

Press Release

Shanghai, February 2, 2012

2011 Another Expansion Record for Accor Greater China

- Accor added 18 hotels to its operating hotel network in China
- Commitments for 51 additional hotels also confirmed
- Two new hotel openings on average per month planned for 2012

2011 was another record year for Accor in Greater China, as the company added 18 hotels throughout the region. With that, the company ended the year operating 114 hotels in 47 cities, representing 29,119 rooms. Beyond this significant achievement, an additional 51 hotels were signed with 11,356 rooms in 2011 in Greater China, covering brands of Sofitel, Pullman, Novotel, ibis, etc. Altogether, they firmly secured Accor's position as the leading operator of hotels in the important Greater China market as well as the Asia Pacific region as a whole.

The growth in Greater China was well manifested in Accor's distribution, online booking as well as membership. Accor's Sales & Distribution delivery, including the central reservation system (TARS) continued to grow with the total number of room nights increasing by 6.5% on the previous year. At Accorhotels.com, room nights sold via the website rose by 8%, and revenue realized via the website gained 11% from a year earlier.

Accor Greater China's newly appointed Chairman and Chief Operating Officer, Sam Shih, expressed his excitement in joining the dynamic team and taking on challenges in this increasingly competitive regional market, "Greater China is one of the most important and the most dynamic markets in Asia Pacific or even Accor's global scenario. With the Year of Dragon an auspicious sign of prosperity and success for the Chinese market and Chinese customers, I'm confident that Accor, which is already among the market leaders, can take advantage of the region's booming economic growth, to further expand our presence here. Although it's still early days for me at Accor, I believe my experience and local cultural background can help Accor towards another record year of expansion."

The prospects for expansion in 2012 look very positive for Accor in Greater China, as the region embraces the Chinese Year of Dragon, which signifies prosperity and success. Accor's portfolio in the region will continue to increase in 2012 with a preliminary plan to add another 25 hotels including for brands Sofitel, Pullman, Grand Mercure, Novotel and ibis.

And Sam also confirmed that Accor Greater China will balance its business priorities on both the upscale and the economy segments, as with the country's diversified customer needs. Besides the upscale segment, the economy hotel market is also the most fiercely contested sector for both hotel operators as well as investors looking for easy and secure returns. Considering the mainland's economy hotel I segment in isolation, the sector has already exceeded a capacity of 10 billion yuan in 2011, and is still expected to grow fast as it only accounts for 10 percent of the region's overall hotel market. And Accor is already making full use the growth potential in this segment with the ibis hotel brand. Validating this Accor's commitment to this segment is that room nights booked through the website ibis.cn jumped 43% from 2010 during 2011, and the membership

enrollment for ibis Club also increased by some 20% suggesting that consumers remain committed to the economy segment.



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.

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