



Press release

May 18th, 2011

The Accor Foundation

Empowers the Future for Aids-impacted Children in China

Beijing, 18th May 2011 - The Foundation of Accor, the world's leading hotel operator, is pleased to announce today that "Empowerment Builds the Future," a three-year sustainable Corporate Social Responsibility program initiated by Accor Greater China, will officially enter into its second phase on May 18th. Celebrating the second year of the program with a brand new design for the popular Eco bags that are produced in the program's workshop in Henan Province, by women from Aids-impacted families. Proceeds from the sale of the bags, priced at RMB25 each and available for sale at more than 100 hotels of Accor's hotels in Mainland China, Hong Kong, Macau and Taiwan and used to provide educational opportunities and scholarships for children from Aids-impacted families.

"We are thrilled to be engaged in such an innovative CSR program, in cooperation with the Chi Heng Foundation and we are very proud of what we have achieved since launch" said Robert Murray, Senior Vice President of Accor Great China. "As we now enter a new phase for the program, I am confident that public attention will continue to increase on the plight of HIV/AIDS affected families in China and that more children will benefit from our initiative and receive educational opportunities, helping to reshape their future."

Unveiled at Novotel Beijing Peace Hotel, the new look of the bag is a special design by Mary Ma, formerly a top-flight model but recently gaining greater recognition as one of the country's best female fashion designers. Focusing on the theme that hope prevails whenever a helping hand is offered with heart, the designer, a Henan Province native herself, has adopted a direct and forceful approach to tell the story about love and responsibility. A painful and desperate woman's face on one side of the bag is brought in sharp contrast with the one on the other side, whose eyes are immediately enlightened with hope and confidence after she receives help from the Accor Foundation, represented by a pink-colored, heart-shape logo in the design.

"I feel really honored to be invited by Accor to give a new look to the bag which also allows me to contribute my part to this wonderful program," said Mary Ma. "It has always been my wish as a designer to bring some truly cherished spirit and value to more people around the world through my work."

Launched in November 2009 with an initial funding of RMB200,000 from the Accor Foundation, "Empowerment Builds the Future", has managed to raise a total of RMB400,000, or more than US\$61,000, during its first year of operation. Women from HIV/AIDS affected families have been recruited and trained at a workshop in central Henan Province, one of the country's hardest hit areas by the AIDS epidemic.

Some 21,000 eco-friendly shopping bags, designed by well-known Chinese Stylist Tony Li, were produced there during the first 12 months. Proceeds from the sale of these hand-made bags were all donated to the Chi Heng Foundation, a partner of Accor in the program, to provide educational opportunities and scholarships for 32 children from the Aids-impacted families and to fund expansion of the production.

Accor has been a strong advocate of corporate citizenship globally since 2006 when the group established an Earth Guest Policy based on eight priorities, committed to not only protecting the environment, by preserving the planet's resources but also improving the situation by caring for the local community and people. In one of the company's latest CSR accomplishments that was concluded on May 10th, 16 General Managers from Accor hotels across four countries from the Asia Pacific region participated in a grueling five-day, 500-kilometer charity ride from Xi'an to Beijing, raising a total of USD130,000 (RMB850,000). The funds raised during the Le Kids Warriors to the Wall charity ride were allocated directly and fully to Chi Heng Foundation cooperative activities.

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, Etap Hotel, Formule 1, hotelF1 and Motel 6**, and its related activities, **Thalassa sea & spa and Lenôtre** - 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.

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.