

Boulogne-Billancourt, Monday 11 January 2016

## **With the acquisition of BookaTable, Michelin becomes the European online restaurant reservation leader**

Michelin is today announcing its acquisition of BookaTable, demonstrating the Group's intention to accelerate its development in the online restaurant reservation market in Europe.

BookaTable, with its head office in London, UK, is the European leader in the online restaurant reservation market with more than 15,000 establishments using its service, and more than 34 million covers booked in 2015 in Europe.

Michelin concluded a multi-year partnership with BookaTable in March 2013, which allowed it to incorporate BookaTable solutions into the MICHELIN Restaurants offer - both via the web and through mobile applications. In addition to giving it a presence in many European countries where BookTable is already established, this acquisition strengthens and accelerates the development of Michelin's technology platform for online restaurant reservations. It will enable it to develop both the quality of service offered to customers and new services in order to build the offers of the future.

With this acquisition Michelin is able to capitalise on its traditional experience in the restaurant industry and becomes the European leader in the online restaurant reservation market. Michelin will be able to roll out its offering in new countries in the future - in particular in Scandinavia.

With its focus on mobility, Michelin is now speeding up its growth in travel assistance services by offering customers a unique mobility experience with high added value products and services. The association between Michelin, the world restaurant guide leader with its MICHELIN guide, and BookaTable, the European leader in the online restaurant reservation market, helps restaurateurs develop their business by offering new solutions and helps customers by making it easier to book.

### About Michelin

The mission of tyre industry leader **Michelin** is to play an active part in the sustainable transport of people and goods. To achieve this goal, the Group manufactures, distributes and markets tyres for all types of vehicle. Michelin also proposes innovative digital services, in particular in the field of travel and mobility. With ViaMichelin it is one of Europe's leading providers of maps, route calculation on the web and for mobile applications, and is a worldwide expert in the restaurant industry with MICHELIN Restaurants. The Group's headquarters are in Clermont-Ferrand, France. It operates in 170 countries, has a total staff of 112,300 worldwide, and 68 manufacturing facilities in 17 countries, as well as research and development technology centres in Europe, North America and Asia. ([www.michelin.com](http://www.michelin.com))



## About BookaTable

BookaTable is the trade name for Livebookings Holdings Limited. BookaTable's mission is to fill the world's restaurants with happy diners and, through sharing its passion for eating out, to inspire and enable great dining experiences for any occasion and budget. BookaTable does this by bringing diners and restaurants together in a single, vibrant, dynamic marketplace and delivering personal, accessible, fast and local service with care and expertise.

BookaTable provides an unrivalled service for both consumers and restaurants. For consumers, BookaTable is the go-to site for diners. Whether it's inspiring, browsing, booking or dining, BookaTable creates memorable experiences and diners with the opportunity to book amazing restaurants, wherever they are, whatever the occasion.

For restaurants, BookaTable is the indispensable partner of the industry, helping to fill restaurants with diners at the right times and manage those diners to deliver the best possible service. From high-street favourites, to local eateries or the finest Michelin-starred restaurants, BookaTable helps all types of restaurant.

### **Investor Relations**

Valérie Magloire

+33 (0) 1 78 76 45 37

+33 (0) 6 76 21 88 12 (cell)

[valerie.magloire@fr.michelin.com](mailto:valerie.magloire@fr.michelin.com)

Matthieu Dewavrin

+33 (0) 4 73 32 18 02

+33 (0) 6 71 14 17 05 (cell)

[matthieu.dewavrin@fr.michelin.com](mailto:matthieu.dewavrin@fr.michelin.com)

Humbert de Feydeau

+33 (0) 4 73 32 68 39

+33 (0) 6 82 22 39 78 (cell)

[humbert.de-feydeau@fr.michelin.com](mailto:humbert.de-feydeau@fr.michelin.com)

### **Media Relations**

Corinne Meutey

+33 (0) 1 78 76 45 27

+33 (0) 6 08 00 13 85 (cell)

[corinne.meutey@fr.michelin.com](mailto:corinne.meutey@fr.michelin.com)

### **Individual shareholders**

Jacques Engasser

+33 (0) 4 73 98 59 08

[jacques.engasser@fr.michelin.com](mailto:jacques.engasser@fr.michelin.com)