

PRESS RELEASE

**EVOK ANNOUNCES
THE ARRIVAL OF PAULINE
BLIN BEN YUCEF AS GROUP
CUSTOMER EXPERIENCE
& CONCIERGE MANAGER**



EVOK

EMMANUEL SAUVAGE, CO-FOUNDER
AND CEO OF THE EVOK GROUP,
HAS CHOSEN PAULINE BLIN BEN YUCEF
TO BE GROUP CUSTOMER EXPERIENCE
AND CONCIERGE MANAGER.

Pauline Blin Ben Youcef has spent nearly 10 years specialising in guest relations and the guest experience, making operational efficiency and quality her top priorities.

Having gained a European Bachelor's degree in International Conciergerie and Guest Experience in 2013, she began her career at John Paul as a Concierge Manager. In 2017, she widened her career spectrum with responsibility for the EMEA market as Guest Experience and Quality Manager. She developed her management skills, in particular leading a group of nine people scattered between Paris and Lisbon.

In October 2021, she joined Accor, in charge of developing the group's guest satisfaction and quality strategy, incorporating within it a strong business focus.

On 27 March 2023, she joined the Evok adventure, becoming Group Customer Experience and Concierge Manager.



ABOUT EVOK

Using property owned by Pierre Bastid, Evok was formed and developed by Romain Yzerman and General Director Emmanuel Sauvage and opened in 2014. The aim of its three co-founders was to create new lifestyles and destinations that change the rules of what a luxury hotel can be. At each of its addresses, Evok offers its guests the welcome of their dreams, providing a unique contemporary interpretation of European culture and lifestyle.

Every Evok brand has its own distinct identity, but what they all share is the desire to provide a warm, authentic atmosphere that draws influence from the various environments in which the hotels are situated. Nolinski is a haven of tranquillity at the very heart of bustling city-centre locations. At Brach, Evok brings a sophisticated, welcoming lifestyle to imposing districts, while at Sinner, it draws on the vibrant energy of a historical neighbourhood, transforming it into an uncompromisingly edgy interpretation of a cultured lifestyle. Evok also invites you into some highly exclusive properties: the Hameau de la Volière, Palais Royal Restaurant, and Cour des Vosges.

Each location has its own brand, ambition, concept, and atmosphere inspired by its surroundings. For every project, the aim is to identify a suitable location, bring it to life and give free rein to the imagination of Evok's chosen designers: Philippe Starck, Tristan Auer, Jean-Louis Deniot, Christophe Tollemer and LeCoadic-Scotto, among others. The end goal is to provide unique, joyful moments of pleasure and wellbeing through outstanding service and the careful curation of every detail.

The group aims to be a key contributor to society, helping its team members to grow, imparting expertise and life skills, energising and striving for a more environmentally friendly future. It is our way of giving back, sharing our successes and promoting an exchange of skills and ideas as part of a project that goes well beyond the company itself.

Evok has developed real flair and expertise in the hotel, restaurant and wellness industries. From creating new hotels to refurbishing existing ones, in the group's native France and beyond, we offer bespoke services thanks to our strong management, auditing and consulting expertise.

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