

COMPAGNIE DES ALPES SELECTS FRENCH LEADER POMA

FOR A HISTORIC LONG-TERM COMMITMENT ENTAILING AN ORDER BUDGET OF €200 MILLION UNTIL 2026

Paris, 8 December 2022 - As the winter season gets underway, Compagnie des Alpes has decided to entrust POMA, a French ropeway manufacturer and operator based in the heart of the Alps, for its ski lift projects for a total budget of approximately €200M (list price*) until 2026. This decision is fully in line with the multi-year investment trajectory communicated by the Group.

This clear choice in favour of French manufacture, and especially “Made in Alps”, reflects the commitment made by CDA Group, which is establishing itself as a regional partner committed to supporting local businesses during this challenging economic period for France and the rest of the world.

Promoting French manufacture during troubled times

At a time of uncertainty and major turmoil, Compagnie des Alpes has approved an investment budget of €200 million (list price) for the 2022-2026 period. By entrusting the construction of major structural equipment to the world leader in ropeway transport, CDA has demonstrated its commitment to supporting yet another French mountain industry operator.

Based in the Savoy region of France, the manufacturer is a major player in soft, eco-responsible transport, employing over 1,300 people mainly based in the Alpine valleys (Isère, Savoie and Haute Savoie). The human aspect, coupled with the operational and environmental performance of this Group founded in 1936, was one of the deciding factors in the choice made by Compagnie des Alpes.

A historic agreement to boost the regional economy

The long-term agreement provides and will provide for the replacement of structural equipment in most of the areas in which Compagnie des Alpes operates.

Here are some examples:

- Pontillas ski lifts (Serre Chevalier)
- Lonzagne (Peisey-Vallandry)
- Transarc (Bourg Saint Maurice - Les Arcs)
- Aiguille Rouge chairlift (Tignes)
- Sairon chairlift (Grand Massif : Flaine, Samoëns, Morillon, Sixt-Fer à Cheval)
- Glaciers and La Roche de Mio gondola lift (La Plagne)
- Villaroger gondola lift (Les Arcs)

For example, the Villaroger ski area will be upgraded by dismantling two chairlifts (Plan des Violettes and Replat) installed in 1982 and replacing them with a single gondola lift. Among other things, this investment will enable the number of supporting towers to be virtually halved from 26 to 14.

These structural upgrades will allow the installation of new infrastructure combining technological innovation, visitor comfort, operator safety and energy efficiency.

* The business volume of 200M€ is calculated according to the ski lift projects on the basis of POMA's catalogue prices and therefore before commercial negotiations

Economic benefits for all sector players

CDA's role as a driving force of the French Alpine winter sports industry, as reflected in its major investments, also opens up economic opportunities for a host of local companies, mainly start-ups and SMEs. For example, SOGEC in Motte-Servolex (Savoie) employs around 15 people working in the field of electrical installation, while sixth-generation family business Chalets Deffayet based in Sixt Fer à Cheval (Haute Savoie) specialises in wood construction.

CDA's commitment is grounded on the expertise and know-how of companies based in the Alps. Take the case of Ingelo, for example, a Compagnie des Alpes subsidiary based in Chambéry. Specialising in project engineering, manufacturing and construction, the company makes over 80% of its purchases in the Auvergne-Rhône-Alpes region.

Ingelo fully embodies the French Group's CSR strategy and strives every day to minimise its impact on the environment. This commitment can be seen, for example, in the company's innovative approach to reconditioning ski lifts, snow groomers and artificial snow-making systems.

With improvements in arrival and departure stations, the dismantling of towers and infrastructure upgrades, all mountain industry players will benefit from this historic order from Compagnie des Alpes.

Compagnie des Alpes CEO Dominique Thillaud: *"Unflagging commitment, day after day, to our regions, our delegating authorities, our customers, our partners and our employees is one of the main priorities of our corporate mission. Through this historic commitment, Compagnie des Alpes will help sustain the future development of Poma, an industry world leader and proponent of regional manufacture with whom we share each of our values. XXX"*

David Ponson, head of the CDA Mountain & Outdoor Activities division: *"This strategic decision is a new milestone in our long-standing commitment to regional development that will have a strong impact. At this complicated time for all of us, we have chosen to maintain our level of investment. Committing several hundred million euros over the whole period is a strong sign of Compagnie des Alpes' support for local ecosystems and all those involved in the winter sports market!"*

Fabien Felli, Chairman of Poma: *"We are very proud to work with Compagnie des Alpes for the development of its ski areas. POMA, present in the four corners of the world, invests to maintain a French unique know-how, with key skills and an integrated production tool. We are glad that our industrial strategy takes part in the economy of our ecosystem, by being rigorously up to the requirements of the CDA Group. At a time of collective action for a rapid and sustainable ecological transition, choose proximity, sustainability and service is at the core of all issues. The CDA, a leading player, whose environmental approach is strongly committed, chooses POMA technology and service: this is a strong signal for all our teams and for the whole profession."*



ABOUT COMPAGNIE DES ALPES

Since its creation in 1989, Compagnie des Alpes (CDA) has been shaping unforgettable moments of leisure for millions of people, with a single objective: allowing everyone to reconnect with themselves and with others by experiencing exceptional moments in some of the most extraordinary parts of the world.

Today, CDA consists of 5,000 employees working in 10 of the most beautiful mountain resorts in the Alps, 12 renowned leisure parks, the leading online distribution marketplace for holidays in the French Alps, accommodation, outdoor and other activities, all operated in an integrated approach devoted to operational excellence and quality, in the service of the Very High Satisfaction of its customers and its host regions.

Embodied in defining developments, attractions, shows, immersive accommodation and digitalisation, CDA's quality offer and unique concepts regularly receive plaudits.

Concerned about the balance of its host regions, CDA aims to promote their vitality and quality of life, while at the same time acting as a driving force for ecological transition. The Group believes in the virtues of dialogue with its stakeholders and in respecting local and regional specificities. It accordingly uses its capacity for innovation to create tailor-made or scalable solutions to preserve these extraordinary areas over the long term. The Group is committed to achieving Net Zero Carbon (scope 1 and 2) by 2030.

At the end of 2022, the Group won three international benchmark awards in its three businesses: "World's Best Ski Resort" (World Ski Awards 2022), "World's Best Attraction" (IAAPA EXPO) for Chasseurs de Tornades at Futuroscope, and "Best Food & Beverage & Entertainment Experience" (Hospitality Awards) for the Yoonly & Friends concept.

- Ski Areas: La Plagne, Les Arcs, Peisey-Vallandry, Tignes, Val d'Isère, Les Menuires, Méribel, Serre Chevalier, Flaine, Samoëns – Morillon – Sixt-Fer-à-Cheval
- Leisure Parks: Parc Astérix, Futuroscope, Walibi Rhône-Alpes, Grévin Paris, France Miniature, Walibi Belgium (BE), Aqualibi (BE), Bellewaerde Park (BE), Bellewaerde Aquapark (BE), Walibi Holland (NL), Familypark (AT), Chaplin's World (CH)
- Distribution and Hospitality: Travelfactory (Travelski, Yoonly, etc.), CDA Agences Immobilières, MMV



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