

PRESS RELEASE

Monaco, 15 June 2020



Launch of the video
Monte-Carlo Cares “Safe in Style”
The most exclusive destination in Europe is also the safest

On the reopening of its establishments, Monte-Carlo Société des Bains de Mer is launching *Monte-Carlo Cares “Safe in style”*, the health system applied in the Group’s establishments, portrayed with humour and delicacy, so that the most exclusive destination in Europe is also the safest. Designed by Monte-Carlo Société des Bains de Mer marketing teams, this video clip is dedicated to the Group's international clientele, to reassure and show that with Monte-Carlo Société des Bains de Mer, even barrier gestures and protective measures are applied with elegance. It reveals the various measures introduced in its different universes (gaming, hotels, restaurants, well-being, etc.) so that the Monte-Carlo experience is more than ever the symbol of light-heartedness and serenity.

For over 150 years, Monte-Carlo Société des Bains de Mer has been providing internationally-recognised and unique know-how in gaming, hotels and food. Today, this know-how is combined with certified sanitary measures* introduced in the Group’s establishments to ensure the safety of customers and employees. These measures are set out in the Monte-Carlo Cares programme, portrayed in the informative and humorous video “Safe in Style”.

Monte-Carlo is becoming the most exclusive and the safest destination in Europe.

Monte-Carlo Cares has been devised down to the smallest detail to make the customer experience, redesigned within the prestigious resort, as pleasant as possible. Because this new welcome programme intends to protect both our customers and our employees, some employees of Monte-Carlo Société des Bains de Mer feature in the film playing their own role. And to identify the different health measures applied to each universe (hotels, restaurants, gaming, well-being, etc.), the “Safe in Style” video is divided into capsules dedicated to each one.

With Monte-Carlo Cares "Safe in Style" you will love the fact that we take such good care of you, in the most exclusive and the safest destination in Europe.

Watch the Monte-Carlo Cares “Safe in style” video via [this link](#)

*About our certified health measures:

Monte-Carlo Société des Bains de Mer has been awarded the “business restart” certificate showing that we comply with Covid-19 health measures, issued by Bureau Veritas France. This certification commends the involvement and work carried out internally by the Group Human Resources Department, which worked together with Bureau Veritas to guarantee maximum protection for customers and employees.

About Monte-Carlo Société des Bains de Mer

Since 1863, Monte-Carlo Société des Bains de Mer has been offering a unique Art of Living, a one-of-a-kind resort with four casinos, including the prestigious Casino de Monte-Carlo, four hotels (Hôtel de Paris Monte-Carlo, Hôtel Hermitage Monte-Carlo, Monte-Carlo Beach, and Monte-Carlo Bay Hotel & Resort), the Thermes Marins Monte-Carlo spa, 30 restaurants including five that together have seven Michelin Guide stars. A hub of nightlife, the Group offers an incredible selection of events. 2020: Monte-Carlo Société des Bains de Mer completed four years of transformation works dedicated to Hôtel de Paris Monte-Carlo and to the creation of a new district around Place du Casino, One Monte-Carlo: luxury accommodation, shops, restaurants and a conference centre, to make Monte-Carlo the most exclusive experience in Europe.

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