

31 March 2022



**ME Group announces the acquisition of Vip Box, the French leader in selfie station event rentals**

**31 March 2022 (Grenoble, France):** ME Group, a global leader in instant service vending equipment, today announces that it has acquired Vip Box, the French leader in the rental and sale of selfie stations for private and professional events.

Through this acquisition, ME Group intends to extend its leadership and influence in the photobooth and printing kiosk market across the event sector internationally.

ME Group is strengthening its offer in this space, to sit alongside its KIS Event catalogue ([www.kisevent.fr](http://www.kisevent.fr)), in order to become the European leader as well as an essential hub for the sale of consumables to players in this sector. Vip Box and KIS Event will be grouped together under *ME Group Events*.

Following the easing of the pandemic, the photo and video event terminals sector is experiencing a strong recovery at the international level, driven by technological innovations in the video sector as well as strengthening digital consumption patterns among consumers and the growing requirement for users to be able to share their activity on social networks.

**Nathalie Lamri, CMO ME Group, commented:**

*"Selfie kiosks offer the ideal way to animate a point of sale, such as at a trade show, or a private or corporate event, but above all they are an extraordinary lever for customer acquisition, loyalty and engagement for consumer brands.*

*"Thanks to their playful appeal, they are a helpful way to collect customer data, recruit new prospects, or set up drive-to-store devices."*

**Guillaume Serfaty, Founder and CEO Vip Box, commented:**

*"Joining ME Group, and its iconic brands such as Photomaton and Photo Me, will allow us to accelerate our development and strengthen our logistics and after-sales service capabilities internationally."*

**Notes to Editors**

**About ME Group**

ME Group is the global leader in instant service vending equipment. It is a prominent international player in the photobooth and integrated biometric identification solutions market,

with an established network of approximately 28,000 photobooths across 20 countries offering market-leading photographic quality and technology.

In 1954, the first customer sat inside one of our photobooths to have their photograph taken and, amazingly for that time, a few minutes later walked away with their pictures. The Company's shares have been listed on the London Stock Exchange since 1962. ME Group is a trademark and trading name of Photo-Me International plc.

Since then, hundreds of millions of people throughout the world have used our photobooth images for official documents, such as passports and driving licenses, and for fun.

Today, the Group offers an extensive and diverse range of products and services, reaching far beyond its photobooth heritage, including automated 24/7 laundry services, printing kiosks, and vending equipment for the food service market.

Website: [www.me-group.com](http://www.me-group.com)

### **About Vip Box**

Vip Box specializes in the rental and sale of selfie kiosks, as well as tailor-made photo and video animations for private and professional events.

The success of Vip Box is based on the aesthetics of its designs, a user experience at the forefront of innovation and the simplicity of use of its selfie terminals, but also its extensive network of rental points throughout France and its online rental platform.

Website: <https://www.vip-box.fr/>