

Press release

December 14, 2012

Le Club Accorhotels goes mobile!

A new service for loyalty program members

For its 10 million members, Le Club Accorhotels, the Accor Group's loyalty program, is now available on **FidMe** and **Passbook**, two mobile cardholder applications that allow users to store all their loyalty cards on their mobile phones. FidMe, developed by Snapp, is available on all mobile operating systems. Passbook is specifically dedicated to iOS6. It is available worldwide, in 15 languages.

Once they install these apps on their mobile phones and add their card numbers, Le Club Accorhotels members will be able to store them and show them every time they reach a hotel. That is Accor's way of making life easier for its loyal customers by putting their loyalty card on their mobile phones. As they are always at hand, easy to update when members switch status and sidestep the need to wait for a new card, these applications will allow new members – and forgetful ones – to enjoy exclusive advantages and collect loyalty points every time they stay at an Accor hotel.

This digital Le Club Accorhotels loyalty card is **the first step towards transferring this program deeper into the digital realm**. Accor is planning to continue to push its online loyalty program administration into digital territory in order to provide innovative solutions for its members.

"Establishing our presence on FidMe and Passbook applications is essential to treat loyalty program members to smoother customer experiences," explains Isabelle Birem, SVP Accor Direct Sales and Loyalty Program. She adds, *"Our ambition is to take this digital drive further, stretching it to all our direct distribution and loyalty tools."*



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, Grand Mercure, 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.

About FidMe

FidMe, developed by Snapp' (Bordeaux), is the European leader application for dematerialized loyalty programs. Free and with no ads, FidMe is compatible with all mobiles. FidMe allows registering all the traditional loyalty cards and stamp cards of local shops. Thousands of local shops and franchise networks have joined the service. FidMe has 1.6 million users, 3 000 loyalty cards, 7.5 million dematerialized cards, 10.000 retailers. The application has received seven awards in 2011 and eight in 2012. <http://www.fidme.com>



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