

PRESS RELEASE
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Pierre-Frédéric Roulot appointed CEO of Groupe du Louvre, the new European headquarters of Jin Jiang International

Pierre-Frédéric Roulot will be responsible for implementing Jin Jiang International's development strategies in Europe, diversifying its activities and continuing to enhance the performance of Louvre Hotels Group, the hospitality subsidiary, of which he remains Acting CEO pending the appointment of a successor.

In early January, Pierre-Frédéric Roulot, CEO of Louvre Hotels Group, was appointed by its shareholder, Jin Jiang International, to the position of CEO of Groupe du Louvre, a holding company of the second biggest European hotel group and now the European headquarters of the Chinese consortium. This appointment confirms Jin Jiang International's ambitions in Europe and its desire to strengthen not only its hospitality activities, but also to seize new opportunities in similar sectors where Jin Jiang is present in its local markets. During his meeting last spring with Laurent Fabius, French Minister of Foreign Affairs and International Development, Yu Minliang, chairman of Jin Jiang International, told the minister of his desire to make France the platform for his group in Europe.

"I am particularly proud of the confidence that Jin Jiang International has placed in me and to be part of a company that is aiming to become the world's leading player in its traditional markets. This new challenge is demanding, exciting and inspiring, and paves the way to several new business projects, especially between Europe and China," explains Pierre-Frédéric Roulot, CEO of Groupe du Louvre.

Pending the appointment of a new leader for Louvre Hotels Group, Pierre-Frédéric Roulot will be acting CEO and will continue to chair the Group, giving priority to the development and strengthening of the Campanile and Golden Tulip hotel brands in China.

About Groupe du Louvre

Groupe du Louvre is a subsidiary of Jin Jiang International Holdings Co. Ltd, one of China's leading travel and tourism conglomerates and the parent company of Louvre Hotels Group, the second European hotels group. Groupe du Louvre acts as Jin Jiang's headquarters in Europe and aims at developing Jin Jiang activities on the European and international markets.

www.groupedulouvre.com

About Jin Jiang International

Based in Shanghai, Jin Jiang International Holdings Co., Ltd is one of the largest Chinese conglomerates in the tourism and travel industry. Its main activities in the hotel industry are property investment and operations. The conglomerate is also present in the service sectors of travel, transport and logistics. Jin Jiang Hotels International, majority-owned subsidiary of Jin Jiang International Holdings, owns and operates over 3,000 hotels and 360,000 rooms in over 55 countries in Asia, Europe, America and Africa.

www.jinjiang.com

About Louvre Hotels Group

Louvre Hotels Group is a major player in the global hotel industry, with over 1,100 hotels for a total capacity of more than 95,000 guest rooms in 48 countries. It operates a complete portfolio of 6 brands ranging from 1 to 5 stars: Première Classe, Campanile, Kyriad, Tulip Inn, Golden Tulip and Royal Tulip. Louvre Hotels Group is owned by Jin Jiang International Holdings Co. Ltd., one of China's leading travel and tourism conglomerates.

www.louvrehotels.com

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