

Press Release

November 28, 2009

Accor and Chi Heng Foundation team up to help people affected by HIV/Aids - with a 3 year sustainable social program “Empowerment Builds the Future” helping HIV/Aids affected woman and children of China to have a better future

28 November 2009, Beijing – Accor China, in working with the principles of the Accor Foundation, announces its first three-year CSR initiative “Empowerment Builds the Future” a groundbreaking new initiative created to give back to the Chinese community. Under the guidance of the Chi Heng Foundation (CHF), Accor has committed 20,000 Euros (RMB 200,000) for the first year of this sustainable project.

Due the contribution of the Accor Foundation, the “Empowerment Builds the Future” program will establish a workshop in Henan Province, and recruit and train women whose families have been affected by HIV/Aids, to produce eco-friendly bags. These bags will then be sold at all Accor hotels located in mainland China, Hong Kong, Taiwan and Macau. Proceeds from the sale of the bags will be used to provide educational opportunities and scholarships and will be administered by the CHF in accordance with their charter. In year one it is anticipated that the proceeds of the sale of the eco bags will fund scholarships for 30 children from Henan Province.

“The beauty of this program is that it is more than just donating money, it involves multi sectors and the community working together to create a sustainable, viable social enterprise,” says Robert Murray, Senior Vice President of Accor Greater China. “Lao Tzu once said that if you give a man a fish, he eats for one day; but teach a man to fish and he shall eat for a lifetime. We are working to give this community a skill that makes them self sufficient for the future.”

“Women often bear a disproportionate share of the burden of AIDS care, often struggling to make ends meet with whatever meager income they have,” said Dr Bernhard Schwartländer, UNAIDS Country Coordinator for China. “Few interventions reach women affected by AIDS. This program offers an opportunity for these neglected women to directly benefit from an aid program in their own communities, to improve their lives and that of children impacted by AIDS, and to live a life with dignity and hope”.

One of China's most renowned stylists Tony Li has contributed, using his artistic skills to design a trendy image for the bags. His involvement speaks to the ability and importance of many different sectors coming together to give back to the community. "Working to improve the life of others is not only the work of NGO's," says Mr. Chung To, Founder of CHF. "We work with groups like Accor because they bring valuable resources and perspectives that can make this program successful."

This program will take advantage of the network of Accor hotels throughout Greater China. This network employs some 19,000 people throughout Accor's 88 hotels in 40 cities. The "Empowerment Builds the Future" initiative will engage with this extensive employee base and diversified network, helping to connect people from local communities to amplify what is often a silent discrimination.

All of Accor's hotel brands throughout Greater China will participate in the initiative including Sofitel, Pullman, Grand Mercure, Novotel, Mercure, Ibis and MGallery hotels. Each hotel, each brand and all Accor employees in China will direct their resources in promoting Accor's "Empowerment Builds the Future" cause by bringing attention to the plight of AIDS-impacted families.

The Accor Foundation was set up by Accor in 2008 to support and develop its worldwide employees' solidarity-based initiatives. The foundation is built around the concept of linking cultures by supporting the development of people and their integration into the community. This is achieved in three ways: supporting development of local skills and cultural assets, aiding young people in difficulty through vocational training and hiring programs and participating in humanitarian initiatives and emergency relief operations.

The Chi Heng Foundation (CHF), which means wisdom in action, was founded in 1998 and is active in Hong Kong, Beijing, Shanghai, Guangzhou, Anhui and Henan. By working with private donors, businesses, and partner NGOs, CHF offers help to any child with at least one parent who is living with or has died of HIV/Aids since 2002. CHF thus provides care not only to AIDS orphans, but also AIDS-affected children. By helping with their education and integrating them into society, CHF efforts aim to give AIDS-affected children a stronger sense of community and belonging. CHF also promises a long-term commitment to helping the children not only in completing their educations but also to receiving dependable and comprehensive support.

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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 motivation, and expense management.

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