

EHL Group strengthens its digital ambitions by acquiring alumni-startup Extras Me



Benjamin Farhi (left) and Mayeul Desombre (right)
Two of the EHL alumni who founded the company Extras Me
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Lausanne, June 28 2021. EHL Group is creating the bedrock for the future of education through a digital environment linking learning, talent acquisition and career development. The first step of this broad project has now been completed, with the acquisition of [Extras Me](#), an online student recruitment platform for the hospitality industry developed by three EHL alumni.

Created in 2016 by a group of ambitious EHL students, the recruitment platform serving the hospitality and wider F&B sector has grown to become a household name for hospitality management students in France and Switzerland who seek to earn money and experience with short-term “gigs”. Just before Covid-19 hit Europe in early 2020, the burgeoning company had 1'600 student profiles in its database, from prestigious French and Swiss hospitality schools, and serviced 80 client establishments, including iconic palaces such as the Royal Plaza Montreux & Spa, the Airelles in Val d'Isère or the Hotel EPI 1959 in St-Tropez who had posted over 3'000 requests for extras.

The company's operations have been absorbed by EHL Group and integrated into EHL Next, the group's future digital environment concept. EHL Next aims to capitalize on the current digital education developments across EHL Group, synergize internal expertise and capacity, as well as reinforce cooperation with external stakeholders and providers. The acquisition of Extras Me contributes to building one of the main pillars of this new concept: talent recruitment.

Benjamin Farhi et Mayeul Desombre, two of the EHL alumni who co-founded the company remain an integral part of the project and will act as Business Project Managers, working on the expansion of the business activity and its integration into EHL Next's environment.

“We are very proud of our student's great entrepreneurial achievements and excited to welcome them into our teams. Their IP will be a great asset for creating new ways to

connect the students' desire to gain meaningful professional experiences with the needs of the service industry. This will be a building block to radically change the way we conceptualize how learning, training and career services work together", explained Maxime Medina, EHL Group COO.

"The COVID crisis has reshuffled the cards and our industry is in full mutation. We will have to adapt to the new challenges we face but also take advantage of the new perspectives opened up by the post COVID era. The sale of Extras Me is part of a shared desire with EHL to offer a more complete service to meet the needs of this evolving market. Offering students and professionals the opportunity to find work and being able to support our industry during this period is an exciting challenge that Mayeul and I are happy to be part of", said Benjamin Farhi.

About EHL Group

EHL Group encompasses a portfolio of specialized business units that deliver hospitality management education and innovation worldwide. Headquartered in Lausanne, Switzerland, the Group includes:

[EHL Ecole hôtelière de Lausanne](#) is an ambassador for traditional Swiss hospitality and has been a pioneer in hospitality education since 1893 with over 25,000 alumni worldwide and over 120 nationalities. EHL is the world's first hospitality management school that provides undergraduate and graduate programs at its campuses in Lausanne, Singapore and Chur-Passugg, as well as online learning solutions. The university of applied sciences is ranked n°1 by QS World University Rankings by subject and CEOWorld Magazine, and its gastronomic restaurant is the world's only educational establishment to hold a Michelin Star for a third consecutive year.

[EHL Swiss School of Tourism and Hospitality](#) has been one of the leading hospitality management colleges for hotel specialists for over 50 years. The College delivers Swiss-accredited federal diplomas of vocational education and training and of higher education in its 19th century spa-hotel in Chur-Passugg, Graubünden, to Swiss and international students from 30 countries.

[EHL Advisory Services](#) is the largest Swiss hospitality advisory company specializing in service culture implementation, business consulting, as well as the development and quality assurance of learning centers. EHL Advisory Services has offices in Lausanne, Beijing, Shanghai and New Delhi and has delivered mandates in more than 60 countries over the past 40 years.

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