PRESS RELEASE
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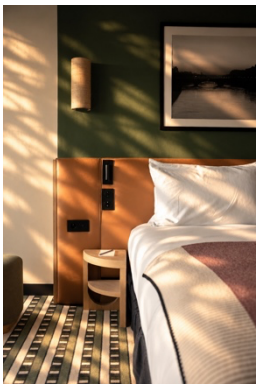
Ennismore makes its mark on the Seine by signing the first Hyde hotel in France

Hyde Paris sur Seine marks the brand's debut in France and a significant new addition to its growing European portfolio.

Paris Society Consulting, Ennismore's in-house F&B curation studio, will curate the F&B experience at Hyde Paris sur Seine.

The property will be home to 230 keys, three restaurants and bar venues, a rooftop penthouse and a 400 sqm wellness space.





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Ennismore, the fastest-growing lifestyle hospitality company, in partnership with **Ardian** and **Emerige,** is thrilled to announce the signing of **Hyde Paris sur Seine**, marking the Hyde brand's debut in France and an exciting new chapter in its European growth. Set on the banks of the Seine, Hyde Paris sur Seine will bring the brand's signature boho-chic spirit to one of the world's most celebrated cities.

Hyde has always been drawn to places with unmistakable energy, and Paris is no exception. Set in a striking new-build property on the banks of the Seine, just steps from La Seine Musicale, the hotel will find its home in a neighbourhood known for its thriving cultural scene. The hotel will offer 230 guestrooms, including 19 suites, most with private terraces overlooking the Seine, inviting guests to take in the river's rhythm and the surrounding Parisian landscape. With architecture by **Baumschlager Eberle Architekten** and interiors by celebrated French designer **Maison Sarah Lavoine**, the hotel will celebrate music, creativity and social connection. Warm, tactile and expressive, the design will bring Hyde's bohemian aesthetic to life while creating a strong sense of place rooted in its Parisian surroundings.

At Hyde, restaurants and bars are never an afterthought; they are destinations in their own right. The property will feature three carefully conceived F&B destinations, developed in collaboration with **Paris Society Consulting** and designed to become part of the local neighbourhood, welcoming Parisians as much as hotel guests. On the ground floor, a café and all-day dining destination will provide a relaxed social hub from morning coffee through to evening drinks. Above the city, a rooftop restaurant, bar and terrace will offer sweeping views across Paris and the Seine, creating a vibrant setting for dining, drinks and socialising against the Parisian skyline.

The property will also feature a spa and wellness destination, providing a restorative counterpoint to the hotel's more social spaces. The spa will include an indoor swimming pool, hammam and traditional banya, alongside treatment spaces and fitness facilities, creating an immersive environment for guests to recharge and reconnect. The hotel will also feature a dedicated meeting and events space, designed to bring people together for everything from creative sessions and meetings to private gatherings.

Cedric Gobilliard, COO of Ennismore Europe, said: "*Paris has always been a city that celebrates art, culture, freedom and the art of living well — and there is no better home for Hyde. Hyde Paris sur Seine will bring everything the brand stands for to one of the world's great cities: bold design, a deep love of music and discovery, must-try food and drink, and a bohemian spirit that is entirely its own. With an incredible position on the Seine and La Seine Musicale just steps away, we're excited to create a destination that feels as relevant to Parisians as it does to international guests.*"

Stéphanie Bensimon, Member of the Executive Committee, Member of the board of Ardian France & Head of Real Estate at Ardian, said: "*At Ardian, our ambition for La Pointe des Arts has always been to create a destination where work, culture, leisure and hospitality come together. With our partners, we wanted the hotel to reflect that same mix of uses, combining a strong lifestyle identity with an offering that also meets business needs. We are proud to welcome Hyde to La Pointe des Arts, a brand that perfectly reflects the vision we have had for the project from the outset: creating a vibrant, distinctive destination with a strong sense of place and a broad range of uses."*

Laurent Dumas, Chairman of the Emerige Group, said: *"From the outset, we wanted La Pointe des Arts to be a place worthy of Île Seguin's remarkable history and unique character. A place where people come for culture, architecture and the surrounding landscape, but also for the simple pleasure of spending time together and enjoying the Seine. With the arrival of Hyde Paris sur Seine, alongside the Large art centre, this ambition now extends to a new hospitality experience. It is deeply rewarding to see a destination come to life at the upstream tip of Île Seguin, where everyone can find a reason to visit and a desire to return."*

From its origins in nightlife, Hyde has evolved into a global collection of hotels, resorts, residences, beach clubs and social destinations, united by music, creative expression and a spirit of discovery. Today, Hyde can be found from London and Ibiza to Dubai, Miami, Melbourne and Mexico City, with each location shaped by its local scene. Following its 2026 Latin American debut with Hyde Mexico City Reforma and the announcement of Hyde Seminyak Bali, its first hotel in Asia, Hyde Paris sur Seine will join London and Ibiza in strengthening the brand's presence across Europe.

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ABOUT ENNISMORE

Ennismore is a global collective of entrepreneurial and founder-built brands with creativity and purpose at their heart. Founded in 2011 by entrepreneur Sharan Pasricha, Ennismore and Accor entered a joint venture in 2021, creating a new autonomous entity and the fastest-growing lifestyle hospitality company, with Accor holding a majority shareholding. Ennismore comprises three pillars: a lifestyle collective rooted in culture and community, immersive resorts creating havens for escapism and entertainment, and iconic luxury venues pioneering the art of exclusive culinary destinations. Ennismore has an unrivalled ecosystem of 14 hotel brands, comprising 190+ hotels and 150+ in the pipeline; 90+ Paris Society Venues and over 700 restaurant and bar concepts; and a network of over 30 branded residences. Ennismore operates hotels in over 40 countries with more than 35,000 team members. Ennismore has four dedicated in-house studios: Paris Society Consulting for F&B curation, AIME Studios for interior & graphic design, a Digital Product & Tech Innovation Lab, and a Partnerships Studio. Dis-loyalty is Ennismore's travel and food membership dedicated to lifestyle. Ennismore is committed to positively impacting the world, with a key focus on creating inclusive communities among its teams and in the places it calls home. ennismore.com *Figures as of the end of June 2026.

ABOUT ARDIAN

In a world of constant evolution, Ardian stands out for its ability to anticipate, adapt, and turn challenges into opportunities. As a global, diversified private markets firm with 22 offices and more than 350 investment professionals worldwide, we provide investment and customized solutions that reflect new economic dynamics and help our clients remain resilient in a changing world. We deliver multi-local expertise and long-term performance for our investors and partners as well as shared value for the broader society. Since Ardian's inception in 1996, our pioneering approach to diversification and our ability to offer tailor-made solutions at scale have remained the heart of our strategy. Through commitment, knowledge and technology, we bring lasting value to our companies and contribute positively to the whole industry. Ardian currently manages or advises $200bn for more than 1,920 clients worldwide across Private Equity, Real Assets, and Credit.
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ABOUT EMERIGE

Emerige's mission is to build a better city. This guiding principle, which we have pursued with passion, high standards, and a sense of responsibility for over 35 years, continues to guide our daily operations. As a major player in real estate development, we build each of our residential and commercial projects based on standards shared with our stakeholders - whether they are architects, craftsmen, investors, users, elected officials, partners, or artists - with whom we cultivate relationships built on trust and a commitment to keeping our word. For over 10 years, Emerige has been committed to a proactive and unique CSR initiative: "Érigeons demain!" Based on the search for concrete solutions to limit the impact of its activities and contribute positively to the city of tomorrow - conceived as a place of connection and exchange for the benefit of all its stakeholders - this initiative is centered around four key priorities: investing in a sustainable city, fostering trust, demanding quality, and bringing people together through culture. As the first signatory of the Ministry of Culture's "1 Building, 1 Work of Art" charter, Emerige also contributes to the growth of art in the city by systematically installing a work of art in every building it designs.