

## News

### Swiss Life Asset Managers France is continuing to develop in the outdoor hospitality market and taking a 33.34% stake in the Inspire Group.

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With this unprecedented investment, Swiss Life Asset Managers France is continuing to develop in the outdoor hospitality market and consolidating its leading position in the hotel segment. This is the first time in its history that the management company Swiss Life Asset Managers France has taken a direct stake in an operating company.

With over 8.000 campsites, France is the leading outdoor hospitality market in Europe and the second-largest market in the world after the United States<sup>1</sup>.

Since 2018, Swiss Life Asset Managers France has strongly supported this market segment with the creation of a dedicated OPPCI which held EUR 137 million of campsite assets as at 31 December 2022. As early as 2022, Swiss Life Asset Managers France supported the launch of the Inspire Group by acquiring the “walls” of their first establishments.

#### **An innovative outdoor hospitality concept**

Building on the success of these initial transactions, Swiss Life Asset Managers France is taking a new step by entering into a strategic partnership with the Inspire Group. This acquisition aims to accelerate the development of this new player, which is deploying an innovative outdoor hospitality concept targeting manageable-sized sites with around 100 to 350 locations, located in recognised destinations and in the heart of preserved nature. Swiss Life Asset Managers France and the Inspire Group will jointly create revitalising, top-of-the-range living spaces rooted in a natural environment and offering visitors the opportunity to discover the local area.



© Groupe Inspire, signature 3-bedroom cottage, Marennes Oléron

*“This acquisition confirms Swiss Life Asset Managers France’s determination to be a major player in the outdoor hospitality industry, and we are very pleased to support the Inspire Group in the next phase of its development. This partnership enables us to consider a new investment offer in outdoor hotels that we will soon make to our clients, in particular private banks,”* says Frédéric Bôl, CEO of Swiss Life Asset Managers France.

*“We are pleased with the confidence that Swiss Life Asset Managers France, a leading European financial player, has placed in us for the development of the Inspire Group. This long-term partnership now enables us to consolidate our roadmap for operating, acquiring and transforming our future facilities. Our association with Swiss Life Asset Managers France is also an example of a shared vision of creating the living spaces of tomorrow and of a new way of thinking about the hotel industry,”* say Baptiste Bonnichon and David Brunello, co-founders of Groupe Inspire.



© Groupe Inspire, signature 3-bedroom cottage, Marennes Oléron

### **About the hospitality expertise of Swiss Life Asset Managers France**

Created in 2014 in Paris, Swiss Life Asset Managers' hospitality division has almost EUR 2 billion in hotel assets and manages a portfolio of 90 hotels across several European countries, mainly France, Italy, Spain, Germany and Portugal.

The team has developed strategies for all segments of the hotel industry, from camping to 5-star hotels through various investment vehicles:

- 1 OPPCI dedicated to the outdoor hospitality industry;
- 4 investment funds dedicated to the hospitality industry (project to launch a fifth fund in progress);
- Various diversified funds, three of which are particularly active, with an allocation in the hotel and outdoor hotel segments.

### **About the Inspire Group**

Founded in 2021 by Baptiste Bonnichon and David Brunello, the Inspire Group operates 4 campsites in Charente Maritime, Vendée, Dordogne and Cévennes.

### **Inspire Group philosophy**

Thinking and imagining the living places of tomorrow is our daily mission. More than just holiday destinations, we want to see them as places of self-fulfilment, places that contribute to the development of everyone, including the region.

Guided by our three values of Soul, Sense and Experience, we work to create harmonious places, anchored in their environment. Common living spaces that hold a promise for everyone to meet again.

With a service focusing on the attention accorded to our customers, sustainable integration to enhance the value of the location, and refreshing experiences to enhance relaxation, we do everything we can to make our customers feel good in the right place.

<sup>1</sup>Source: Insee - Xerfi - FFCC

## Media Relations

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### **Inspire Group**

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### **Swiss Life Asset Managers**

Swiss Life Asset Managers has more than 165 years of experience in managing the assets of the Swiss Life Group. This insurance background has exerted a key influence on the investment philosophy of Swiss Life Asset Managers, which is governed by such principles as value preservation, the generation of consistent and sustainable performance and a responsible approach to risks. Swiss Life Asset Managers offers this proven approach to third-party clients in Switzerland, France, Germany, Luxembourg, the UK and the Nordic countries.

As at 30 June 2022 assets under management for third-party clients amount to CHF 99.7 billion. Together with insurance mandates for the Swiss Life Group, total assets under management at Swiss Life Asset Managers stood at CHF 249.9 billion. Swiss Life Asset Managers is a leading real estate manager in Europe<sup>1</sup>. Of the assets totalling CHF 249.9 billion, CHF 88.0 billion is invested in real estate. In addition, Swiss Life Asset Managers, in cooperation with Livit, manages real estate totalling CHF 28.5 billion in value. Total real estate under management and administration at the end of June 2022 thus came to CHF 116.5 billion.

Swiss Life Asset Managers employs more than 2500 people in Europe.

### **Self-determined Life**

Swiss Life enables people to lead a self-determined life and look to the future with confidence. Swiss Life Asset Managers pursues the same goal: We think long-term and act responsibly. We use our knowledge and experience to develop future-oriented investment solutions. This is how we support our customers in achieving their long-term investment objectives, which in turn also take account of their client's needs so they can plan their financial future in a self-determined manner.

<sup>1</sup> INREV Fund Manager Survey 2022 (AuM as of 31.12.2021)

