

PRESS RELEASE

Sodexo nets five-year Seagulls deal

11 July 2013

Sodexo, a leading FM services provider, has netted a five-year catering and hospitality contract at Brighton & Hove Albion Football Club with sales over £25m over the duration of the contract.

Albion match day retail, hospitality, restaurant catering, conference and events catering, and sales and marketing services at the club's American Express Community Stadium will all be provided by Sodexo under the contract.

Supporters visiting the club on match days will be able to enjoy food from award-winning local suppliers. In hospitality and at non match day events, Sodexo will take responsibility of sales and build on the strength of the club's community positioning using national and international event marketing experience.

Sodexo brings a wealth of experience of sports stadia catering and hospitality from existing partnerships with Everton, Newcastle United and Aberdeen football clubs, and Hampden Park. The Albion will benefit from Sodexo's strong track record in fan and community engagement.

Jeremy Dicks, managing director of Sodexo Prestige Sport & Leisure, said: "A joint vision with Brighton & Hove Albion Football Club is at the heart of our partnership. We would like create a perfect match between Sodexo and the club, with a fan-centric approach, inspired by the energetic community spirit, which is evident on both match day and non match day. We share the club's ambition to create a place that is simply the best experience in Brighton and Hove."

Simon Williams, Albion's head of commercial development, said: "We undertook a comprehensive tendering process and were extremely excited by Sodexo Prestige's innovation and attention to detail."

Ends

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About Sodexo

Sodexo in the UK and Ireland

Sodexo employs over 35,000 people, and delivers quality of life services to clients at some 2,300 locations in the corporate, healthcare, education, leisure, justice and defence sectors.

With an annual turnover of over £1bn, Sodexo delivers a range of services ranging from catering, cleaning, reception to asset management, security, laboratory and grounds maintenance services, enabling clients to focus on their core business.

Sodexo Motivation Solutions in the UK provides benefit and reward services such as SayShopping vouchers; public benefits; and employee benefits such as childcare vouchers and engagement surveys.

Sodexo Group

Founded in 1966 by Pierre Bellon, Sodexo is the global leader in services that improve quality of life, an essential factor in individual and organisational performance.

Operating in 80 countries, Sodexo serves 75 million consumers each day through its unique combination of On-site Services, Benefits and Rewards Services and Personal and Home Services. Through its more than 100 services, Sodexo provides clients an integrated offering developed over more than 45 years of experience: from reception, safety, maintenance and cleaning, to foodservices and facilities and equipment management; from Meal Pass, Gift Pass and Mobility Pass benefits for employees to in-home assistance and concierge services.

Sodexo's success and performance are founded on its independence, its sustainable business model and its ability to continuously develop and engage its 420,000 employees throughout the world.

Key Figures (as of August 31, 2012)

Sodexo in the world

18.2 billion euro consolidated revenue

420 000 employees

20th largest employer worldwide

80 countries

34,300 sites

75 million consumers served daily

9.5 billion euro market capitalisation (as of November 7 2012)