

Beachcomber Teams up with the French crack jockey Maxime Guyon

Beachcomber Resorts & Hotels has made a significant move by partnering with one of the most talented French jockeys, Maxime Guyon.

The top French rider, Maxime Guyon is wearing Beachcomber Resorts & Hotels' logo on his breech and neck roll since the 1st of February 2019. This partnership agreement covers all his races until 31 January 2021, except when riding for the Wertheimer Family. Maxime has been under contract since 2015 with the owners of the famous haute couture house Chanel, who also run a prestigious horse racing stable.

Aged 29, Maxime ranks among the best French jockeys with more than 1,500 wins, including some notable races in France, UK, Hong Kong and Dubai. He also triumphed at the International Jockeys' Weekend in Mauritius in December 2018 with three wins on the Champ de Mars racetrack.

"The idea of this partnership sparked from a conversation with Maxime during his stay at Dinarobin Beachcomber last December. Maxime's passion for Mauritius and Beachcomber makes him the most suitable ambassador for our resorts in the French horse racing community. What started as a simple idea quickly turned into a sponsorship agreement. We are convinced that this collaboration will provide us with enhanced visibility among horse racing enthusiasts in France. We thank Maxime for his trust and wish him great success riding our colours," says Beachcomber Resorts & Hotels' PR & Promotion Manager, Koogen Vythelingum.

As an obvious continuation of Beachcomber's association with the French horse racing industry through 'Galopathlon', this partnership adds yet another dimension to the group's visibility on French racecourses. A professional rider since 2008, Maxime has always been in the Top 3 in the French Jockeys' Championship with an average of 150 wins per year. Through this collaboration, the hotel group will secure significant brand visibility, especially considering that Maxime rides in most of the major races like the Prix du Jockey Club, the Prix de Diane or the Prix l'Arc de Triomphe. As Beachcomber's ambassador with horse trainers and owners, Maxime will be attending all Beachcomber's racing events held in France.

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About Beachcomber

Beachcomber Resorts & Hotels is the pioneer and leader of the Mauritian tourism industry. Since the creation of Park Hotel in 1952, a collection of 9 resorts have emerged over the years, including the mythical Royal Palm Beachcomber Luxury Mauritius in 1985, considered by everyone as the reference in hospitality for luxury holidays in Mauritius.

The Group recently expanded its collection, with the integration of the Beachcomber French Riviera, situated on the Côte d'Azur, in France.

The collection of 9 resorts affords a choice of accommodation options ranging from rooms and apartments to suites and villas. Each hotel is imbued with a particular history and cachet, embodying an image of discrete luxury.

Social responsibility – Fondation Espoir Développement (FED), by Beachcomber

Set up and financed by Beachcomber since 1999, with the participation of hotels and employees, this foundation takes care of these main projects:

- Projet Employabilité Jeunes (PEJ): professional insertion of school drop-outs through a training programme and industrial attachments.
- Collaboration with NGOs, schools and associations
- Regional projects – youth mentoring: the “Amour et Espoir” NGO; IT initiation; youth monitoring via the “Duke of Edinburgh International Award” programme, participation of regional sports clubs in the organisation of the Beachcomber UTRB Trail 2015

Social responsibility – Local Hands

Programme launched in 2006 to support small local artisans by providing them with training and guidance as they embark upon the process of creation, production, marketing and sales.

Sustainable development – our environmental actions – EarthCheck label

Sustainable development and environmental protection constitute real considerations within the Group, which has set up, amongst other initiatives, practices that ensure energy savings and favour renewable energy sources. These initiatives in favour of sustainable development have been recognised and rewarded, with two of our hotels recently obtaining the EarthCheck Benchmarked Silver accreditation for their ongoing commitment to environmentally responsible practices.