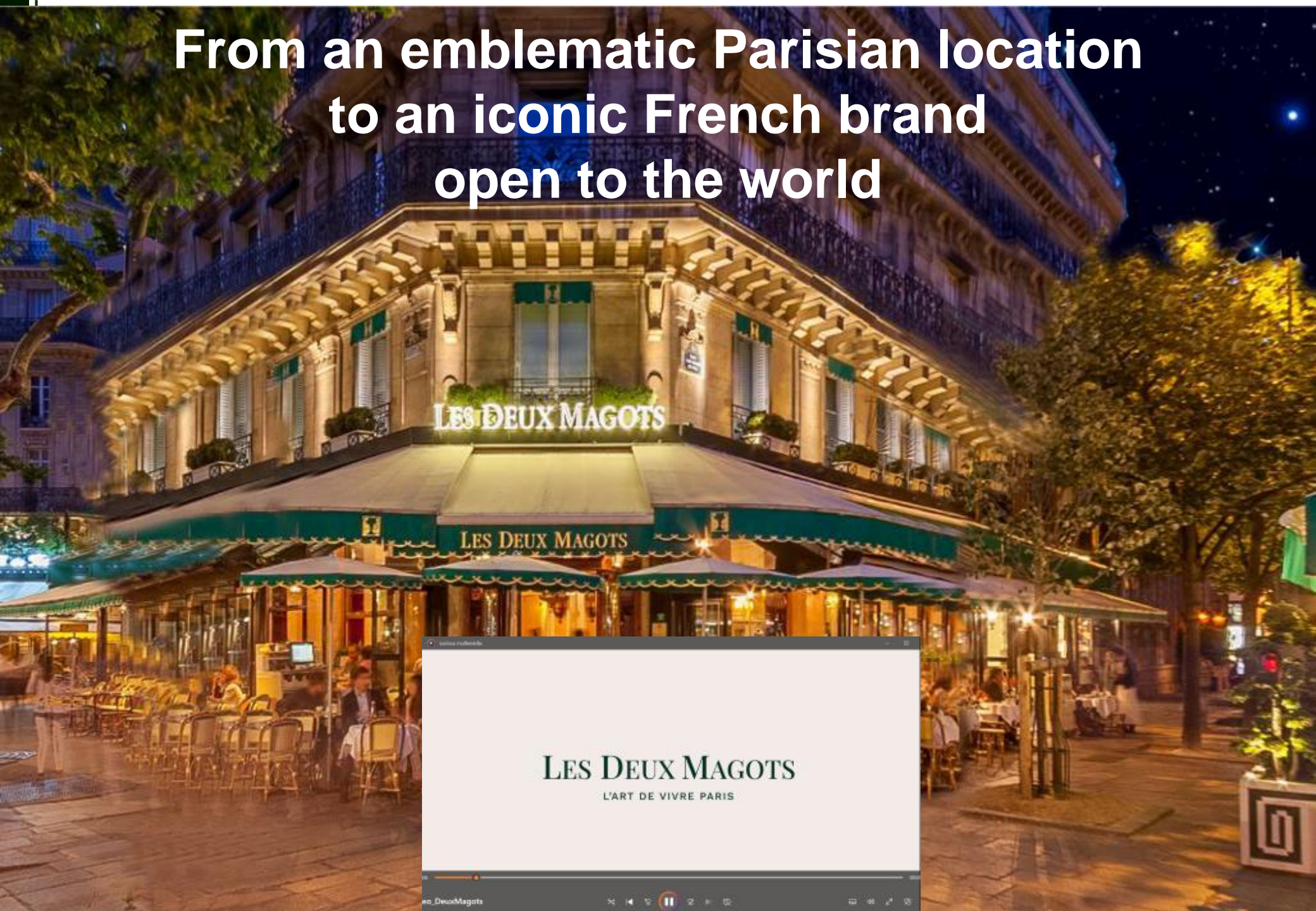


LES DEUX MAGOTS

L'ART DE VIVRE PARIS

***A Parisian family business from 1884
to an International brand development***

From an emblematic Parisian location
to an iconic French brand
open to the world



From 1884



Cultural Authentic Parisian Meeting Location



Promoting « art de vivre Paris »

Promoting
a singular
way of life



Promoting
**French
cuisine**

Helping
the Parisian
way of life
*to continue
to inspire
the world.*



Promoting
**incarnations
that inspire**



Promoting
culture



A way of living Paris to inspire the world



« Being Parisian is not being born in Paris, it's being reborn here. »
Sacha Guitry



What is « art de vivre Paris »?

Inspiring people from the past to now :
a meeting place,
a cultural café

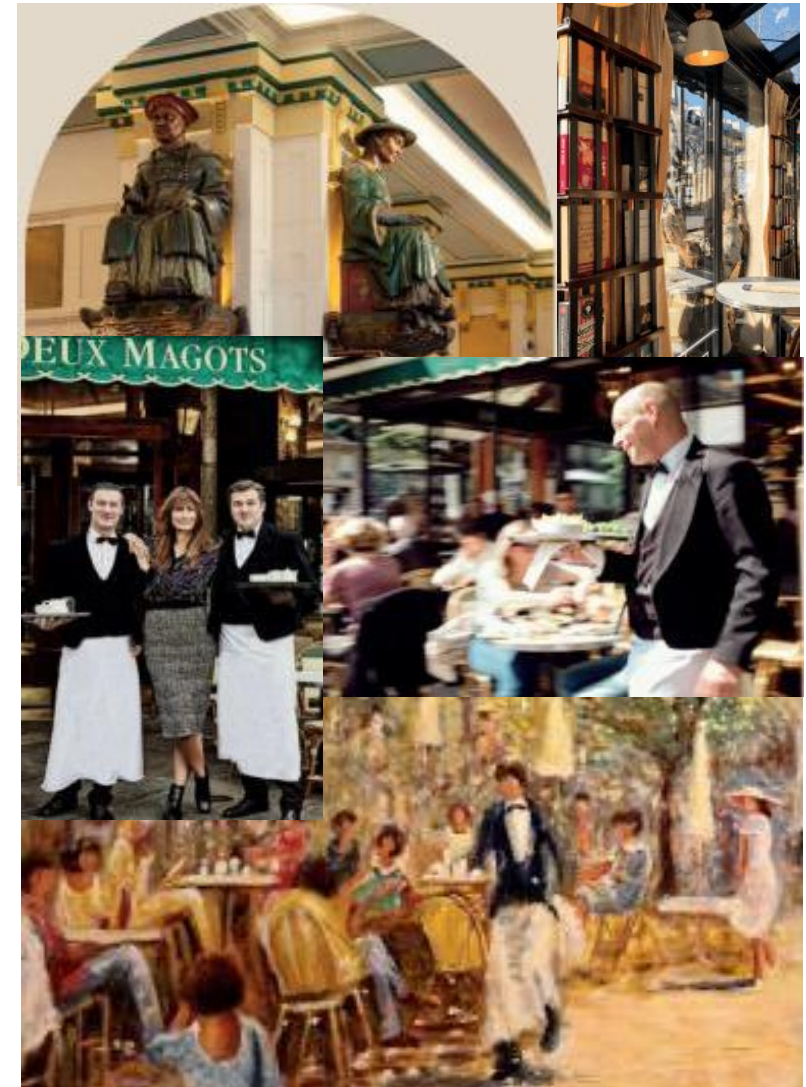


Promoting a mix of good and beautiful

Good things:
classic French dishes,
quality sourcing, well prepared



Beautiful things:
waiters' ballet, decor, glamour
atmosphere and literary mind



A very specific development strategy

Flagships associated to concept retail stores and merchandising



Differ

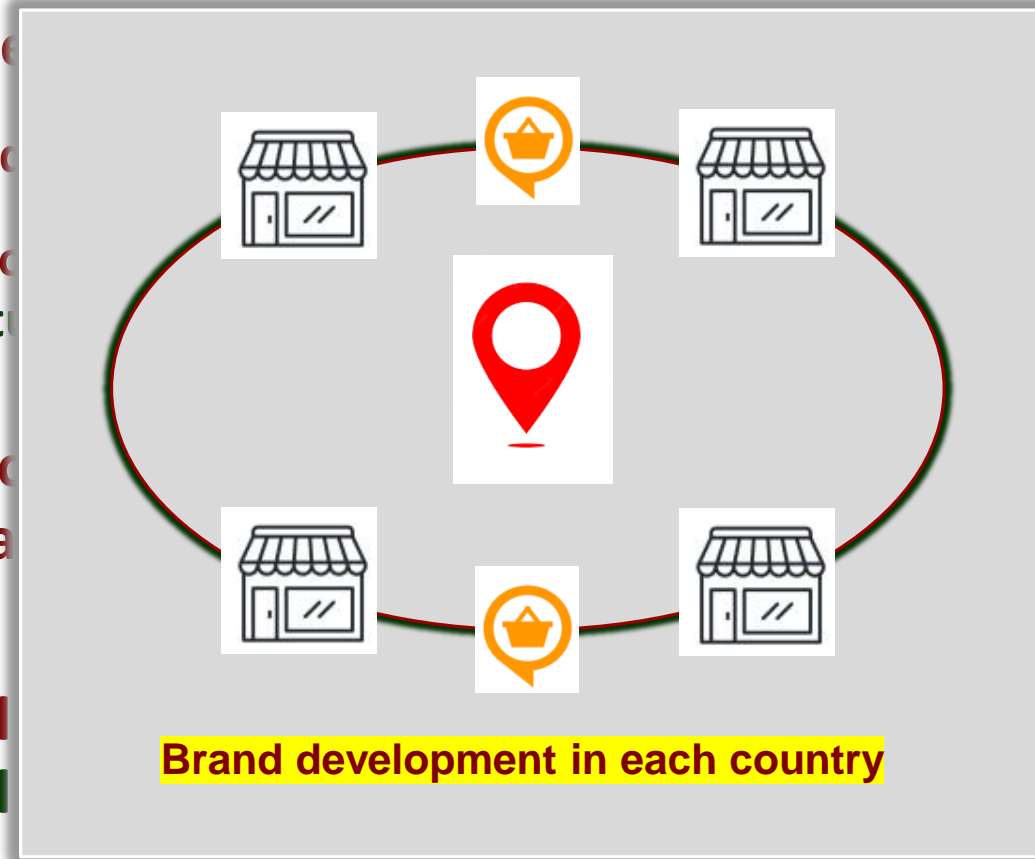
- Unique
- « No culture



Duplicate take a



Retail travel



es

territory

including the local country)

es to develop shopping centers

s (e-commerce,



LES DEUX MAGOTS

PARIS • TOKYO • RIYAD • SÃO PAULO

DES LIEUX DE DESTINATION *ENTRE CULTURE & GOURMANDISE*

Places of cultural & gourmet destination



PARIS, l'authenticité depuis 1884

6, PLACE SAINT-GERMAIN-DES-PRÉS,
75006 PARIS, FRANCE



TOKYO, entre tradition & modernité

BUNKAMURA CENTER, 2 CHOME - 24-1 DOGENZAKA,
SHIBUYA, 150-0043 TOKYO, JAPON



RIYAD, ambiance chic & cosy

VIA RIYADH, 12912 AL HADA,
RIYAD, ARABIE SAOUDITE



SÃO PAULO, un air de liberté

84 RUE COLOMBIA,
LES JARDINS, SÃO PAULO, BRÉSIL



Destinations

● Open

● In Progress

**12 to 15 destinations in the world
through amazing exclusive locations**



Thanks for your attention

Q&A

