

Press Release

September 28th, 2012

Accor reaches a secured pipeline of 90 contracts in Brazil

Group has ambitious plans to reach 250 hotels in the country by 2016. Accor partners are committed to invest \$1.5 billion.

Accor, the world leader hotel operator and market leader in Brazil, **announces a record secured pipeline of 90 contracts to be delivered by 2016**. The Group network in Brazil **will increase by 13,819 new rooms**, generating more than **3,600 jobs**. With these developments, Accor strengthens its leadership in the country and further fortifies its position in Latin America.

For Roland de Bonadona, COO of Accor Latin America, the expansion of the hotel sector has been positively impacted by the political and economic momentum in Brazil, meaning greater investment and higher investor confidence. *"From an economic point of view, Brazil is experiencing a very favorable moment for business in general and hotels specially. The rise of the middle class and proximity to major events like the FIFA World Cup and the Olympic Games, which, although do not influence Accor's business decisions, have encouraged investments in the country infrastructures"*, he explains.

In 2012 alone, the Group will open 22 new hotels /3,068 rooms in Brazil (11 of these hotels have already opened). Accor has also signed since January contracts for the development of 19 new hotels, 42% under the franchise model.

The company's ambition is to open 4,000 new rooms every year in Brazil or the equivalent of 25 hotels per year in the Country. Accor's partners will invest approximately \$1.5 billion by 2016 in Brazil.

Acquisition of the South-American network of Grupo Posadas

Recently Accor has announced the acquisition of the South American hotel portfolio of Grupo Posadas for \$275 million. Once finalized, this transaction will include 2,600 rooms (15 hotels) and a secured pipeline of 2,000 rooms (14 hotels) in Accor's Latin American portfolio.

Since 19 of the 29 concerned hotels are located in Brazil, the Group's network in this country will reach 27,812 rooms (167 hotels) and a secured pipeline of 15,104 rooms (98 hotels), covering the spectrum of hotel segments and resulting in a reinforced presence in the Up & Midscale segment.

Hotels to be opened in 2012

ibis Contagem
ibis Itu
ibis Novo Hamburgo
ibis Passo Fundo
ibis Vitória Praia de Camburi
Mercure Salvador Boulevard

ibis Mossoró
ibis Sertãozinho
ibis Barretos
ibis Feira de Santana
ibis Recife

Accor, 34 years of history in Brazil

Present in Brazil for 34 years, Accor has a current network of 153 hotels (24,109 rooms) covering all segments, from luxury to budget. Accor Brazil dedicates significant resources to offer real perspectives of professional growth to its employees. Accor created the Academie, Latin America's first corporate university, 19 years ago and for the 15th year Accor was elected as one of the "Best Companies to Work for Brazil" by the Great Place to Work Institute.

At a global level, Accor has recently launched a new ambitious sustainable development program that involves customers, partners and employees in order to improve Accor's sustainability performance. With PLANET 21, the Group is making 21 commitments and the same number of quantified goals for the year 2015. Today the Group is rolling-out this program worldwide, including in Brazil.



Accor, the world's leading hotel operator and market leader in Europe, is present in **92 countries** with **more than 4,400 hotels** and **530,000 rooms**. Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, all seasons/ibis Styles, Etap Hotel/Formule 1/ibis budget, hotelF1 and Motel 6** - provide an extensive offer from luxury to budget. With more than **180,000 employees*** in **Accor brand hotels** worldwide, the Group offers to its clients and partners nearly 45 years of know-how and expertise.

**Including 145,000 in owned, leased and managed hotels*

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