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Largest ibis hotel in Asia Pacific to land in central Hong Kong

ibis, the worldwide economy hotel brand of the Accor Group, continues its global expansion with the signing of the ibis Hong Kong Sheung Wan, promising the downtown area of Hong Kong a new level of stylish international economy accommodation

Hong Kong, October 14, 2009 - ibis, the worldwide reference for economy hotels, announces today the development of the largest ibis in Asia Pacific, in central Hong Kong. The hotel will be the second ibis for Hong Kong and the first purpose built ibis hotel. The hotel is scheduled to open in early 2012.

Ibis Hong Kong Sheung Wan is being developed by Bright Century Limited – a joint venture between Hong Kong based real estate developer Common Empire Development Ltd. and Singapore based private equity fund Alpha Investment Partners Limited.

Mr Tony Yau - Executive Director of Common Empire Development Ltd., a spokesperson for the hotel owning consortium says “The hotel development is located in a much sought after location in central Hong Kong, where quality economy hotels are lacking. We are very confident with our selection of the ibis hotel brand, due to its strong global brand recognition in major feeder markets to Hong Kong and the platforms that Accor offers.”

The ibis Hong Kong Sheung Wan is ideally located at the junction of Bonham Strand West and Des Voeux Road West, in the heart of downtown Hong Kong, in close vicinity to some of the Island’s premier business addresses and retail. The hotel is a few minutes walk to Sheung Wan MTR and the Hong Kong Macau Ferry Terminal.

The hotel will boast 550 guest rooms, an all day dining venue and bar.

Michael Issenberg, Chairman and Chief Operating Officer, Accor Asia Pacific said, “*The development of this hotel is testament to the energy that has been invested into expanding the ibis hotel brand throughout Asia Pacific. Today ibis exists in central locations in almost all major capitals throughout the region, consistently offering full service international quality accommodation and with the best value proposition. It demonstrates our continued capacity to meet the ambitious objectives of our global development programme and heralds a*

new era of international-quality, economy accommodation in downtown Hong Kong – a key market for the brand in the Asia Pacific”.

Today throughout the world, Accor operates over 800 ibis hotels. By the end of 2009, the Asia Pacific ibis network will expand to 82 ibis hotels of which 42 are located in China – a primary growth market for the brand. 21 ibis hotels will open during 2009 in Asia Pacific.

Issenberg added “Whilst providing a much needed affordable alternative to accommodation in central Hong Kong, this hotel will provide the ibis brand extensive profile, which will feed into the regional and global ibis hotel network.”

Since its creation in 1974, the ibis brand has grown consistently, first in Europe and gradually in all continents. Following an already significant progression in 2008, when ibis opened 50 hotels representing 8,300 new rooms in more than 20 countries, the brand will be accelerating its expansion again this year. Between 2009 and 2010, one to two new ibis hotels will be launched in the world every week.

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About ibis

ibis, the worldwide economy hotel brand of the Accor group, offers consistent quality accommodation and services in all its hotels, for the best local value: a well-designed and fully-equipped en-suite bedroom, major hotel services available 24/7 and a wide choice of on-site food and beverage options. The quality of the ibis standard has been recognised by the International Organization for Standardization certification ISO 9001 since 1997. ibis is also the world’s first hotel chain to demonstrate its environmental commitment through securing the ISO 14001 certification, which has already been awarded to nearly one third of its hotels.

Established in 1974, ibis is the European leader and one of the first economy hotel chains in the world, with more than 97,000 rooms and 831 hotels in 42 countries, including 32 in China.

For additional information, please visit www.ibishotel.com.

Accor, a major global group and the European leader in hotels, as well as the global leader in services to corporate clients and public institutions, operates in nearly 100 countries with 150,000 employees. It offers to its clients over 40 years of expertise in two core businesses:

- Hotels, with the Sofitel, Pullman, MGallery, Novotel, Mercure, Suitehotel, ibis, all seasons, Etap Hotel, Formule 1 and Motel 6 brands, representing 4,000 hotels and nearly 500,000 rooms in 90 countries, as well as strategically related activities, such as Lenôtre;
- Services, with 32 million people in 40 countries benefiting from Accor Services products in employee and public benefits, rewards and loyalty, and expense management.



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