



## Wifirst financial growth from S1 2023

*Paris, July 6th, 2023 - Wifirst has published its results for the first half of 2023. These are in line with the forecast budget. Growth is in line across all business segments.*

Wifirst's highlight of the first half of 2023 was its incorporation into the Next40 of the French Tech mission. This programme rewards companies that contribute to France's influence, create jobs and are committed to a sustainable model. It's a strong signal that all Wifirst's employees are committed to continuing to innovate and excel in their work to serve customers.

Wifirst's turnover for the first half of the year was up by 13% compared with the same period last year. This growth was driven by the strength of Wifirst's traditional business: connectivity in residential units.

New brands are joining the Wifirst customer portfolio (Cowool, Ovelia, Numa Group, B&B). Contracts expiring in 2023 have opted for a service upgrade (Honotel, Barrière, Mi Campus). Average accommodation sales for the 1st quarter were €10.40 per bed per month, excluding VAT. Wifirst is very proud to have maintained a competitive average price per bed compared to the average market price, while ensuring a very high quality of service. The performance of Wifirst's service is immediately reflected in its customers' booking scores.

The "Retail & Offices" segment is also expanding rapidly. By the end of May 2023, after a year of roll-out, more than 1,500 Groupement des Mousquetaires shops were in service. Wifirst's teams have also begun rolling out Bpifrance branches and BRED bank branches throughout France.

Lastly, Wifirst welcomed 40 new employees in the first half of the year, mainly to strengthen its AI, Customer Experience and Engineering teams.

For more information, visit [www.wifirst.com/eng](http://www.wifirst.com/eng) or follow us on suivez-nous sur [linkedin](https://www.linkedin.com/company/wifirst).

### **PRESS CONTACT**

Wifirst – Sarah Battoue

+33 7 85 73 45 82

[sarah.battoue@wifirst.fr](mailto:sarah.battoue@wifirst.fr)

### **About Wifirst**

Created in 2002, Wifirst is the french leader in managed WiFi for professional. The telecom operator has extended its network internationally by opening offices in the United Kingdom and Spain in 2016, and currently covers 26 countries. Wifirst structured its activity around two large families of customers: the Hospitality & Residences market (AccorHotels, Club Med, The Ascott, The Student Hotel...) and the Retail & Business market (Havas KX Village in London, Universal music group). Pioneer of the "WiFi as a service" approach, Wifirst is committed to continuous innovation in order to offer a network capable of absorbing the spectacular increase of internet usage, offering high added value services and making WiFi the technical foundation for the digital transformation of its customers. For more information, please visit [www.wifirst.com/en/](http://www.wifirst.com/en/)