

## Michelin takes a 40 per cent stake in Fooding®

Boulogne-Billancourt, France (Sept 1, 2017): Michelin today announced its acquisition of a minority stake in Fooding, publisher of the restaurant selection and the print and digital editions of the restaurant guide of the same name.

Created in 2000 in Paris by the journalist Alexandre Cammas, Fooding has distinguished itself among the general public by its ability to identify trends and to approach gastronomy in a quirky way.

This partnership between Michelin and Fooding aims to build exclusive and diverse gastronomy experiences for customers; from quality table discoveries and meetings with chefs, to tailor-made events and special offers with its partners. This does not only include the French scene, but also on the international stage.

Alexandre Cammas, founder of the Fooding Guide, is delighted: "The world-wide reputation of the MICHELIN guide, both with chefs and with the general public, combined with a code of ethics common to our two guides which obliges us to pay all our bills, has quickly highlighted the relevance and legitimacy of this partnership. This partnership will also assist us in the deployment of our guide in other major French and foreign cities. "

Alexandre Taisne, Michelin Group's gastronomic and tourist activities director commented: "The Fooding and Michelin alliance will enable our customers to benefit from more efficient offers and services to find the right table according to their desires and their budget. It will also create new development opportunities for all players in the gastronomy ecosystem. "


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### About Michelin

Michelin is committed to improving the mobility of its customers over the long term. A leader in the tire industry, Michelin designs, manufactures and distributes tires that are closely adapted to the needs and usage conditions as well as services and other solutions that make mobility more efficient. Michelin also provides offerings that enable its customers to experience unique moments during their trips and travels. In addition, Michelin has developed high-tech materials for manufacturing companies in the mobility sector. Headquartered in Clermont-Ferrand, Michelin is present in 170 countries, has 111,700 employees and operates 68 plants in 17 countries that together produced 187 million tires in 2016 ([www.michelin.com](http://www.michelin.com)).

### About the MICHELIN guide

The MICHELIN guide selects the best restaurants and hotels in 28 countries in which it operates. A full-fledged showcase of fine dining around the world, the guide focuses on the culinary dynamism of a country, as well as on emerging trends and talented chefs of tomorrow. A creator of value for restaurants thanks to the distinction it awards every year, the MICHELIN guide supports the standing of local gastronomy and the tourist appeal of regions. Based on its rigorous selection method and its long-term understanding of the hospitality industry, the MICHELIN guide gives its customers unique expertise that enables it to provide them with a high-quality service.



Its selections are available in print and digital versions that are accessible via the Web and on a full range of mobile media that offer navigation adapted to individual use as well as an online booking service.

With the MICHELIN guide, the Group continues to support millions of travelers, enabling them to live a unique mobility experience.