

**Press Release**  
**November 28<sup>th</sup>, 2011**

## Accor shows further commitment to Hiv/Aids awareness in China for World Aids Day

### Accor Launches Special Empowerment Builds the Future Promotion

Shanghai, November 28, 2011 - Looking to the annual World Aids Day, Accor is pleased to announce that 'Empowerment Builds the Future' (EBTF), a three-year sustainable Corporate Social Responsibility program initiated by Accor Greater China is being taken to new levels of customer engagement. Between today and February 2012 any member of Accor's A|Club (global loyalty program) and or Advantage Plus Members (Asia Pacific regional loyalty program) who stay in 31 hotels under brands of Sofitel, Pullman, Grand Mercure, Novotel, Mercure and ibis in Greater China will receive a complimentary EBTF bag.

The EBTF bags are generally purchased by the guests in a show of solidarity towards helping Aids impacted communities in China with developing job skills and building for stronger education. This move to complimentary bags being provided to Accor's most regular clients is an initiative designed to further increase awareness of the EBTF program as well as the plight of people living with the virus in China.

"We are thrilled to push such an innovative CSR program further forward, especially ahead of the annual World Aids Day, and we are very proud of what we have achieved since the launch of the Empowerment Builds the Future program." said Sam Shih, Chairman and Chief Operating Officer of Accor Greater China. "At Accor, leading the fight against AIDS is one of the priorities of our sustainable development agenda, and by leveraging our network throughout Greater China and engaging both our employees and customers, we hope we can help people who are in need and educate the community at large."

'Empowerment Builds the Future' is now in its second year. Launched in November 2009 with an initial funding of RMB200,000 from the Accor Foundation, the EBTF program employs women from HIV/AIDS affected families and trains them in a workshop that was constructed with the initial funds in central Henan Province, one of the country's hardest hit areas by the AIDS epidemic and where they produce eco-friendly bags.

In 2010, some 21,000 eco-friendly shopping bags, designed by well-known Chinese stylist Tony Li. In 2011, China's former top model and fashion designer Mary Ma designed a new bag for the program. So far the new design has received 13,000 orders. All of the bags are for sale at hotels in Accor Greater China, including mainland, Hong Kong, Macau and Taiwan. The workshop's financial model has become self-funding, with all profits funneled directly back into affected communities to fund educational expenses for 32 students in 2010, and for additional bag production costs. In fact there is today surplus resources and bags are being manufactured for other organisations by the workshop enabling new and additional income sources, validating Accor's intention of ensuring the program was self sustaining.

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.

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#### Note to Editors:

All Accor A|Club (global loyalty program) and Advantage Plus (Asia Pacific regional loyalty program) members who stay in 31 hotels under brands of Sofitel, Pullman, Grand Mercure, Novotel, Mercure and ibis in Greater China between November 2011 and February 2012 will receive complimentary bags which are purchased by the hotels in support of the "Empowerment Builds the Future" program. For detailed marketing promotion info and participating hotel list, please check out the following link at Accor A|Club's website:

<http://www.a-club.com/en/index-offer-detail.html?promold=5528&promoDir=promo>



Accor, the world's leading hotel operator and market leader in Europe, is present in 90 countries with 4,200 hotels and more than 500,000 rooms. Accor's broad portfolio of hotel brands - Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, all seasons/ibis styles, Etap Hotel/ibis budget, hotelF1 and Motel 6 - provide an extensive offer from luxury to budget. With 145,000 employees worldwide, the Group offers to its clients and partners nearly 45 years of know-how and expertise.

#### About the Accor Foundation

To make its aim of "linking cultures" a reality, the Accor Foundation provides technical and financial assistance for outreach initiatives developed by employees in countries where the Group is active. Since it was created in 2008 and thanks to the mobilization of over 3000 employees in 30 countries, it has supported 88 projects contributing to the development of individuals and their integration into the community.

The Foundation has chosen three fields of intervention:

- **Local know-how:** Support socio-economic initiatives highlighting traditional crafts and techniques
- **Training & Insertion:** Encourage integration and insertion of young people in difficulty aged 15 to 30.
- **Humanitarian & Emergency:** Help populations in great difficulty and answer to humanitarian disasters.

For more information, visit [www.fondation-accor.com](http://www.fondation-accor.com).

**Empowerment Builds the Future** is a Corporate Social Responsibility initiative launched in 2009 by Accor Greater China, in partnership with Chi Heng Foundation, aiming to help HIV/Aids impacted women and children in China to have a better future. The program established a social enterprise in Henan province and employs women from Aids-impacted families to produce eco-bags. The bags are sold at Accor hotels in mainland China, Hong Kong, Taiwan and Macau, including Sofitel, Pullman, Grand Mercure, Novotel, Mercure, Ibis and MGallery brands. All the proceeds from the sale of the bags are used to expand the production of the enterprise and provide educational opportunities and scholarships to Aids-impacted children in China.

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