

## Sodexo Live! strategy moves forward with full ownership of STH

3 years ago



Sodexo Live!, Sodexo's dedicated business for sports, events and hospitality, has taken a new step towards the implementation of its strategic plan with Sodexo increasing its current stake to 100% in STH (Sports, Travel and Hospitality), becoming the sole owner of the global provider of travel, hospitality and ticketing programmes.

Sodexo already fully consolidates STH.

Since 2005, [Sodexo Live!](#) has worked in partnership with the Mike Burton Group (MBG) to create STH, which is known for designing and marketing exceptional travel and hospitality programs for some of the world's most prestigious sporting events, such as the last five Rugby World Cups, the Australian Open, ICC (International Cricket Council) tournaments and Roland Garros (the French Open).

This operation represents an opportunity for the company to continue to grow and expand in the promising travel and hospitality market with a simplified governance. In addition to its comprehensive and diversified expertise, Sodexo Live! will reinforce its position as a strategic partner for sports clients in stadia and for major international events.

Nathalie Bellon-Szabo, Global CEO, Sodexo Live!, said: *"Developing travel and hospitality programmes with our clients is a key objective for Sodexo Live!. STH high quality delivery of services and talented teams will reinforce our position as a strategic partner for our sports clients in stadia and for major international events. I am very excited about this opportunity, which will enable our clients to offer their fans an ever more memorable experience. Our ambition is to make Sodexo Live! the reference in the live events hospitality experiences."*