



Press release
August 1st 2023

Interface Tourism Group joins Hopscotch Groupe to accelerate its development in international tourism & lifestyle marketing

Interface Tourism Group, a leading marketing and communications agency in the tourism sector in France, Spain, Italy and the Netherlands, announces its incorporation into Hopscotch Groupe, a communications consultancy group and a major player in social media, digital, public relations, events and marketing services. By acquiring 100% of the equity owned by Interface Tourism's founder, president and majority shareholder M. Gaël de la Porte du Theil, Hopscotch will extend its presence in Europe and become a leading force in the tourism sector. As part of Hopscotch Groupe Interface Tourism Group will strengthen its service capabilities and accelerate its growth. Interface Tourism Group and Hopscotch Groupe will develop synergies to provide a unique offering to the tourism and lifestyle industries.

The activities will be grouped together in a new entity, "HOPSCOTCH INTERFACE TOURISM", whose management committee will be composed by Frédéric Bedin, Chairman of the Hopscotch Groupe Management Board, Chris Pomeroy, founder and CEO of Interface Tourism Spain and Blaise Borezée, Managing Director of Interface Tourism France. Interface Tourism founder Gaël de la Porte du Theil will accompany the project as Senior Advisor. In particular, this management committee will implement the synergies between the Interface Tourism teams and the Hopscotch companies, drawing on the experience in many complementary sectors that influence tourism in the 21st Century and contribute to a destination's success: cultural and sports events, luxury retail, gastronomy, wellness, etc. and offering clients a full expertise in: influence, PR, digital, event, strategic consultancy.

« *We are delighted to welcome the INTERFACE TOURISM teams to HOPSCOTCH Groupe. They bring us a unique expertise and knowledge of the tourism sector that is close to our hearts, and it reinforces our presence in Spain, Italy and the Netherlands* », announces Frédéric Bedin.

« *With this agreement, INTERFACE TOURISM realises the ambition it has been pursuing for over 20 years, to cover the whole world and expand its expertise in all so-called Art de Vivre sectors that have become an integral part of a tourist destination's success. This integration will provide INTERFACE TOURISM's management and operational teams, as well as its clients, with exceptional development perspectives* », explains Gaël de La Porte du Theil.

During the pandemic, Interface Tourism drew up a plan to develop a pan-european structure and a unique mix of services to create a completely new approach to tourism marketing and communications that is perfectly adapted to the needs of destinations and travel brands in today's context. As a Hopscotch incorporates a number of brands and services that make up Interface Tourism Group:

- In France: Interface Tourism France, Indigo Unlimited, Rep & Co,

- In Spain: Interface Tourism Spain, THR Tourism Industry Advisors, Travellyze traveller intelligence,
- In Italy: Interface Tourism Italy,
- In the Netherlands: Interface Tourism Netherlands.

Hopscotch's objective is to complete the acquisition of Interface Tourism's agencies before the end of 2023.

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About Interface Tourism Group

INTERFACE TOURISM is a communications, marketing, public relations and social media agency specializing in the tourism sector. It represents major destinations and private players in the tourism industry, in the leisure and business segments, for ongoing support or one-off operations. With a team of over 100 employees, they develop strategies and implement activities on behalf of customers worldwide. INTERFACE TOURISM has offices in France, Italy, Spain and the Netherlands, as well as partners in all world markets. Since July 2023, in France, the agency's commitment to sustainable development and its CSR policy have been recognized by the award of the "Agences Actives" label with 3 stars - Expert level.

More information : www.interfacetourismgroup.com

About Hopscotch Groupe

HOPSCOTCH is an international communications group founded in France, directed by its founders and its managers, all guided by a business vision carried forward by the complementarity of expertise. The credo of HOPSCOTCH? "Global PR", created around a unique mix of digital, event management, influence, public relations and marketing services. HOPSCOTCH brings together, at its Paris Hub, in Lyon, in Lille, in Marseille and internationally, more than 800 expert collaborators in all the communication skills: influence, events, activation, digitalization, internal communications, public affairs, marketing services... Convinced that the value of an enterprise or organization resides in the care given to its capital of human relations, HOPSCOTCH structures its expertise around its own brand "Hopscotch" (Events / PR / Travel / Décideurs / Congrès / Luxe / Sport), and specialized agencies: AD crew, Alizeum, heaven, Human to Human, Le Public Système Cinéma, Le Public Système PR, Sagarmatha, Sopexa, Sport&Co and Uniteam. HOPSCOTCH has today an integrated international network, with 36 offices spread over 5 continents, allowing a capacity for intervention anywhere in the world. Quoted on Euronext Growth Paris (Code ISIN : ALHOP FR 00000 6527 8), in 2022 the group represents a turnover of €246.9 million and a gross margin of €86.1 million.

More information: www.hopscotchgroupe.com