

## Press Release

October 16th, 2012

# Accor boosts its business with Russia through its new representation office and confirms a network of 50 hotels by 2016 in Russia-CIS

During the Russia & CIS Hotel Investment Conference held in Moscow, Accor announced the appointment of Anton CORONELLI as head of its new representation office, in charge of promoting the Group's international network of 3,500 hotels from luxury to economy covering all brands : Sofitel, Pullman, MGallery, Mercure, Novotel, Suite Novotel, Adagio, ibis, ibis Styles, and ibis *budget* throughout 92 countries.

Alexis Delaroff, Chief Operating Officer Russia-CIS comments: *"Through the opening of this representation office, the rapid growth of our network and a strong pipeline, we are consolidating Accor's presence in Russia-CIS. It gives us a strong position in a dynamic market, which offers many opportunities"*.

The Group reaffirmed its ambitious expansion in Russia and maintains its objective to reach a network of 50 hotels (over 10 000 rooms) in Russia-CIS by 2016, opening new countries such as Armenia, Azerbaijan, Georgia and Belarus, targeting main cities as well as tier 2 cities.

As of today, Accor's network in Russia-CIS is of 14 hotels/ over 3500 rooms. This year alone, Accor has already opened two hotels (Mercure Moscow Arbat and ibis Samara) and should open another three hotels within the next couple of months: a Mercure in Lipetsk, another one in Sochi and a Novotel in Moscow (in the Moscow City district).

Major milestones are also planned in 2013 for Accor. Pullman, the Group's upscale international and cosmopolitan brand for the business traveler, with currently 68 hotels and resorts in 22 countries, will be launched in Sochi thus reinforcing its presence in the host city of the 2014 Winter Olympic Games. The Group will also open its first hotel in Kazakhstan's capital City Astana through its ibis brand.

Accor continues its development in the region through management contracts and is also launching its franchise model to accelerate its expansion in line with the Group's asset light strategy. The Group's expansion plan is 85% asset-light (management and franchise).



**Accor, the world's leading hotel operator and market leader in Europe**, is present in **92 countries** with nearly **3,500 hotels** and **440,000 rooms**. Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, ibis Styles, ibis budget and hotelF1** - provide an extensive offer from luxury to budget. With more than **160,000 employees in Accor brand hotels** worldwide, the Group offers its clients and partners 45 years of know-how and expertise.