, Le Pré Catelan, Bateaux Parisiens, Yachts de Paris as well as Bateaux London and the National Gallery in the United Kingdom. Find out more at www.sodexo.com.

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