



**MAMA
SHELTER**



The MAMA SHELTER family is getting bigger as ACCOR acquires around 35% stake in its capital and about twenty new MAMAs are due to open over the next five years.

This partnership gives MAMA SHELTER access to ACCOR's development and distribution network, which will allow it to accelerate its openings and offer its customers new destinations. MAMA SHELTER will open in Los Angeles in February 2015 and is already working on opening an address in Lille, a second location in Paris, as well as others in Zurich, Mexico City, Seoul, Amsterdam, Barcelona, New York and London.

MAMA SHELTER will allow ACCOR to expand and enrich its offer with a different type of hotel. The MAMA establishments are not just hotels. They are more like urban retreats where guests feel at home thanks to the kindness, generosity and family attitude of the teams that run them. They are the result of a blend of passions, influences, encounters, liberties, sparkles, sensations and emotions.

In less than six years, MAMA SHELTER has successfully created lively, atypical, collaborative, popular and modern places (Paris, Marseille, Lyon, Istanbul and Bordeaux) and its expansion continues under the management of Jeremie, Benjamin and Serge Trigano.

TUESDAY OCTOBER 28TH, 2014

VERBATIMS

"This agreement is the outcome of a beautiful encounter and a shared desire to learn from our respective talents. I am very happy to be embarking on this new adventure. Thanks to this partnership, Accor is enriched by the original know-how that has made Mama Shelter such a splendid success."

Sébastien Bazin, Chairman and CEO of Accor

"We are pleased and proud to welcome Accor alongside us. Their presence will allow Mama to benefit from a major international platform and to share our philosophy with an even greater tribe. "

Jérémie Trigano, General Manager of Mama Shelter

A PROPOS DE ACCOR

Premier opérateur hôtelier mondial avec **470 000 chambres dans 3600 hôtels**, Accor est présent dans 92 pays avec 14 marques de renommée internationale. Organisé autour de deux entités, le Groupe met au service de ses clients et partenaires sa double expertise d'opérateur/franchiseur (**HotelServices**) et de propriétaire/investisseur (**HotellInvest**). Du luxe-haut de gamme (**Sofitel, Pullman, MGallery, Grand Mercure, The Sebel**) à l'économique (**ibis, ibis Styles, ibis budget, adagio access et hotelF1**), en passant par le milieu de gamme (**Novotel, Suite Novotel, Mercure, Adagio**), Accor fait évoluer en permanence ses concepts pour satisfaire pleinement les voyageurs d'affaires et de loisirs, partout dans le monde. Le Groupe s'appuie sur un écosystème digital puissant avec notamment son portail de réservations accorhotels.com, ses sites de marque et son programme de fidélité **Le Club Accorhotels**.

Les 170 000 collaborateurs sous enseignes Accor évoluent dans une entreprise engagée dans la formation et le développement de ses talents, grâce à l'Académie Accor. Depuis sa création il y a 45 ans, le Groupe place l'innovation au cœur de sa stratégie pour satisfaire ses clients et bâtir une hôtellerie durable et responsable.

ABOUT MAMA SHELTER

Mama Shelter creates and choreographs lively accommodation and restaurant facilities on a daily basis. It already boasts 633 rooms, five restaurants and 450 employees in five cities and two countries! It was created by the Trigano family with the assistance of entrepreneur Michel Reybier and designed in collaboration with Philippe Starck. It offers its customers and partners the dual expertise of an hotelier and a restaurateur.

Ever since it was created six years ago, Mama Shelter has made people, technology and innovation the focus of its strategy in order to satisfy its guests and create a unique experience that combines pleasure and generosity.

CONTACTS PRESSE

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