



ACCORHOTELS

Feel Welcome

Press release

Paris, 7th March 2016

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AccorHotels opens 2 hotels every 3 days

- 36,000 rooms opened in 2015
- Half-million room milestone crossed
- A record 160,000-room pipeline

2015 was a record year for AccorHotels, the world's leading hotel operator with over 3,900 hotels and 510,000 rooms in 92 countries. Last year, the Group opened 229 new hotels or a total of 36,172 rooms, at a rate of two hotels every three days.

At the International Hotel Investment Forum (IHIF) 2016, Global Chief Development Officer for AccorHotels, Gaurav Bhushan, comments, *"2015 was a historic year for AccorHotels' expansion. We crossed the symbolic milestone of half a million rooms with a 20% increase in the number of openings last year! We have a record pipeline of 160,000 rooms, and our objective is to maintain profitable expansion, strengthen our presence in the countries where we are leaders and rapidly acquire market share in emerging markets."*

Geographically speaking, the accelerated expansion drive focused on **Asia Pacific** with 39% of rooms opened (14,000 new rooms) and **Europe** with 37% (13,500 new rooms). The year also featured **remarkable openings in key markets** like the Pullman The Park Lane Hong Kong (834 rooms), the Pullman Roissy CDG (305 rooms) or the Novotel Muenchen City Arnulfpark (204 rooms) as well as **landmark deals** such as the signing of 50 hotels in Angola, strategic partnerships with Alesayi Group (1,650 rooms) and Al Rajhi Investment Group (2,500 rooms) in Saudi Arabia, the opening of the Pullman Cayo Coco (518 rooms) in Cuba and of the Novotel and ibis Ikia (492 rooms) in Teheran, in Iran.

92% of expansion was **through franchise and management contracts**, reflecting the strength of the brand portfolio and the Group's appeal among hotel investors.

Though the **breakdown by segment** is generally well-balanced, this year Mercure posted the strongest growth with 59 new hotels, followed by ibis, which added 44 new establishments to its network and then by Pullman with opened 17 new addresses.



At the end of December 2015, the Group had a pipeline of 160,000 rooms and close to 50% is located in Asia Pacific which is the Group's real engine of organic growth. After opening 23,000 rooms in 2013, 30,000 in 2014, 36,000 in 2015, and with over 54,000 rooms already signed for over the last few months, the Group's expansion is set to continue at a robust pace in the coming period.

The Group has also taken action to bolster its expertise in the luxury sector with an agreement with the Qatar Investment Authority (QIA), Kingdom Holding Company (KHC) of Saudi Arabia and Oxford Properties, for the acquisition of FRHI that holds 155 prestigious establishments under the Fairmont, Raffles and Swissôtel brands by mid-2016.

At the beginning of 2016, AccorHotels also sealed its strategic alliance with China's Huazhu Group, which will accelerate the expansion of its brands in China with the opening of 350 to 400 hotels over the next five years.

Focus on France

In 2015, the Group opened 44 new hotels and 3,843 rooms in Paris and the French provinces i.e. a 75% increase compared with 2014. France continues to show strong growth even though it is a mature market with a pipeline of 50 hotels in the upcoming years. The franchised non-standardized model is especially appreciated as attested by the opening of four MGallery hotels, 12 Mercure addresses and 11 ibis Styles establishments this year.

HotelInvest's strategy also involves boosting hotel development through ownership mode with two key projects at the Paris airports: Pullman and ibis Styles Paris Roissy CDG combo (305 rooms each, 710 rooms in total) and "Coeur d'Orly" with a 120-room Novotel, 150-room ibis budget and 400-room ibis.

A 150-room SO/Sofitel establishment has been sealed with Emerige as part of the "Réinventer Paris" (Reinvent Paris) project. It consists of the conversion into a hotel of the Sully Morland Prefecture building in Paris' 4th district.



KEY OPENINGS IN 2015 AND FLAGSHIP OPENINGS IN 2016

In 2015...

Sofitel Singapore Sentosa Resort & Spa - Singapore



Perched on a clifftop overlooking Tanjong beach, the Sofitel Singapore Sentosa Resort & Spa has been entirely redecorated. After one year of refurbishment, it now boasts the world's largest So SPA and offers guests an unforgettable, profound well-being experience. The hotel, which is located on the highly renowned, idyllic island of Sentosa, has 211 rooms and suites in a main building, and four villas, each with their own a terrace, garden and private swimming pool.

Hotel Cures Marines MGallery Collection by Sofitel - France

The Hotel des Cures Marines, which is located on one of Normandy's most beautiful beaches, was restored to its former splendor in 2015. Its cozy, intimate atmosphere makes it a "timeless" destination which combines the grace and radiance of a yesteryear luxury hotel with present-day modernity. Hotel Cures Marines takes guests on a journey through time, while Johan Thyriot the new chef at its restaurant "Le 1912" takes them on a journey through the elements: earth, fire, water, and air combine in delightful dishes the feature unusual, light, rhythmed flavors, full of finesse and harmony.



Pullman The Park Lane Hong Kong



Located in the heart of lively Causeway Bay where business meets leisure, The Park Lane Hong Kong, a Pullman Hotel is within 2 minutes' walk from the subway station. Guests can enjoy the breathtaking views of the world renowned Victoria Park & Harbour in our 834 comfortably appointed rooms with complimentary WIFI. The hotel facilities have been frequently upgraded to ensure the best experience during your stay. Indulge in the finest hospitality at The Park Lane Hong Kong, a Pullman Hotel.

Mercure Vienna First - Austria

This hotel in the heart of the Austrian capital, which opened on 28th April 2015, illustrates the Mercure brand's renewal perfectly. Its architecture and interior design take guests through the history of Vienna, and the reception's warm lounge setting sets the tone as soon as you enter the hotel. The Mercure Vienna First has 49 innovatively designed rooms and a Mercure bistrot which serves local specialties including a selection of Austrian





wines. It offers guests an experience that combines both history and modernity, just a stone's throw from St. Stephen's Cathedral and Hofburg Imperial Palace.

Novotel Manila Araneta Center - Philippines



This establishment, Novotel's first in the Philippines, opened in October 2015. Its strategic location in a lively district in the city of Quezon appeals to both business and leisure travelers. With 401 rooms and suites, the hotel is currently Quezon's largest hotel. It boasts a sky bar with a 360 degree view of the city, two restaurants, a spa, a swimming pool and a kids play area. For events and seminars, the hotel has six meeting rooms, a ballroom and a 2,500m² garden.

Adagio Premium Dubai Al Barsha

Aparthotel Adagio Premium Dubai Al Barsha, in the heart of Dubai's new leisure and business district, offers one to four-bedroom apartments with panoramic views of the city. All 198 apartments feature contemporary design, comfort and convenience, with free WIFI, fully-equipped kitchens, and laundry facilities. At the adjacent Novotel al Barsha, Aparthotel guests are welcome to four-star facilities such as a fitness centre, pool, and meeting rooms. Metro station is just 5 minutes away.



Ibis Styles Paris CDG Airport - France



The ibis Styles Paris CDG Airport, which opened at the beginning of September 2015, welcomes business and leisure travelers from all over the world. Its interior design is inspired by space travel and the theme is played out throughout the hotel with airplane sky trails on the carpets, pixelated fluffy clouds, stylized galaxies, a moon-shaped light in each of the 305 rooms, and more. In keeping with the brand spirit, the hotel

offers an all-inclusive deal that includes the stay, Wi-Fi, breakfast and numerous family services. Its restaurant, Foody's Planet, serves a range of internationally themed burgers and planchas and features fresh, homemade produce.

Ibis Mexico Alameda - Mexico

This new ibis opened in cosmopolitan, hectic Mexico City in August 2015. The hotel, which boasts a choice location on the capital city's main avenue, is ideal for both business stays and for leisure guests who will enjoy being able to discover the city and return to a comfortable, friendly address. Indeed, with its 144 modern, air-conditioned rooms all equipped with the Sweet Bed™, its informal, designer common areas and free Wi-Fi, the ibis Mexico Alameda offers the





ibis hotels' trademark high standard of service which is unique in the economy segment. Guests who want a meal or a snack, will be able to choose from a wide range of dishes for every taste at the hotel's two ibis Kitchen restaurants.

In 2016...

Sofitel Frankfurt Opera - opening September 2016 - no photos to date



This modern grand hotel associated with art, culture and charm, boasts a prime location on the Opernplatz with breath-taking views of the old opera house and the neighboring park. This modern-day private mansion offers the elegance and luxury of a palace hotel and reflects the spirit of the Parisian nobility's social life in the 17th and 18th centuries, that is successfully combined with the Wilhelmanian architecture. The hotel has 150 rooms and suites, as well as a full range of wellness facilities and a luxurious spa. The hotel's fine dining restaurant draws its inspiration from Parisian bistrot classics.

Hotel Paris Bastille Boutet MGallery Collection by Sofitel

The Paris Bastille Boutet recently joined the MGallery collection of inspired and unique hotels. The hotel is nestled in a small street, just a stone's throw from the Faubourg Saint-Antoine, one of Paris' oldest arteries. It has been refurbished in an original and talented way with a focus on highlighting the history of the building which went from being a cabinetry and woodwork shop to a chocolate factory. The 80 exceptional rooms and 4 suites, including two designed by students from Paris design and fine arts school Ecole Boulle, offer unmatched comfort for both business stays and Parisian escapades. The spa, swimming pool, Turkish bath and sauna also promise guests an experience devoted to well-being and tranquility.



Pullman Liverpool Hotel

This newly-built 216-bedroom four-star hotel is one of most stylish and upscale in Liverpool. As the second Pullman hotel in the United Kingdom it represents an important milestone for the Group. The Pullman Liverpool Hotel is located on Kings Dock on the city's waterfront, close to Liverpool's new Exhibition Center, to several museums and to major transport links and is ideal for both business and leisure. Duke, the hotel's restaurant is open seven days a week, and the establishment also has a bar and a lounge with an amazing view of the River Mersey.



Novotel Bangkok Sukhumvit 20 - Thailand: opening Spring 2016

This 244-room hotel in the bustling neighborhood of Sukhumvit will offer guests a perfect living space in the heart of the capital. It boasts a rooftop bar on the 26th floor, two restaurants, a pool and bar on the 9th floor, and 11 meeting rooms or a total of 600m² for business events.



Mercure Maldives Koodoo Resort - Maldives: opening in 2016



The latest Mercure Resort will open by the end of 2016 in the southern Maldives in the Gaafu Alifu Atoll. Featuring architecture inspired by local Maldives culture, the establishment will comprise 68 villas in an idyllic setting with a spectacular view of the lagoon and white sand beaches. The hotel's all-day restaurant, swimming pool, bars, spa, fitness room and selection of watersports, including scuba diving, will ensure that guests enjoy an unforgettable stay at AccorHotels' first address in the Maldives.

Ibis Bali Legian Street - Bali: opening in March 2016

This property set in a paradise location between the town and the seaside is likely to be this year's most popular destination. Indeed, with its modern, designer interior, impeccable standards of service, affordable prices and idyllic surroundings, the hotel boasts a host of assets, the most remarkable of which is probably its rooftop swimming pool and bar where guests can really enjoy the informal festive atmosphere. With its 106 rooms, ibis Kitchen restaurant and two conference rooms which cater for 8 to 50 people, the ibis Bali Legian Street is an excellent place to combine business and pleasure.

Ibis Styles Nanchang Wanda - China: opening in March 2016

Design brand ibis Styles will soon open its new address in Wanda, a culture and tourism city in eastern China. The 481-room establishment will have a 24/7 restaurant, meeting rooms and a fitness room. As well as its modern, trendy interior and quality offering at affordable prices, the hotel also boasts a great location in a lively neighborhood that offers quick and easy access to several sites and activities, notably Asia's largest water park.

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 3,900 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 by Sofitel, 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: ACRFY)

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