

January 2024

**ME Group announced as an official partner of the Orient Express Racing Team**

***The partnership will see the Orient Express Racing Team's race boat feature colours and logo of ME Group's iconic Photomaton® brand during the prestigious America's Cup sailing event***

ME Group International plc, which operates, sells and services a wide range of instant-service vending equipment, primarily aimed at the consumer market, is pleased to announce that it has joined as an official partner of the Orient Express Racing Team.

Under the partnership, Photomaton®, an iconic brand of ME Group, the leader for automated instant services in France, will feature prominently on the Orient Express Racing Team's AC75 race boat during the 37<sup>th</sup> America's Cup, one of the oldest and best-known trophies in international sailing.

Technological innovation and diversification are at the heart of ME Group and the Photomaton® brand and these values are shared deeply with the Orient Express Racing Team, making it the perfect strategic partner as it strives for success at the America's Cup in August 2024.

**Commenting on the partnership, Christian Autié, COO of ME Group, said:**

"The America's Cup is an arena where the brightest minds and most advanced technologies in the sailing industry come together.

"Photomaton® ME Group is excited to contribute to this competitive atmosphere and demonstrate the brand's commitment to exploration, performance and innovation.

"We are extremely proud to be associated with Orient Express Racing Team for the America's Cup 2024. This partnership embodies our commitment to excellence, innovation and a passion for adventure.

"We look forward to supporting the three Orient Express Racing Teams on the water in Barcelona from 22 August 2024. Three teams of talented men and women. Three trophies to conquer. It's going to be engaging and challenging. Everything we like at Photomaton® ME Group."

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## **About ME Group International PLC**

ME Group International plc (LSE: MEGP) operates, sells and services a wide range of instant-service vending equipment, primarily aimed at the consumer market.

The Group operates vending units across 19 countries and its technological innovation is focused on four principal areas:

- Photo.ME - Photobooths and integrated biometric identification solutions
- Wash.ME - Unattended laundry services and launderettes
- Print.ME - High-quality digital printing kiosks
- Feed.ME - Vending equipment for the food service market

In addition, the Group operates other vending equipment such as children's rides, amusement machines, and business service equipment.

Whilst the Group both sells and services this equipment, the majority of units are owned, operated and maintained by Me Group International plc. The Group pays the site owner a commission based on turnover, which varies depending on the country, location and the type of machine.

The Group has built long-term relationships with major site owners and its equipment is generally sited in prime locations in areas of high footfall such as supermarkets, shopping malls (indoors and outdoors), transport hubs, and administration buildings (City Halls, Police etc.). Equipment is maintained and serviced by an established network of 650 field engineers.

In August 2022 the Company changed its listed entity name to ME Group International plc (previously Photo-Me International plc) to better reflect the Group's diversification focus and business strategy.

The Company's shares have been listed on the London Stock Exchange since 1962.

For further information: [www.me-group.com](http://www.me-group.com)

## **About Orient Express Racing Team**

Orient Express Racing Team is the official French Challenger for the 37th America's Cup, led by Stephan Kandler and Bruno Dubois and supported by the Accor Group and its Orient Express and ALL.COM brands.

For further information: <https://orientexpressracingteam.americascup.com/en/home>