

Press release

September 14, 2012

Accor Greater China's Empowerment Builds the Future Entitled "Excellent Case of the Year"

Shanghai, 14 September 2012 - In the 2012 China Corporate Social Responsibility Annual Conference concluded in Beijing on Aug.31, Accor Greater China's CSR program "Empowerment Builds the Future" (EBTF) has been awarded as Excellent Case under Charity Category.

Run by an influential Chinese media Southern Weekly and supported by specialists and experts in CSR fields, this annual event now enjoys a high public trust and industry impact and shares the insightful thoughts and opinions on hot social issues.

Marie-Caroline Bizet, Delegate-General of Accor Foundation said, *"The announcement is a further demonstration of Accor's achievements and contributions in terms of CSR, and embodies Accor Foundation's long-standing vision and mission - linking cultures and providing support for the development of individuals and their integration into the community. Accor Foundation is very happy to be committed to the China market, where our group has been seeing rapid and long-term growth, and to sponsor and initiate innovative and sustainable CSR programs that help and impact local communities."*

As the program's planner and executive, Mabel Liu, Communications Director of Accor Greater China said, "With the initial funding from Accor Foundation, we successfully established a social enterprise to empower AIDS-impacted women and market their products through our hotel network. At the same time, it is the synergy from our group, our hotels, our employees as well as our customers that have providing continuous support for HIV/AIDS-affected families and make their support themselves in a self-sustaining way."

In 2009, EBTF program was started with an initial fund of 20,000 Euro from Accor Foundation. A workshop to produce eco-friendly bags for sale at Accor Greater China hotels has been established in Henan Province, providing job skills and employment opportunities to women from Aids-impacted families. The eco-friendly bags have been put on sales in Accor hotels in Greater China, and all proceeds from the bag sale have been used to expand production and fund educational expenses for children from AIDS-affected households in China. So far, the program has raised more than 110,000 Euro from the sale of over 40,000 eco-bags and has provided education funding for 32 and 61 AIDS-impacted students in the first and second year respectively.

Established in 2009, the China Corporate Social Responsibility Annual Conference is run by Southern Weekly, a highly recognized media in China, to evaluate the CSR operations among state-owned, privately-owned, as well as multi-national corporations. This annual event is gaining

high and extensive attention from various sectors of the CSR fields including government, corporate, media and the public.



Accor, the world's leading hotel operator and market leader in Europe, is present in 92 countries with more than 4,400 hotels and 530,000 rooms. Accor's broad portfolio of hotel brands - Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, all seasons/ibis Styles, Etap Hotel/Formule 1/ibis budget, hotelF1 and Motel 6 - provide an extensive offer from luxury to budget. With more than 180,000 employees* in Accor brand hotels 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 5.500 employees in 34 countries**, it has supported **126 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.

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