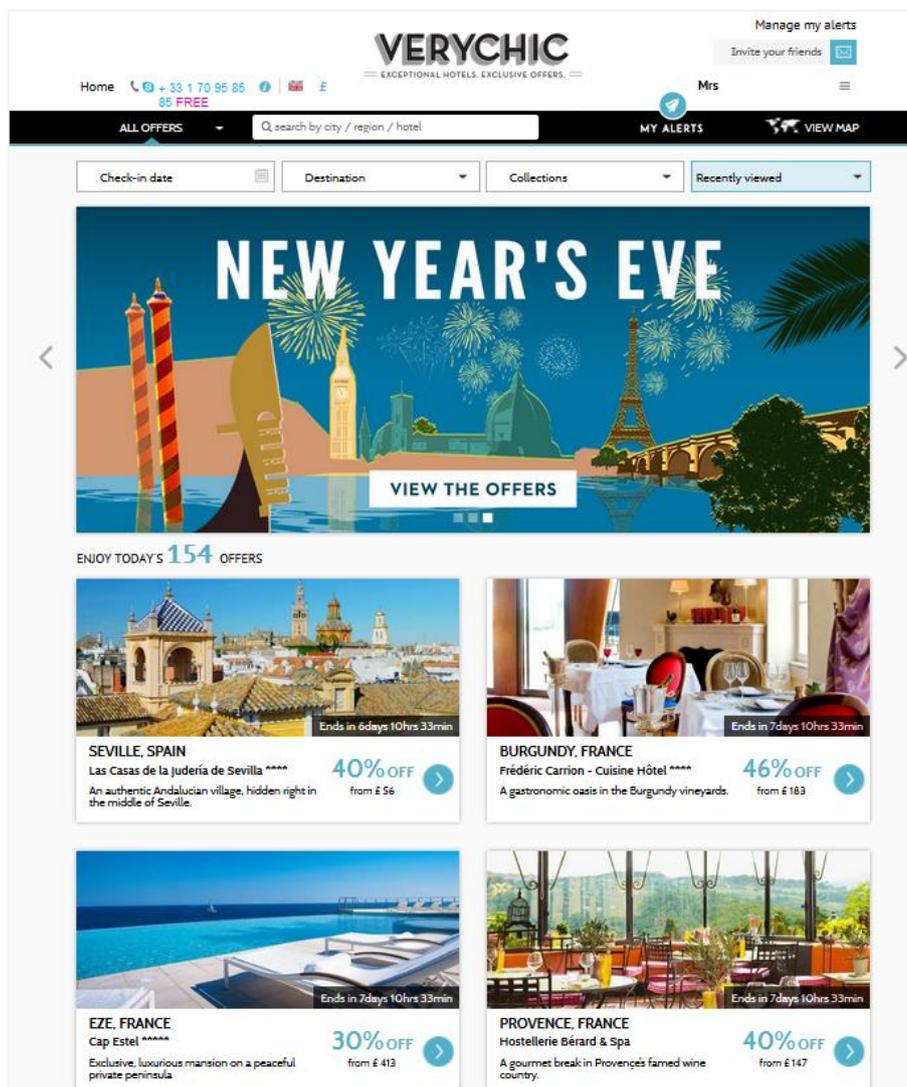


PRESS RELEASE  
NOVEMBER 2015

VeryChic grows in the United Kingdom

VeryChic continues its growth in Europe with the leisure platform Orchestra and launches its range of hotels on the Anglo-Saxon market.



Orchestra's partner since 2011, VeryChic has established its brands in four years as a major player in the hotel private sale. Today's growth continues at a European level, starting with the UK, and may not exclude to open new markets in the coming months!

«With its agile and flexible technology, Orchestra fits our market requirements and support us with a customized deployment on our priority geographies”, declared Nicolas Clair, co-founder of VeryChic.

« We are happy to accompany VeryChic in its European ambitions. Orchestra is thus pursuing its innovation strategy by providing a unified solution to a traditionally local leisure market», says Christian Sabbagh, CEO of Orchestra.

#### About Orchestra

Orchestra is a platform dedicated to travel industry, deployed under SaaS mode. It enables professionals to produce, administrate, distribute and manage a complete leisure offer on every distribution channels: holiday packages, nights of hotels, airline tickets, dynamic package. Orchestra provides a unified cache and real time access to the content of producers (Tour Operators, hosting companies, cruises lines, CRS, GDS, and LCC). With its unique architecture, Orchestra fits perfectly into the customer IT system. Leader on the French market, Orchestra operates in Spain and Great-Britain. We support you in your multi-market strategy. Also find the monthly English YouTube subtitled chronicles of Christian Sabbagh, partner of Tom.travel : [‘The seven challenges for a European platform’](#), [‘Customization for e-commerce’](#), [‘Tourism, the next big things’](#), [‘Can we automate the customized travels?’](#).

[www.orchestra.eu](http://www.orchestra.eu)

#### About VeryChic.com

VeryChic.com organizes private sales of outstanding hotels with deals of up to 70% off. Created by Hervé Lafont and Nicolas Clair in 2011, VeryChic.com carefully selects hotels that meet its exigency standards: perfect location, impeccable service and top customer experiences. Available in French and English, the site gathers 2,500 hotel partners and more than 4 million members. In 2015, the catalog of VeryChic.com was extended with travel including flights, cruises and Thalassotherapy offers. With its success, 250,000 hotel nights were sold in 2014 and the company currently employs 60 people.

[www.verychic.com](http://www.verychic.com)

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