

Press release

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Key words: France, tourism, lifestyle, sharing economy, high tech, mobile application, voice to voice, sms, gaming, random connection.

France relaunched as a tourist destination through the creation of a single tourism service hotline:

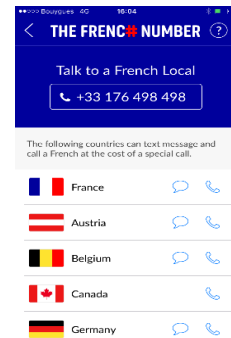
"The French Number"

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The French Number is a single hotline for use in France and abroad. It uses an innovative platform that links French people with foreign tourists.

Following on from pre-launch teaser advertisements on social networks, today marks the official launch in over 100 countries of the The French Number application. This application is operated by the company Caladrius Media SAS which was set up by a group of French entrepreneurs, private investors and funds.

This voice-to-voice platform will allow tourists to France, who numbered 84 million in 2015, and also French people visiting their own country (world's number one tourist destination), to enjoy a more cordial experience with our country through direct contact with French people.



In making use of the networking experiences conducted in the world (Sweden, China, Russia), **France is the first country among the world's top destinations that receive more than 50 million tourists per year (France, USA and Spain) to adopt a single hotline.** By launching The French Number within the booming sector of mobile applications, Caladrius Media SAS intends to go beyond empathy, human warmth through a voice-to-voice service, and the wealth of content and exchanges in order to provide a high-performing, personalized service to foreign tourists while creating peer communities.

Aside from traditional tourism, The French Number also emanates from the eruption of alternative tourism offers aimed at foreign tourists in search of an authentic France. These alternatives today account for 10% of tourism offers in France, which are being facilitated by the rise in specialized applications.

Call us and we'll talk to you about the France you love!

All topics can be broached with The French Number: the regions to visit for vacations or weekend getaways, how to learn French, the French touch in relation to cuisine, fashion, culture, trendy places to go, fashion tips and haute couture, hidden gems of the city or countryside, sailing in Brittany, the Loire valley castles, the latest French music scene, how to catch the eye of a French man or woman or just become friends with them... The French people registered on The French Number will help you discover not only France, **BUT ALSO THEIR FRANCE.**



Because there's nothing better than asking a French person to really know more about France...

Our ambition? 80,000 calls per month from December 2016

Even before the official launch, 1,500 telephone ambassadors have already downloaded the mobile application, The French Number, and answered all sorts of questions from callers of 28 countries.

Within the next three months, Caladrius Media SAS is counting on 80,000 incoming calls per month from over 100 countries, including Belgium, France, Germany, the United Kingdom, Spain, Portugal, the Netherlands, Switzerland, Austria, Luxembourg, Turkey, Canada, the USA, Tunisia, Morocco and the United Arab Emirates, and the registration of 3,000 telephone ambassadors.



The philosophy of the project? Discover, Learn, Innovate, Smile.

The French Number is part of a strategy for promoting France as a tourist destination. The strategy is based on four pillars of development: the promotion of tourism, the France brand abroad and the discovery of our country; learning about one another through the art of conversation; service innovations within the sharing economy and the development of mobile applications; and, the renewal of highly beneficial chats through random connections that are already practiced by the gaming community and the inevitable smiles evoked.

About The French Number:

The French Number is a trademark registered by the start-up, **Caladrius Media SAS**. The application is a member of the Atout France network.

Caladrius Media SAS was co-founded and is managed by 40-year-old Marc Baillet who is a born entrepreneur and digital enthusiast. The company is a marketing and new technologies start-up. Its goal is to promote tourism in France and the France brand abroad through new technologies and UXs.

The French Number application was developed by Marc Baillet and Romain Dutour, operational co-founders, and four other co-founding partners. They are all entrepreneurs in the digital, technology, marketing, communications, and media sectors.

The manager and co-founder of Caladrius Media SAS, Marc Baillet, boasts 15 years' experience in the fields of finance, new technologies, and business strategy and development gained from various international companies in France, USA (Boston) and China (Kunming), as well as in the area of start-up company development.

He is a graduate of the McCallum Graduate School of Business (MBA - Boston), the IHEDN and the CHEDE. He is the author of '*Entrepreneur de Ta Vie, le Cowboy qui veut aimer*' www.entrepreneurdetavie.fr, an essay on entrepreneurial initiative.

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<https://www.youtube.com/watch?v=Q8WHoDRWIqg>

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