



ACCORHOTELS

Press Release

Paris, July 3rd, 2015

AccorHotels group affirms its leadership in Africa through the signature of 50 hotel management contracts

On the occasion of the French President's visit to Angola, AccorHotels, the world's leading hotel operator, sealed an exclusive partnership with the major Angolan company AAA ACTIVOS LDA, to open 50 hotels (more than 6,200 rooms) in Angola from luxury to economy between 2015 and 2017.

"This historical and unheard of establishment of a hospitality group in Angola, which was made possible through our partnership with AAA ACTIVOS LDA, testifies to AccorHotels' ambition in Africa, where tourism is rapidly evolving" explains Sebastien Bazin, Chairman and CEO of AccorHotels. *"Angola has 25 million inhabitants, 40% of which are of working age. Therefore, 3 000 employees will be hired locally in a large selection of hospitality jobs, ranging from restaurant service to executive positions: The Group commits to train these employees, as well as to pass on its values to them".*

Carlos Manuel de Sao Vicente, Chairman of AAA, highlighted that this collaboration with AccorHotels was an unprecedented alliance in the global hospitality industry in Angola and that it aimed at addressing a growing international demand, with a network covering the whole territory. *"Angola is diversifying the economy in order to reduce the dependence from the mineral economy, namely oil and diamond industry. AAA is already contributing to achieve this strategic role by investing in the building of a national chain of 50 hotels in all capital of provinces and a chain of 3 logistic centers to supply the hotels. Now we have establish a partnership with Accorhotels to manage the hotels, train Angolans and provide hospitality services in all hotels with international quality standards with a French flavor and an Angolan touch. We are sure that Angola will become soon a big player in the hospitality and tourism activity in Africa. Angola will become a major tourist destination. Our 50 hotels will help to stimulate the domestic and international tourism."*



AAA is a major Angolan corporation, known for its leadership in oil insurance and in investment. AAA began as a specialized risk management financial services provider and has led the co-insurance market in the Angolan oil sector since 2000. The company also operates in petroleum reinsurance and brokerage in UK and Bermuda.

50 hotels in strategic locations in Angola

Over the next two years, 50 hotels will be opened in strategic locations, such as in Luanda, the Angola capital, and the 17 capitals of province: 6 hotels in 2015, 22 in 2016 and 22 in 2017. The offer will cover all segments of the hotel market, from luxury to economy, including midscale. 27 hotels will be operated under the banner of the economic **ibis Styles** brand, 22 under that of the midscale **Mercure** brand, and 1 under the luxury **Sofitel** brand.

Development of AccorHotels in Africa

For 40 years, AccorHotels has been a major economic player and is now Africa's leading hotel operator in terms of the number of rooms.

The Group's headquarters for Africa and the Indian Ocean is based in Casablanca, and AccorHotels operates in 18 countries with more than 10,000 employees, 94 hotels, from the Maghreb region to Southern Africa. In 2014, AccorHotels signed 12 new contracts in Africa, representing nearly 2,000 new rooms. In 2015, AccorHotels is expanding its hotel offer to Cameroon, the Democratic Republic of Congo and the Ivory Coast. AccorHotels also intends to open more than 30 new hotels in Sub-Saharan Africa before 2020.

ABOUT ACCORHOTELS

AccorHotels is a Group united by a shared passion for hospitality and driven by a shared promise to make everyone Feel Welcome.

Over 180,000 women and men in 3,700 AccorHotels establishments look after thousands of guests every day in 92 countries.

AccorHotels is the world's leading hotel operator and offers its customers, partners and employees:

- its dual expertise as a hotel operator and franchisor (HotelServices) and a hotel owner and investor (HotelInvest);
- a large portfolio of internationally renowned brands covering the full spectrum, with luxury (Sofitel, Pullman, MGallery, Grand Mercure, The Sebel), midscale (Novotel, Suite Novotel, Mercure, Mama Shelter, Adagio) and economy (ibis, ibis Styles, ibis budget, adagio access and hotelF1) establishments;
- a powerful marketplace and loyalty program Le Club AccorHotels
- almost half a century of commitment to corporate citizenship and solidarity with the PLANET 21 program.

Accor SA shares are listed on the Euronext Paris exchange (ISIN code: FR0000120404) and traded in the USA on the OTC marketplace (Code: ACRFY)

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