

PRESS RELEASE

EHL Group: Maxime Medina appointed Chief Operating Officer

LAUSANNE, Switzerland, May 2, 2019 - EHL Group, which operates Ecole hôtelière de Lausanne (EHL), has appointed Maxime Medina as Chief Operating Officer (COO) and Deputy CEO, effective May 1st 2019.

EHL is currently pursuing an ambitious development strategy in Switzerland and abroad, with new facilities and new partnerships to pursue the Group's growth. It is in the context of this important development that Mr. Medina will leverage his long experience at EHL. As COO, he will be responsible for leading the strategic execution of all activities of the Group's campuses.

In his role, Mr. Medina will ensure the smooth operational functioning and strengthening of educational departments and internal hospitality services. He will also assist Mr. Michel Rochat, CEO, by providing him support on a multitude of strategic projects.

Maxime Medina began his career as an engineer in information technology in the world of finance and private banking. Very quickly, through his entrepreneurial spirit, he created a company to market a pioneering and innovative development tool, from Israeli universities, throughout Switzerland. He then created a second company active in the eBusiness field.

As a member of the EHL Executive Committee since 2012, he played a crucial role at many key moments for EHL, such as the development of the strategic planning process or the institutionalization of the Quality, Risk and Compliance function. Since 2017, Mr. Medina has been at the head of EHL Group's Campus development and asset management projects, managing an operating budget of over CHF 240 million.

Commenting on his appointment, Maxime Medina said he was "very pleased with this new appointment, at such a dynamic time in the Group's history, which just celebrated its 125th anniversary".

Michel Rochat, CEO of EHL Group, announced that "Maxime will play a key role in optimizing internal synergies and advancing the entire EHL Group ecosystem in his new role". "His intimate knowledge of our institution, as well as his multidimensional skillset, are major assets that we will take full advantage of," he added.

About EHL Group

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



Ecole hôtelière de Lausanne (EHL): is an ambassador for traditional Swiss hospitality and has been a pioneer in hospitality education since 1893 with over 25,000 alumni worldwide. EHL is a leading university that provides a range of on-campus and online learning solutions, including undergraduate, graduate and certificate programs to talented students from 119 different countries.

Swiss School of Tourism and Hospitality (SSTH): has been one of the leading hospitality management schools for hotel specialists for 50 years. SSTH delivers Swiss-accredited professional training and higher education in its newly renovated 19th century spa-hotel in Passugg, Graubünden, to Swiss and international students from 20 countries.

EHL Advisory Services is a consulting and executive training company in hospitality, active in more than 30 countries, which supports the development of the hospitality industry.

www.ehl.edu

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