



Samsung Electronics and AccorHotels Group Announce Strategic Partnership

Samsung to equip AccorHotels' properties with its SMART Hospitality technology including UHD displays as a preferred supplier

PARIS – November 9, 2015 – Samsung Electronics Co., Ltd and AccorHotels Group, the world's leading hotel operator, announced today a partnership to roll out Samsung's SMART Hospitality Display technology across AccorHotels' properties spanning 92 countries.

"We are excited to partner with AccorHotels to transform the hotel experience and provide our innovative hospitality solutions to even more global consumers," said Seog-gi Kim, Senior Vice President of the Enterprise Business Team, Visual Display Business at Samsung Electronics. "Our hospitality solutions and industry-leading expertise enable recognized global hoteliers to offer world-class in-room entertainment technology to better differentiate and strengthen their hotel brands in a highly competitive industry."

"AccorHotels is committed to offering all of our guests-whether they stay with us for business or leisure--a hotel experience that meets their expectations and needs, particularly when it comes to technology and connectivity," said Vivek Badrinath, Deputy CEO for AccorHotels. "Partnering with Samsung Electronics, the leader in the digital display sector, underscores this commitment and helps to differentiate our offering with exceptional technology products and services that our customers can enjoy before, during and after their stay"

As the preferred display provider for AccorHotels, Samsung's UHD displays will be available in guest rooms and common areas, including lobbies, bars and restaurants. This technology upgrade will provide AccorHotels' on-site staff with all-in-one tools and extended flexibility to deliver a tailored and visually-compelling guest experience.

This partnership also enables AccorHotels' properties, including the Sofitel, Pullman, Novotel, Mercure and ibis global brands, among others, to have access to an array of intuitive and premium hotel solutions. Among them is Samsung's LYNK Hospitality Management technology, which creates a more convenient and pleasurable guest experience through home automation. Through the LYNK Hospitality Management platform, guests and staff receive greater control over different aspects of hotel and in-room environments, ranging from room lighting and energy use to personal services and workflow management. Additionally, the partnership will facilitate the implementation of a cloud-based wireless printing solution as well as digital content including video-on-demand (VOD) and streaming platforms. The preferred supplier agreement further extends AccorHotels and Samsung's partnership to introduce modern and technologically-connected hotel concepts across the world. The two companies announced plans to design and build an experimental hotel in Seoul, South Korea, featuring state-of-the-art technology and multi-point connectivity for a more interactive guest experience.

To learn more about Samsung Electronics' SMART Hospitality display portfolio, please visit www.samsung.com.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies, redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. We are also leading in the Internet of Things space through, among others, our Smart Home and Digital Health initiatives. We employ 319,000 people across 84 countries with annual sales of US \$196 billion. To discover more, please visit our official website at www.samsung.com and our official blog at global.samsungtomorrow.com.

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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 almost 3,800 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) 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: ACRYF)

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