



# ACCOR HOTELS

Feel Welcome

Press release  
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## AccorHotels announces a relaunch plan for the hotelF1 brand

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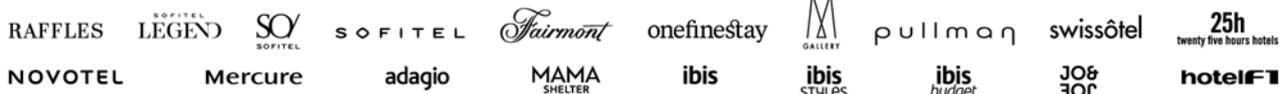
AccorHotels is continuing its strategy of optimizing its real estate assets and revitalizing its brands by giving fresh impetus to hotelF1 in France. The project is based both on an ambitious plan to relaunch the brand and on the dynamic management of its portfolio of hotels.

The Group is announcing the sale, to SNI Group (Société Nationale Immobilière - Caisse des dépôts et consignations Group), of a portfolio of 62 hotels made up of 7 fully-owned hotels and 55 hotels leased from the company Silverstone. This operation is subject to consultation with employee representative groups.

Following this transaction, AccorHotels plans to become the majority shareholder of the structure holding the remaining 102 hotelF1 assets. This transaction would be carried out via a share capital increase of €51 million.

This asset restructuring will finance a relaunch plan for the brand, including a refurbishment program spread over three years.

Sophie Etchandy-Stabile, Chief Executive Officer of HotelServices France & Switzerland said: *"When it was created in 1985, hotelF1 was a pioneering concept in the budget segment. For the past 30 years, the brand has successfully built a strong reputation based on its accommodation concept. Today, we seek to capitalize on this reputation to launch a large-scale plan. The purpose of our plan is to rethink our accommodation service while retaining hotelF1's original DNA, in order to offer a wider customer base a low cost and designer experience consistent with new patterns of traveling".*





With its new brand signature “on the road”, hotelF1 will in the future be redesigned as a genuine destination where those on the move can socialize and have fun, combining a multitude of clever, and still low cost, accommodation solutions, with locations on main highways and on the outskirts of cities.

This new offer will be based on flexibility: shared rooms sleeping up to six with per bed pricing, DUO, TRIO and premium rooms, the latter fitted with a bathroom. Completely redesigned, the interior communal areas will offer a warm and colorful ambiance, ideal for eating, working, reading, having fun and socializing.

This concept, developed by the designer Carlos Pujol, in close collaboration with the hotelF1 teams, will incorporate the latest trends in traveling. hotelF1 “on the road” will therefore appeal to a wider customer base covering both leisure and business, and encompassing both weekdays and weekends, thanks to a product that is equally well suited to the needs of students, business travelers, backpackers and families.

#### About AccorHotels

AccorHotels is a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 4,100 hotels, resorts and residences, as well as in over 3,000 of the finest private homes around the globe. Benefiting from dual expertise as an investor and operator through its HotelServices and HotelInvest divisions, AccorHotels operates in 95 countries. Its portfolio comprises internationally acclaimed luxury brands including Raffles, Sofitel Legend, SO Sofitel, Sofitel, Fairmont, onefinestay, MGallery by Sofitel, Pullman, and Swissôtel; as well as the popular midscale and boutique brands of 25hours, Novotel, Mercure, Mama Shelter and Adagio; the much-prized economy brands including JO&JOE, ibis, ibis Styles, ibis budget and the regional brands Grand Mercure, The Sebel and hotelF1. AccorHotels provides innovative end-to-end services across the entire traveler experience, notably through the recent acquisition of John Paul, world leader in concierge services.

With an unmatched collection of brands and rich history spanning close to five decades, AccorHotels, along with its global team of more than 240,000 dedicated women and men, has a purposeful and heartfelt mission: to make every guest Feel Welcome. Guests enjoy access to one of the world’s most rewarding hotel loyalty programs - Le Club AccorHotels.

AccorHotels is active in its local communities and committed to sustainable development and solidarity through PLANET 21, a comprehensive program that brings together employees, guests and partners to drive sustainable growth.

Accor SA is publicly listed with shares trading on the Euronext Paris exchange (ISIN code: FR0000120404) and the OTC marketplace (Code: ACRFY) in the United States.

For more information and reservations visit [accorhotels.group](http://accorhotels.group) or [accorhotels.com](http://accorhotels.com).

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#### Media Contacts

Carina Alfonso Martin  
Vice President Media Relations Worldwide  
Tel : +33 1 45 38 84 84 / P: 06 74 53 55 26  
[carina.alfonso martin@accor.com](mailto:carina.alfonso martin@accor.com)

Delphine Dumonceau  
Corporate PR Manager  
Tel: +33 1 45 38 84 95  
[Delphine.dumonceau@accor.com](mailto:Delphine.dumonceau@accor.com)

Julie Do Passo  
Media Relations Manager - Economy Brands  
Tel: +33 1 45 38 17 23  
[Julie.dopasso@accor.com](mailto:Julie.dopasso@accor.com)

#### AccorHotels - Investor and Analyst Relations

Sébastien Valentin  
Senior Vice President, Investor Relations  
and Financial Communication  
Phone: +33 (0)1 45 38 86 25  
[sebastien.valentin@accor.com](mailto:sebastien.valentin@accor.com)

