



**BNP PARIBAS**

**Press release**

Paris, October 22, 2020

## ***Accor and BNP Paribas become strategic partners to launch a co-branded payment card in Europe***

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***This card will be linked to the Group's loyalty program ALL - Accor Live Limitless and will be available in several versions. It will offer members the opportunity to collect loyalty points when making everyday purchases and to receive benefits tailored to their interests.***

***The card will be launched in France early 2021 before being gradually rolled-out in Europe.***

Accor, a world leader in hospitality, and BNP Paribas, the leading bank in the eurozone and a key international banking player, announce that they have concluded a pan-European partnership to launch a unique co-branded payment card. Members of the *ALL - Accor Live Limitless* lifestyle loyalty program who subscribe to the card will be able to use it for all their day-to-day purchases. Linking up with one of the sector's best loyalty programs, card users will earn points as soon as they start spending, upgrade to a higher status more quickly, and enjoy special and unforgettable experiences both in the Group's hotels and across the entire Accor ecosystem.

In an environment that has been dramatically impacted by the pandemic, it is vital to enable members to continue to take advantage of their loyalty program at a time when travel has been temporarily restricted. These points earned in the course of everyday life can be enjoyed immediately and in many ways – by using them for short breaks to explore our regions, perhaps in the mountains or on the coast, or to enjoy a dinner or a spa. As the validity of these points is extended with each purchase made, users can also keep them to explore new destinations during their next summer vacation through our 85 travel and lifestyle partners, including more than 33 airlines. In addition, these points can also be spent on special events in 2021 – perhaps to see Paris Saint-Germain play, attend a concert in the Accor Arena or visit world-renowned food festivals.

This payment card represents a major asset for the Group in leveraging customer engagement. The various services available to cardholders are a perfect illustration of Accor's "Augmented Hospitality" strategy, a sophisticated vision of hospitality and bespoke services to enable guests and local residents to enjoy unique experiences.



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Extending beyond just maintaining contact, the card will help strengthen the relationship with members of the Group's loyalty program ALL - Accor Live Limitless.

**Sébastien Bazin, Chairman and CEO of Accor, said,**

*This partnership with BNP Paribas puts one of the cornerstones of our loyalty building strategy into practice. The launch of the innovative and ambitious ALL payment card is a key step in the rollout of our loyalty program, which already has almost 70 million members. We will be able to offer new and ever more generous and pioneering services, accelerating the diversification of the Group's revenue streams. By combining the complementary expertise of two European leaders, we aim to attract ever-increasing numbers of loyal customers and step up the rollout of new offers to create an ecosystem that is unique in the world of travel and leisure.*

**A generous card without the need to change bank**

With three different tiers offered, ALL – VISA Pulse (aimed at Millennials), ALL-VISA Explorer (for clients who travel extensively for work or leisure) and ALL-VISA Ultimate (for super-premium clients), once launched these will be some of the most generous payment cards ever made available on the market, providing benefits to users as soon as they subscribe. There will be no need to open a new account or change bank. The card will be allocated in a few minutes once the connection to the current account has been made. The card will be linked to the dedicated and secure Accor Pay app, created in partnership with BNP Paribas, which will allow users to securely view their balance, manage their spending, check their points and contact the concierge service at any time. The card and all its related benefits will be unveiled early next year.

**Jean-Laurent Bonnafé, Director and CEO of BNP Paribas, said,**

*"The payment card market is undergoing a huge transformation, particularly in Europe, both functionally and technologically. Today, it is one of the major drivers enriching the customer experience and introducing higher added value services and offers. As a European banking group, we continuously innovate in terms of payment solutions to support customers with their new habits and aspirations. We are therefore delighted to be involved, alongside Accor, in this major advance for the customer experience within the international hotel industry."*



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#### **About ACCOR**

Accor is a world leading hospitality group consisting of more than 5,000 properties and 10,000 food and beverage venues throughout 110 countries. The group has one of the industry's most diverse and fully-integrated hospitality ecosystems encompassing luxury and premium brands, midscale and economy offerings, unique lifestyle concepts, entertainment and nightlife venues, restaurants and bars, branded private residences, shared accommodation properties, concierge services, co-working spaces and more. Accor also boasts an unrivalled portfolio of distinctive brands and approximately 300,000 team members worldwide. Over 65 million members benefit from the company's comprehensive loyalty program ALL - Accor Live Limitless - a daily lifestyle companion that provides access to a wide variety of rewards, services and experiences. Through its Planet 21 - Acting Here, Accor Solidarity, RiiSE and ALL Heartist Fund initiatives, the group is focused on driving positive action through business ethics, responsible tourism, environmental sustainability, community engagement, diversity and inclusivity. Founded in 1967, Accor SA is headquartered in France and publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACRY). For more information visit [group.accor.com](http://group.accor.com) or follow Accor on [Twitter](#), [Facebook](#), [LinkedIn](#) and [Instagram](#).

#### **About BNP Paribas**

BNP Paribas is a leading bank in Europe with an international reach. It has a presence in 71 countries, with approximately 199,000 employees, of which more than 151,000 in Europe. The Group has key positions in its three main activities: Domestic Markets and International Financial Services (whose retail-banking networks and financial services are covered by Retail Banking & Services) and Corporate & Institutional Banking, which serves two client franchises: corporate clients and institutional investors. The Group helps all its clients (individuals, community associations, entrepreneurs, SMEs, corporates and institutional clients) to realise their projects through solutions spanning financing, investment, savings and protection insurance. In Europe, the Group has four domestic markets (Belgium, France, Italy and Luxembourg) and BNP Paribas Personal Finance is the European leader in consumer lending. BNP Paribas is rolling out its integrated retail-banking model in Mediterranean countries, in Turkey, in Eastern Europe and a large network in the western part of the United States. In its Corporate & Institutional Banking and International Financial Services activities, BNP Paribas also enjoys top positions in Europe, a strong presence in the Americas as well as a solid and fast-growing business in Asia-Pacific.

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