



# ACCORHOTELS

Feel Welcome

Paris, July 29th, 2016

## PRESS RELEASE

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After nearly three years with AccorHotels as Deputy Chief Executive Officer, Vivek Badrinath has decided to join an international telecommunications group as head of emerging countries and the Pacific, starting mid-October 2016.

In order to maintain the strong ties that have been built with Vivek Badrinath and ensure that he continues to be involved in the future of AccorHotels, the Board of Directors has invited him to become a Director. Co-opted with effect from October 10<sup>th</sup> 2016, he will therefore remain associated with the pursuit of the Group's digital ambitions and will be able to contribute his expertise and viewpoint on sector issues.

Chief Executive Officer, Sébastien Bazin, declared, *"Under Vivek's leadership and the guidance of his teams, AccorHotels has successfully made the transition to digital technology both sooner and faster than its competitors. Every day we demonstrate our Group's capacity to reinvent itself, act with audacity and push back frontiers. Today, our strength lies in this spirit of conquest. I know that I can rely on Vivek's full involvement until he leaves in a few months' time, and that he will continue to deploy the digital plan rapidly and effectively. I am delighted that he will be joining our Board of Directors and will therefore remain closely involved in the Group's future."*

A new organizational structure that will allow the Group to continue to deploy an offensive and ambitious strategy will be announced by October.



## ABOUT ACCORHOTELS

The AccorHotels Group is a global leader in travel and lifestyle, and a pioneer in digital technology, offering unique experiences in more than 4,000 hotels, resorts and residences, and in more than 2,500 outstanding private residences worldwide.

With its dual expertise as an investor and operator, through its HotelInvest and HotelServices divisions, AccorHotels operates in 95 countries. Its portfolio includes such internationally renowned luxury brands as Raffles, Fairmont, Sofitel Legend, SO Sofitel, Sofitel, onefinestay, MGallery by Sofitel, Pullman and Swissôtel, renowned midscale brands and boutique hotels including Novotel, Mercure, Mama Shelter and Adagio, popular economy banners including ibis, ibis Styles and ibis budget, as well as regional banners Grand Mercure, The Sebel and hotelF1.

Boasting an unrivaled range of brands and a rich history dating back some five decades, AccorHotels has a global team of more than 240,000 committed women and men investing all their energy into making "Feel Welcome" resonate as the finest hotel promise. Guests have access to one of the most attractive hotel loyalty programs in the world - Le Club AccorHotels.

AccorHotels plays an active role in the local communities where it operates, and is committed to sustainable development and solidarity through PLANET 21, a holistic program bringing together employees, guests and partners to ensure sustainable growth.

Accor SA shares are listed on the Euronext Paris stock exchange (ISIN: FR0000120404) and traded in the United States on the OTC market (Code: ACRFY)

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