

Air France-KLM and Accor announce new enhanced loyalty program partnership with more rewards for their joint customers

From 20th June 2019, members of the Flying Blue and Le Club AccorHotels loyalty programs will be able to enjoy Miles+Points, an innovative opportunity to earn simultaneously points & miles while traveling with both companies:

- Earn Miles for your hotel stay and Points for each flight
- Convert Miles and Reward Points for even more ways to redeem

Accor Group and the Air France-KLM Group are strengthening their existing partnership by offering, for the first time in the European travel industry a dual reward scheme to their entire global loyalty customer base.

Every time our customers travel on a flight marketed and operated by Air France and/or KLM, or stay a night at an Accor hotel, they will now simultaneously earn both Flying Blue Miles and Le Club AccorHotels Reward points.

Earn Miles and Points	0.5 points / € spent on flights (in addition to regular miles accrual)	1 mile / € spent on hotel nights (in addition to regular points accrual)
Convert Miles to Points and vice versa	4000 Flying Blue Miles = 1000 Reward points	2000 Reward points ¹ = 1000 Flying Blue Miles

¹ Conversion of 2,000 LCAH points minimum

To take advantage of the Miles+Points service, members must link their accounts on www.flyingblue.com or on [Le Club AccorHotels](http://LeClubAccorHotels.com) website. After registering, customers will earn Flying Blue Miles and Le Club AccorHotels Reward Points automatically when flying with Air France and/or KLM or staying in a Le Club AccorHotels participating hotel.

This new, strengthened partnership offers customers more opportunities to earn and redeem. It allows both the Air France-KLM Group and Accor Group to reward their members across more stages of their journey.

"Meeting and exceeding customer expectations is our goal," said Benjamin Smith, CEO Air France-KLM. "Adding more options to earn and redeem Flying Blue Miles was a key driver for the development of Miles+Points, and we are glad we could develop this together with our partner Accor, for the benefit of our joint customers. We aim to position Flying Blue as a leading airline loyalty programme by continuing to enrich the customer journey at every step."

Sebastien Bazin, Chairman and Chief Executive Officer of Accor stated: *"The partnership between Air France-KLM and Accor has been enhanced for the benefit of our most loyal members. It brings together two formidable players in global tourism and rewrites the rules of loyalty building. The radical transformation of Accor's lifestyle loyalty program, embodied by the future brand ALL – Accor Live Limitless – will bring to life our "augmented hospitality" strategy and extend beyond mere hospitality and into the day-to-day lives of its members. This major partnership will contribute to realizing this promise, leveraging the international footprint of both Groups."*

About Accor

Accor is a world-leading augmented hospitality group offering unique and meaningful experiences in 4,800 hotels, resorts, and residences across more than 100 countries. With an unrivalled portfolio of brands from luxury to economy, Accor has been providing hospitality savoir-faire for more than 50 years.

Beyond accommodations, Accor enables new ways to live, work, and play with Food & Beverage, nightlife, wellbeing, and co-working brands. To drive business performance, Accor's portfolio of business accelerators amplifies hospitality distribution, operations, and experiences. Guests have access to one of the world's most attractive hotel loyalty programs.

Accor is deeply committed to sustainable value creation, and plays an active role in giving back to planet and community. Planet 21 – Acting Here endeavors to act for “positive hospitality”, while Accor Solidarity, the endowment fund, empowers disadvantaged people through professional training and access to employment.

Le Club AccorHotels is Accor's historical and multi awarded loyalty program. With 57 million members worldwide and more than 70 partners, it offers its members unique and attractive experiences.

A few months ago, Accor announced the evolution of its loyalty program with the launch of **ALL - Accor Live Limitless**. This new loyalty platform, live by the end of 2019, will harness and enhance the brands, services and partnerships offered by the Group's ecosystem. The ambition is to deliver meaningful experiences and rewards to its most engaged customers while enabling them to work live, and play, far beyond their stay, both at home and around the world. Thanks to this rich value proposition, Accor is bringing its Augmented Hospitality strategy to life with a strong ALL media plan, new digital platform, iconic partnerships (Credit Cards, Mobility, Airlines, Entertainment with AEG, IMG, Paris Saint-Germain) and global roll-out plan for all its guests and loyalty members.

Accor SA is publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACRYF) in the United States. For more information visit www.accor.com or www.leclubaccorhotels.com or become a fan and follow us on Twitter and Facebook.

About Flying Blue

Flying Blue, the Air France-KLM Group's loyalty programme, has 15 million members and 33 airline partners and more than 100 non-airline partners. The more members travel, the more their loyalty is rewarded. With the Flying Blue card, customers can access the many services specially designed to make their trip even more enjoyable. At www.airfrance.com and www.klm.com, members can check their account, book tickets directly or request missing miles to be added to their account. At www.flyingblue.com, customers can access a complete presentation of the Flying Blue programme, detailing the benefits of the different Explorer, Silver, Gold and Platinum levels explained through videos and tutorials. They can also check out all the ways to earn or spend Miles and the complete list of all the programme's partners' offers in the "Flying Blue Store" section.

www.flyingblue.com

About Air France-KLM Group

A global giant with a strong European base, the Air France-KLM Group's main areas of business are passenger transport, cargo transport and aeronautical maintenance.

Air France-KLM is the leading Group in terms of international traffic on departure from Europe. It offers its customers access to a network covering 312 destinations in 116 countries thanks to Air France, KLM Royal Dutch Airlines and Transavia. With a fleet of 550 aircraft and 101.4 million passengers carried in 2018, Air France-KLM operates up to 2,300 daily flights, mainly from its hubs at Paris-Charles de Gaulle and Amsterdam-Schiphol.

Its Flying Blue loyalty programme is one of the leaders in Europe with over 15 million members.

Together with its partners Delta Air Lines and Alitalia, Air France and KLM operates the largest transatlantic joint venture with more than 275 daily flights.

The group also offers cargo transport and aeronautical maintenance solutions.



Air France and KLM are also members of the SkyTeam alliance which has 19 member airlines, offering customers access to a global network of over 14,500 daily flights to more than 1,150 destinations in more than 175 countries. airfranceklm.com / @AirFranceKLM