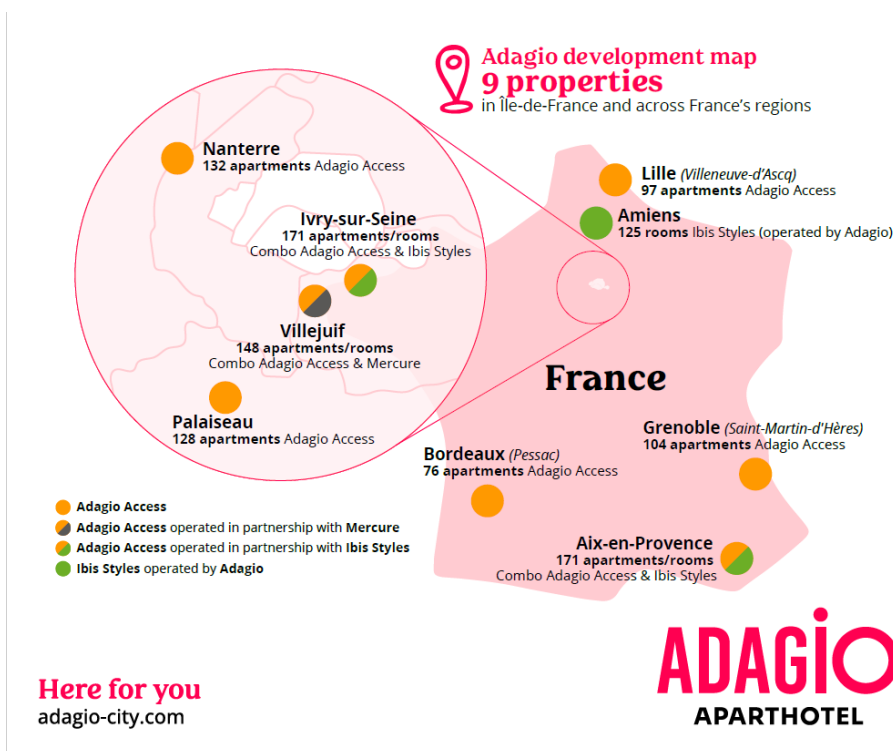


## Adagio Accelerates its Growth in France through Strategic Partnership with the Sergic Group to Operate Nine New Properties

London, November 4<sup>th</sup>, 2025 - In line with its strategic plan **FIRST 2030**, Adagio is strengthening its leadership in the aparthotel market and continuing to expand its network. Today, Adagio have announced a partnership with real estate services group **Sergic** to manage nine real estate assets in France. This partnership allows Adagio to increase the number of apartments marketed and managed by the brand by **8%**. This is an important step for Adagio in achieving its growth objectives and demonstrates the recognition of Adagio's expertise in its field, the operation and marketing of aparthotels.

Adagio and the Sergic group have announced the signing of a partnership agreement to acquire, under a management mandate, nine sites leased by Sergic, representing a total of 1,152 apartments or rooms. This is a major operation for Adagio and an acceleration of its development, with an immediate **+8% growth** in the number of apartments or rooms operated by the brand.



These nine properties, all located in France, boast prime locations, complementing Adagio's current presence in France. Eight will be operated under the **Adagio Access brand**, including three in a "combo" with **Mercure** and **Ibis Styles** properties, thanks to strong synergies with the **Accor group**. The ninth site will be operated under the **Ibis Styles brand**.

This agreement brings together two experts in their respective fields: **Sergic**, a family-owned and independent real estate services group, and **Adagio**, the European leader in aparthotels. Two leading players who share the same vision for the evolution of the hospitality market and a desire to engage with local communities to revitalise urban city centres.

This partnership reflects the momentum of the aparthotel segment, which stands out from conventional hospitality through offerings tailored to medium and long-stays guests' needs, functional and well-designed apartments with fully equipped kitchens, through warm welcoming and high-quality services.

This partnership is part of the "**FIRST 2030**" strategic plan unveiled by Adagio in May 2025. It represents an important step towards achieving Adagio's ambition: to establish itself as the reference benchmark of the segment, both in terms of its development and professional expertise.

Recognising the key role that hospitality plays in the development of managed real estate, Sergic is leveraging this partnership to reinforce its position in managing mixed-use neighbourhoods that seamlessly integrate business spaces, residential areas, and vibrant living environments.

*"Adagio is very pleased to be partnering with the Sergic group. Being selected to manage these nine sites is a real recognition of our expertise and know-how in the aparthotel sector, and a strong mark of trust from the Sergic group. For Adagio, this is a structuring milestone that enables us to accelerate our development in our historical market, France, and further strengthen our position as the European leader in aparthotels." » Xavier Desaulles, CEO of Adagio.*



Photo credit: REA

*"Through this partnership with Adagio, we are strengthening our hospitality operations, a key component of our expertise in managing mixed-use neighbourhoods. By partnering with an internationally recognised player, we are choosing to structure, streamline, and accelerate our growth. Our objective is clear: to deliver impeccable service quality to our clients while providing our teams with the very best tools and expertise in the sector." Etienne Dequizez, Chairman of the Executive Board of the Sergic Group.*

### About Adagio

Adagio is the European leader in aparthotels. Created in France in 2007 as a joint venture between **Accor and Pierre & Vacances Centre Parcs**, the brand now has nearly **140 properties** representing nearly **16,000 apartments** across **70 cities** and **15 countries**. It is the largest network of aparthotels in Europe.

Combining the flexibility of an apartment with the services of a hotel, Adagio aparthotels offer the ideal solution for medium and long stays, combining comfort, value for money, and quality service for both business and leisure travellers.

Located in the heart of major urban areas, the Adagio brand is available in three complementary ranges: **Adagio Original**, in the heart of major cities; **Adagio Access**, in the centre of regional capitals or on the immediate outskirts; and **Adagio Premium**, luxury aparthotels.

### About SERGIC

**Sergic** is an independent, family-owned French real estate services group. To meet the needs of both individuals and professionals, Sergic provides support across the entire real estate management value chain - from property management and asset enhancement to the operation of serviced residences, and technical and financial real estate engineering.

Founded in 1963, Sergic is now present in three countries (France, Canada, and Morocco) and has nearly **1,300 employees** committed to creating places that foster human connection. A major player

in the development of serviced student residences and a pioneer in online property management, Sergic today stands as a leading figure in promoting better living together.

#### **About Mason Williams**

Mason Williams Communications recently celebrated its 25<sup>th</sup> anniversary by achieving 25 major initiatives in their silver year. The agency was founded in Manchester (1986), opening in London in 1999 and Majorca in 2001 to handle its growing Spanish business. The agency specialises in high profile consumer lifestyle brands with an energetic team of thirty-five executives.

Visit [www.mason-williams.co.uk](http://www.mason-williams.co.uk) or find us on Twitter @MasonWilliams, Facebook Mason Williams PR, and Instagram @masonwilliamspr

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