

## Accor accelerates its digital strategy by taking over FASTBOOKING

Accor today announces the take-over of FASTBOOKING, a digital services provider for the hotel industry. A French company founded in 2000, FASTBOOKING provides daily support to nearly 4,000 hotels worldwide. Its key areas of expertise are hotel website development, distribution channel management solutions, digital marketing campaign management, revenue management optimization tools and competitive intelligence. Its two main markets are Europe and Asia.

FASTBOOKING will continue to deliver innovative solutions designed to improve the performance and visibility of its clients, while operating independently within Accor. The confidentiality of data relating to FASTBOOKING's client hotels will be fully preserved. At the same time, the expertise of FASTBOOKING's teams will broaden the range of services that Accor can offer to its hotels.

"The take-over of FASTBOOKING will help speed up the implementation of our digital strategy," said Sébastien Bazin, Chairman and Chief Executive Officer of Accor. "Following the acquisition of Wipolo last October, this new transaction enables us to further expand our capabilities and strengthen our digital expertise for the benefit of our hotels. While maintaining its independence, FASTBOOKING will now enjoy the support of a global leader capable of providing the resources it needs to make the most of its enormous potential, so that it can continue to innovate for an even larger client base."

"Accor's investment in FASTBOOKING marks the beginning of a new phase in our development," said FASTBOOKING Chairman and Chief Executive Officer Jean-Gérard Galvez. "It is also a sign of recognition for the incredible work done by our teams, who have spent the past few months redesigning our solutions to make them even more innovative and efficient."



Accor, is the world's leading hotel operator, with **480,000 rooms** in **3,700 hotels** across **14 trusted brands** in **92 countries**. The company is organized around two distinct divisions, **HotelServices**, which operates and franchises the hotels and **HotelInvest**, which is a hotel owner and investor. The Accor hotels sit in three segments from budget to luxury which are constantly reinventing their concept to satisfy the needs of business and leisure customers around the globe. Accor brands include in luxury-upscale; **Sofitel, Pullman, MGallery and Grand Mercure, The Sebel**, midscale; **Novotel, Suite Novotel, Mercure and Adagio** and economy; **ibis, ibis Styles, ibis budget, adagio access and hotelF1**. The Group boasts a powerful digital ecosystem, notably its booking portal **accorhotels.com**, its brand websites and its loyalty program **Le Club Accorhotels**.

The Group's **180,000 employees** benefit from working for a company that believes in progression and has an industry leading training program, the Accor Académie. Since its creation 45 years ago, Accor is making innovation and sustainable hospitality the focus of its strategic vision as well as of its customer-centric approach development and innovation process.

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FASTBOOKING offers leading edge products and services to hotels willing to develop a direct sales strategy. In an optimal support, FASTBOOKING offers tailor-made strategies in order to maximize performances and improve independence. FASTBOOKING employs 200 people worldwide (8 offices: Paris, New-York, Venice, NewDelhi, Singapore, Beijing, Bangkok and Tokyo) who, each day, serve its 8000 clients.

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