



Press Release

June 13, 2012

Accor accelerates its expansion in Russia

Launch of the Mercure brand in Russia

Today, **Mercure**, Accor's brand of midscale hotels with individual styles and personalities, celebrated the opening of **its first hotel in Russia**, the **Mercure Arbat Moscow**. The hotel, which is owned by **ARD**, is operated by Accor under a management contract.

The hotel is ideally located in the city's historic district in a pedestrian street famous for its artists' workshops, boutiques, cafés and restaurants. It has **109 rooms**, including 18 Privilege rooms and four Suites. The hotel has a restaurant, "La Promenade", which serves Franco-Russian dishes; a bar; a fitness center and meeting rooms. All of the hotel's rooms have free Wi-Fi and tea and coffee making facilities.

The Mercure Arbat Moscow is **Accor's twelfth hotel in Russia**. The group has been in Russia since 1992 and is now among the top five hotel Group in the Russian market. Accor intends to continue and step up its expansion in the coming years. For the Mercure brand alone, it plans to open **two other Mercure hotels in Russia by the end of the year**, including one in Sochi, host city for the 2014 Winter Olympics. The introduction of the Mercure brand of non-standardized hotels will enable Accor to accelerate its expansion in this country.

Accor intends to have a network of 50 hotels (nearly 10,000 rooms) by 2016 in the Russia-CIS region. The group currently has 14 hotels (3,500 rooms) in the region in Russia, Ukraine and Turkmenistan. It plans to expand into new countries, notably Armenia, Belarus, Georgia, and Kazakhstan. The Sofitel, Novotel, ibis and now Mercure brands are already established in the region and the group also plans to launch Pullman and Adagio there in 2013 and 2014 respectively.

"The opening of the Mercure Arbat Moscow represents an important step in our expansion in Russia," explains Yann Caillère, Accor's President and Chief Operating Officer. "Thanks to our strong brands and distribution network, we are ideally positioned to seize the growth opportunities in this market where demand is growing considerably, particularly in the midscale and economy segments."

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.

**Including 145,000 in owned, leased and managed hotels*

For business or leisure, Mercure offers a real alternative to hotel chains or independent hotels. Mercure is the only midscale hotel brand that combines the strength of an international network of 725 hotels with guaranteed quality standards and the genuine experience of hotels that are all different, rooted in their community and managed by passionate hoteliers.

Located in city centers, by the seaside or in the mountains, the Mercure hotel network welcomes you in 50 countries across the world.

For additional information, please visit <http://www.mercure.com>

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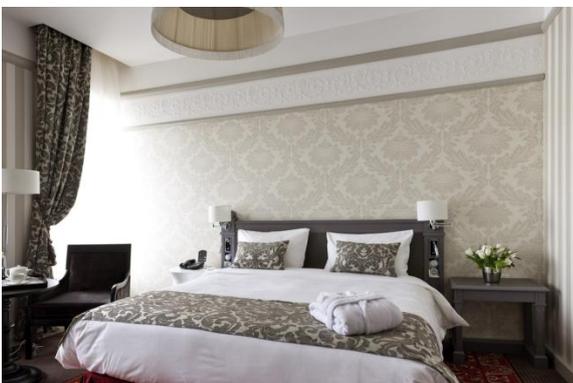
Mercure Arbat Moscow

"With its ideal location and contemporary interiors, the Mercure Arbat Moscow has everything demanding businessmen and tourists could want," **Mrs. Ada EGOROVA**, General Manager



Rooms

The hotel has 109 rooms of different types, all with classical, contemporary interiors:



- Standard rooms,
- Privilege rooms,
- Suites,
- Connecting rooms
- Three rooms for disabled guests.

Practical information: free Wi-Fi, 24/7 room service, hair-drier, safe deposit box, flat-screen TV with international channels, pay-per-view channels, toiletries set, coffee/tea making facilities and dry-cleaning service.

Dining and Bar facilities

The hotel's stylish restaurant **La Promenade** serves Franco-Russian dishes prepared by Chef Alexander Sorokin. It is open seven days a week from 6.30am to 11pm and is an ideal venue for a business lunch or a family dinner.

The bar is open seven days a week from 10am to 1am and serves tea, coffee and cocktails in a cozy, relaxing setting.



Meetings and seminars



The hotel is the perfect venue for meetings and small conferences – up to 12 participants. The meeting room is comfortably furnished, and equipped with Wi-Fi Internet access as well as the latest technological solutions for business presentations. Tea and coffee facilities, notepads and pens, mineral water and flipcharts are also provided.

Services & leisure activities

Guests may use the hotel's fitness center and sauna.

Location & access



Mercure Arbat Moscow
Smolenskaya Pl. 6
121099 - MOSCOW
RUSSIAN FEDERATION

- From Sheremetyevo Airport: 35 minutes by high-speed Aeroexpress train to Belorusskiy train station, then 10 minutes by subway via Kievskaya station to Smolenskaya station (dark blue line).
- From Domodedovo Airport: 40 minutes by high-speed Aeroexpress train to Paveletsky train station, then 15 minutes by subway via Kievskaya station to Smolenskaya station (dark blue line).
- Taxi pick-up service available on request.