

— GROUPE —
FLOIRAT

PLACES & SPIRIT



*Five
different
places,
one exclusive
spirit.*



Groupe Floirat is a family-owned company founded in 1967 by French entrepreneur Sylvain Floirat. It is run today by his great-grandson Antoine Chevanne (4th generation) and focuses on luxury hospitality, gourmet restaurants, beach club, and upscale nightclub.



The legendary 5-star deluxe palace «Hotel Byblos» & «Les Caves du Roy» nightclub are both located in Saint-Tropez, on the iconic French Riviera.



«Byblos Beach», the place to go for a stylish but laid-back experience on the legendary Pampelonne beach.



«La Réserve Saint-Jean-de-Luz» is a 4-star boutique hotel opened in 2004, located in the Basque Country.



«Les Manoirs de Tourgéville» is a 4-star boutique hotel opened in 2010, located in Normandy.

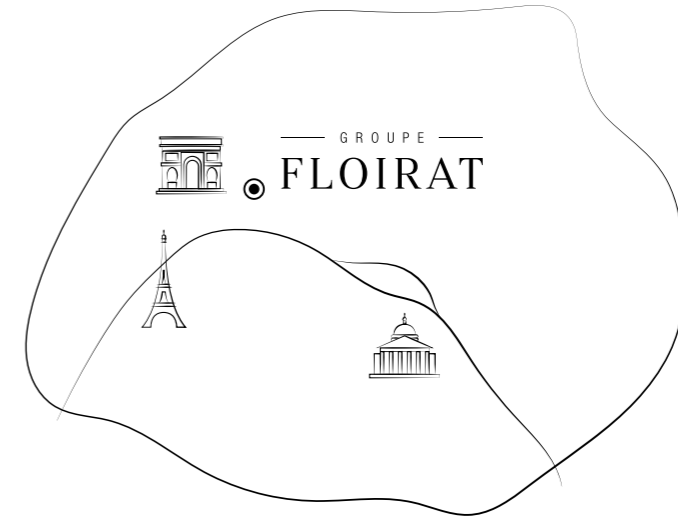
While each of our properties is different from one another, they all convey the same philosophy, a family spirit whose values are passed on from generation to generation and upheld in each of our establishments.

At all times we display a strong commitment to know-how and a keen awareness of how best to host our guests. A simple and sound vision of luxury.

Our development
is guided by curiosity,
passion, and the utmost
desire to experience
wonderful human
adventures together.

	<i>Everything began with Sylvain Floirat, a multifaceted businessman</i>
1946	Launch of Aigle Azur Airlines (French company)
1955	Purchase of «Europe 1» radio, one of the most influential radio in France today
1967	Purchase of the «Hotel Byblos» & the nightclub «Les Caves du Roy Saint-Tropez»
1980	Sylvain Floirat became the CEO of Matra Company (Aeronautics, Aerospace, Automobile, Telecommunications)
1993	Death of Sylvain Floirat — Refocusing of activities on: Luxury hotel, Hotel de charme & Real Estate
2004	Purchase of the first hotel de charme of the Groupe Floirat: «La Réserve Saint-Jean-de-Luz» (south west of France)
2006	Antoine Chevanne became the CEO of the Groupe Floirat (after having managed the «Hotel Byblos» during 5 years)
2009	Purchase of the second hotel de charme of the Groupe Floirat: «Les Manoirs de Tourgéville», in Deauville - Normandy (north west of France)
2012	Palace accreditation for the «Byblos Saint-Tropez» Only 16 hotels in France
2017	Celebration of the 50 th Anniversary of the «Hotel Byblos» & «Les Caves du Roy» Nightclub
2019	Opening of the new Italian restaurant concept: «Cucina» by Alain Ducasse Inauguration of the Byblos Beach Club in Pampelonne.
	<i>to be continued</i>

OVERVIEW & KEY FIGURES



33

MILLIONS EUROS
PER YEAR

240

EMPLOYEES

Located in the 8th district of Paris, the holding company is Groupe Floirat's head office.

The Financial, Communication & Marketing departments as well as the Chairman's office are all housed there.

LA RÉSERVE

SAINT-JEAN-DE-LUZ

wholly-owned

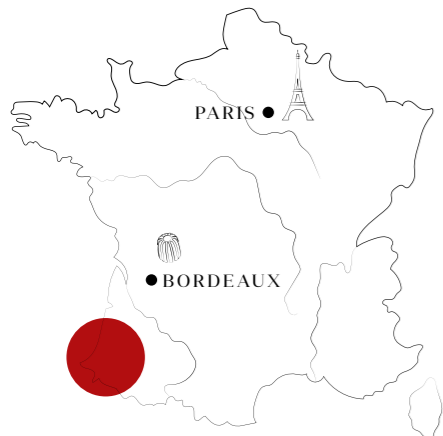


LA RÉSERVE

Saint-Jean-de-Luz



«La Réserve
Saint-Jean-de-Luz»
is a 4-star boutique
hotel & residence,
opened in 2004,
located in the
Basque country.







BOUTIQUE
HOTEL
& RESIDENCE
*LOCATED ON
THE BASQUE
COAST*

41
ROOMS

44
APARTMENTS

1
RESTAURANT

MORE THAN 12 000 ROOM NIGHTS
from March to mid-November over the past 5 years

3.9M€
2018 TURNOVER

Renovation of la Réserve
10M€ INVESTED
between 2008 & 2018

200€
average nightly rate
excluding VAT

Number of staff employed

LOW SEASON
—
25

HIGH SEASON
—
50

Spa by the French
skincare specialist
Esthederm Institut

LES MANOIRS

TOURGÉVILLE

wholly-owned



LES MANOIRS

Tourgéville



«Les Manoirs
de Tourgéville»
is a 4-star boutique
hotel opened
in 2010, located
in Normandy.







BOUTIQUE
HOTEL
*LOCATED IN
NORMANDY
CLOSE TO
DEAUVILLE*

57
ROOMS

1
RESTAURANT

MORE THAN 12 000 ROOM NIGHTS PER YEAR

4.5M€
2018 TURNOVER
WITH STRONG, REGULAR GROWTH
since opening in 2010

Number of staff employed

40 | OPEN
ALL YEAR
ROUND

200€
average nightly rate
excluding VAT

CINEMA
1
ROOM

Spa by the French
skincare specialist
Esthederm Institut

BYBLOS & LES CAVES DU ROY

—
SAINT-TROPEZ

wholly-owned



The legendary
5-star deluxe palace
«Hotel Byblos» and
«Les Caves du Roy»
nightclub are both
located in Saint-Tropez,
on the iconic French
Riviera.









5-star
DELUXE
PALACE IN THE
CENTER OF
SAINT-TROPEZ

90
ROOMS
INCLUDING
50
SUITES

2
RESTAURANTS
CUCINA
by Alain Ducasse
« B » by the pool

11 000 TO 12 000 ROOM NIGHTS
on average from the mid of April through to mid of October

24M€
2018 TURNOVER

— over —
10000€
average room rate
excluding VAT

ANNUAL INVESTMENT
3—5M€

Number of staff employed

LOW SEASON

200

HIGH SEASON

300

NIGHTCLUB
les Caves du Roy

SPA BY
Sisley cosmetics

BYBLOS EXCLUSIVE SERIES

1967



*For its 50th
anniversary
in 2017, the*

Byblos presented
an exceptional new
range of products
created exclusively
for the mythical
Saint-Tropez hotel
by six houses
symbolizing high-end
luxury, history
and creativity.

2017

Audemars
Piguet



Goyard



Rolls-
Royce



Dom
Pérignon



Missoni
Home



Sisley



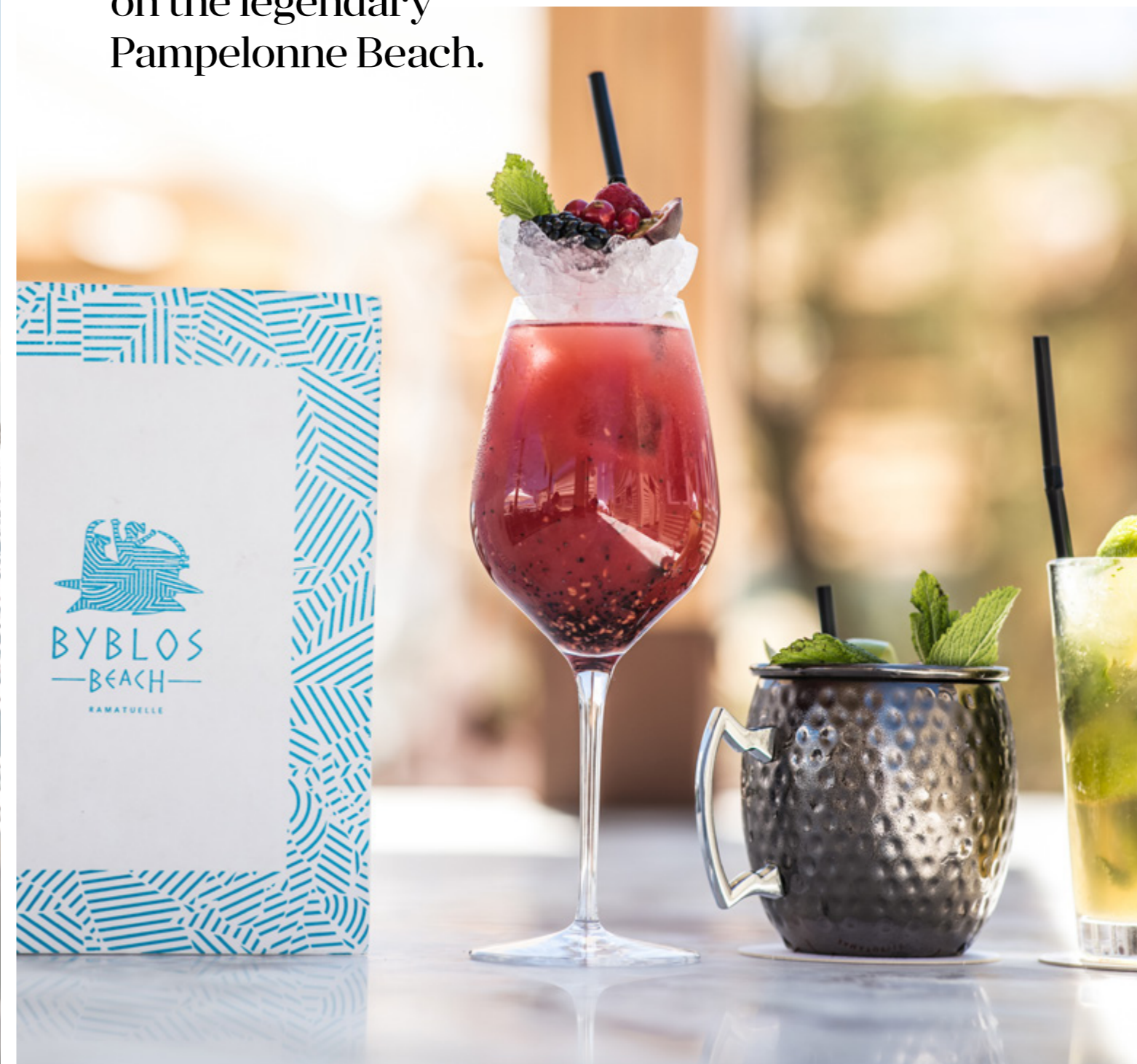
BYBLOS BEACH

—
RAMATUELLE





«Byblos Beach»,
the place to go
for a stylish but
laid-back experience
on the legendary
Pampelonne Beach.



BEACH CLUB
LOCATED ON
PAMPELONNE
BEACH,
RAMATUELLE

140
SUN
LOUNGERS

120
RESTAURANT
SEATS

2.6M€
2019 TURNOVER

120€
average price per head
including VAT

26 000 SEATS FROM MAY TO OCTOBER

NUMBER
OF STAFF
EMPLOYED

32

14 250
SUNBEDS
FROM MAY TO OCTOBER



WORLDWIDE OVERVIEW

Our presence and
visibility in the foreign
press is secured by
international press
relation firms
located in the Group's
main markets: USA,
UK and France.



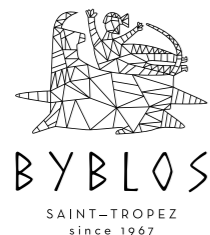
USA — UK

PERETTI COMMUNICATION



FRANCE

GROUPE FLOIRAT PRESS RELATION



PRIVILEGED PARTNERSHIPS

VALERIE WILSON
TRAVEL
USA

FISCHER
TRAVEL
USA

TZELL
USA

TEREZA PEREZ
BRAZIL

TOP 5 NATIONALITIES

- 1 UNITED-STATES
- 2 FRANCE
- 3 UNITED-KINGDOM
- 4 SWISS
- 5 BRAZIL

MEMBERSHIPS



INSTAGRAM
35.8K
FOLLOWERS

FACEBOOK
23.5K
FOLLOWERS



MANAGEMENT TEAM

BOARDS OF DIRECTORS

Chairman of the
Supervisory Board

Sylvain Chevanne

Chairman
of the Board

Antoine Chevanne

DIRECTORS

Chief Financial Officer
Thierry Naudy

Director of Byblos
Development
Christophe Chauvin

Sales Director
Pascale Fontaine

Communication
& Marketing Director
Romain Pirat

GENERAL MANAGERS

Hotel Byblos
Christophe Chauvin

Hotel La Réserve
**Marie Eugénie
Hernandez**

Hotel Les Manoirs
Yves Marie Guguen

Caves du Roy
André Deschesne

CONTACT

Antoine Chevanne
Chairman of the Board

a.chevanne@groupe-floirat.com
+33 153 968 080

Christophe Chauvin
General Manager Byblos Hotel

cchauvin@byblos.com
+33 494 566 800

LOCATION

Groupe Floirat

71 avenue Franklin Delanoë Roosevelt
75008 Paris, France
www.groupe-floirat.com

Byblos Hotel

20 avenue Paul Signac
83 990 Saint-Tropez, France
www.byblos.com

