



NEW MEMBER OF THE MANAGEMENT BOARD: JEAN-MARC SCHNELL IS DIRECTOR OF OPERATIONS ADAGIO APARTHOTELS

PARIS/MÜNCHEN, 21 November 2022 (SC) – Adagio, Europe's market leader in the aparthotel sector, appoints Jean-Marc Schnell as Director of Operations (COO) and a new member of the Executive Board. With this appointment, Adagio confirms its continuous development and modernisation ambitions. In his role, Jean-Marc Schnell wants to take advantage of the company's strong upswing to mobilise his relationships in the industry and to contribute his profound management expertise acquired in more than 30 years in the international hotel scene on a total of three continents.

Focus on development – With keeping an eye on people

His responsibilities as a member of the Executive Committee include accompanying ADAGIO's expansion plans, managing the operations team in France and Europe, implementing the renovation plans and overseeing the transformation of the network. In addition, Jean-Marc Schnell will accompany Adagio's ambitious developments in France as well as internationally and will fully participate in all CSR (Corporate Social Responsibility) ambitions. The human factor, or "human business", is very important to Jean-Marc Schnell. He wants to empathize with the culture everywhere and thus get to know the people who fill the Adagio properties with life. His expertise revolves around this philosophy.

With ACCOR since 2003

He started his career in the management of individual hotels in Alsace and Normandy before taking over the management of the Sofitel franchise in Montpellier. In 2003, Jean-Marc Schnell joined the ACCOR Group to build up the Operations division in Africa with a network of 40 hotels (Two to Five Serne) in 15 countries until 2016. Subsequently, as Vice President Operations, he was a member of the ACCOR Centre Europe team based in Munich.

He worked in business and midscale for Germany and Austria (205 hotels) before becoming Senior Vice President Operations Franchise, ensuring owner relations during the COVID crisis with over 70 partners.



"I am here to contribute to a further improvement and increase in results for Adagio. My goal is to accompany development, including through franchising, with a human and responsible approach, focusing on guest satisfaction." Jean-Marc Schnell.

ABOUT ADAGIO

Aparthotels Adagio combine the comfort of a flat with the service of a hotel for added convenience. Mainly found in city centres and sought-after regions. The innovative company Adagio was founded in France in 2007 as a joint venture between Accor and Pierre & Vacances Center Parcs. The idea was to offer a concept for the needs of long-term travellers. What was originally 16 aparthotels in two countries has now become a rapidly growing company with the aim of being present in Europe as well as in the Middle East and Latin America. Today, Adagio is the European market leader in the aparthotel sector and aims to expand its network to a total of 200 aparthotels with 15,000 flats by 2024. The three product lines are: Adagio, comfortable mid-range aparthotels in central metropolitan locations; Adagio access, smart economy aparthotels in urban environments; and Adagio Premium, upscale aparthotels.

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