



Through reBorn Accor gives its second-hand furniture a new lease of life! Nearly 2,500 items for sale on eBay.fr

Today, Accor group inaugurates its online store on eBay.fr and puts its hotels' second-hand furniture up for sale.

For the launch, **nearly 2,500 items in good condition**, including Louis XVI bedside tables, bronze chandeliers, 1980s wing armchairs, minibar furniture and even safes, **will progressively be put on sale at attractive prices, from February 14, 2012**. The store will be restocked regularly throughout the year as the Accor hotels are renovated. For the inauguration, the online store will be selling many items from three upscale Paris hotels : Sofitel Arc de Triomphe, Sofitel le Faubourg and Pullman La Défense.

THE “reBorn” PROJECT

ReBorn is the result of the Group's aspiration to offer its hotels a highly efficient, first-of-a-kind solution to dispose of their old furniture after renovations. The creation of an online store that gives its second-hand hotel furniture and decorating accessories a new lease of life is a first response to this problem.

“Open New Frontiers in Hospitality”; the full meaning of the Group's tagline resonates with our reBorn project. As hospitality certainly isn't limited to the frontier of our establishments, our aim is to imagine innovative solutions to open these frontiers sustainably. By giving our second-hand furniture a new lease of life through an online store, we are testing a new open model which allows the public to participate in our responsible approach as well as benefit from good quality furniture at attractive prices”, explains Denis Hennequin, Chairman and CEO of Accor.

The online store on eBay.fr, the Internet's auction leader

The Group's hotels can now put up for sale the furniture and decorating accessories in good condition that they wish to dispose of.

Visitors can access the store directly using the following URL: <http://stores.ebay.fr/Accor-hotels>. The site's various pages allow visitors to browse by brand or product family: indoor furniture, decorating accessories, outdoor furniture.

"We were instantly seduced by this first-of-a-kind project! Through it, for the first time, we are now able to contribute to an international group's sustainability policy with the support of our community of online buyers," comments François Coumau, eBay's Director for Southern Europe.



Sophie Flak, Accor's Executive Vice President for Academies and Sustainable Development concludes *"The reBorn project satisfies a current social trend that gives new value to second-hand items in good condition by creating new circular economy models. Just look at the success of garage sales, second-hand swaps and bargain websites!*

We noticed that when no centralized solution was provided, the hotels themselves experimented with a variety of options to sell their second-hand furniture. That's precisely what sustainable development is all about: listening to the operating needs of our teams and supporting their initiatives to find original and advantageous solutions to build the hotel industry of the future."

A pivotal year

In 2011, as well as assessing its environmental footprint in order to identify its key impacts, Accor presented the results of a survey conducted by IFOP* to increase its knowledge of the expectations of international hotel customers in the field of sustainable development**. The combination of these two assessments will lead to the unveiling, next April 12, of the Group's new social and environmental responsibility strategy.

* More information about Accor Environmental Footprint : <http://www.accor.com/en/sustainable-development.html>

** More information about Accor Guest survey: <http://www.accor.com/en/sustainable-development/earth-guest-research/guest-tracking-study.html>



Accor, the world's leading hotel operator and market leader in Europe, is present in 90 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 145,000 employees worldwide, the Group offers to its clients and partners nearly 45 years of know-how and expertise.

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