



Press release

June 29th, 2011

Accor wins the Recognition and Commitment prize at the 2011 Human Capital Trophy

Yesterday evening, June 28, at the 2011 Human Capital Trophy award ceremony [HR French event "Trophee du Capital Humain"], Accor received the Recognition and Commitment category award ["Reconnaissance et engagement"] for its policy of promoting employees and particularly for its efforts to promote young talents and managers through its annual in-house "Accor Bernaches"* and "Professional Challenge"*** award-giving ceremonies.

The Human Capital Trophy, which is placed under the patronage of Christine Lagarde, France's Minister for the Economy, Industry and Employment, was created by recruitment consultants Michael Page and French daily Le Monde in association with eight other partners. It rewards the best human resources management initiatives of CAC 40 companies. This year, nearly 20 companies competed and there were six award winners, with Accor awarded the Recognition and Commitment prize. For more information, please go to: www.tropheeducapitalhumain.com.

Accor, rewarded for the Recognition and Commitment of its employees.

Recognition is a priority of Accor's human resources policy and is demonstrated through two emblematic events: the Accor Bernaches Awards created in 1990 and the Professional Challenge implemented in 2003. The 2010 editions of both these awards focused on highlighting young talents, who are essential to the Group's current and future development. In 2010, an additional Bernache Award was created for ten 26-34 year-old managers and the Professional Challenge "17-21 year-old" and "22-26 year-old" categories act as internal springboards for the future careers of the winners.

*Anne-Marie Cambourieu, Accor's Global Chief Human Resources Officer comments: "The Accor Bernache Awards and the Professional Challenge reflect the key focuses of Accor's human resources policy: **recognition**, and also **professionalism**, which is vital in hospitality professions in an increasingly competitive market, as well as **diversity**, which over and above multiplicity of cultures and nationalities, is based on the fundamental principle of welcoming others for their professional abilities alone. It is an honor for us that our Group should be acknowledged for these actions. This prize rewards our HR policy, which strives to motivate and reward the commitment of a single employee who serves the performance of the entire company."*

*Every year, the various Accor Bernache Awards - Gold, Silver, Honor and Team – recognize employees whose exemplary actions and behavior embody the Group's values: innovation, spirit of conquest, performance, respect/social responsibility, trust and the Accor spirit. The word "bernache" in French means Canadian Goose and refers to the wild migrating geese, known for their strong sense of group solidarity.

** The Professional Challenge recognizes beginners in the hotel professions. It rewards young people working in Sofitel, Pullman, Novotel, Suite Novotel, MGallery, Mercure and Ibis hotels and also with Lenôtre. This award also promotes professions in reception, cooking, waitering and bar-tending. Nearly 1000 contenders took part in selection stages in 16 countries. Every year, eight winners in apprenticeship contracts or who have been working in an Accor hotel for less than two years in these four professions are rewarded according to their age in the "17-21 year-old" and "22-26 year-old" categories.

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.

CONTACTS PRESSE

Charlotte Thouvard

Directrice de la Communication EMOA et des
Relations Médias Monde
e-mail : charlotte.thouvard@accor.com

Aurélie Langevin

e-mail : aurelie.langevin@accor.com