

Press release

February 4, 2013

Accor steps up its mobile strategy with a new comprehensive range of innovative solutions

The group revamps its applications and multi-brand mobile booking site accorhotels.com and launches the ibis family mobile application



In a drive for ongoing innovation and to anticipate new consumer behavior, Accor has revamped its mobile solutions and now offers its customers **an enhanced, more efficient, optimized experience available for every type of mobile device**. These solutions will enable clients to book hotels under any circumstances, in particular thanks to geo-location and in full transparency, with hotel videos and factsheets.

Mobile bookings are booming with sales through this channel up 20-fold in just four years. In 2012, Accor's mobile applications and websites notched up over 10 million unique visitors.

For this reason, a few weeks ago Accor launched the following products for its individual business and leisure customers:

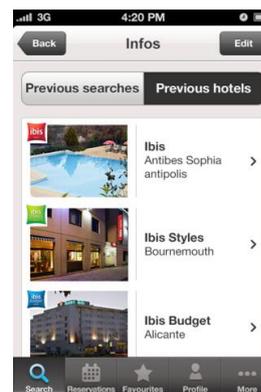
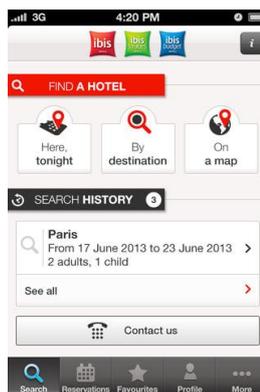
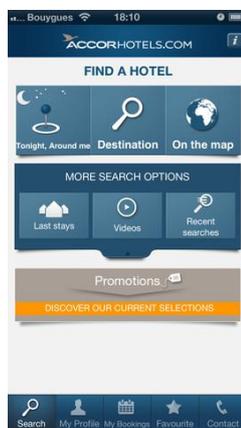
- **A new version of the accorhotels.com multi-brand application** that allows users to book stays at Accor's 3,500 hotels in over 90 countries. This application was revamped to offer an enhanced customer experience with a tailored search function, a new, more user-friendly design, hotel video, photo previews and access to reservations.
- **A new dedicated ibis family application** which allows users to book stays in the ibis family's 1,600 hotels (ibis, ibis Styles and ibis *budget*). This application is visually appealing, pleasant to use and highly intuitive. It notably includes practical functions like geo-location and hotel previews for easy and efficient booking. It is part of the group's strategy to modernize and renew the three brands and represents a new, significant stage in ibis' drive to become the digital benchmark in economy hotels by 2015.

These applications are available for Android¹, iPhone and Blackberry operating systems. The accorhotels.com and ibis.com mobile websites have also been revamped to make them more user-friendly and are also available for over 7,500 different internet-enabled mobile devices.

¹ the previous version of the accorhotels.com mobile application was not available for Android

These applications were designed:

- **So users can be sure to find their hotel under any circumstances** – several different hotel search methods are available to cater for any situation, including emergencies (offline access is possible):
 - o using an interactive map with a route planner
 - o through hotel video previews
 - o through the geo-location function for last minute bookings
 - o by typing in the desired destination directly
 - o by using the history of recent searches or stays
- **For greater transparency** - the hotel factsheets allow users to check out hotel photos (10,000 photos available on the accorhotels.com application) and services, providing all the information customers need to book.
- **For completely secure booking** - the mobile solutions use the same secure payment system as accorhotels.com and ibis.com



These new booking channels also deliver the accorhotels.com **customer pledge**. They guarantee the best available price, the discounts for Le Club Accorhotels loyalty program members and/or business travelers and are also available in several languages (15 languages available on mobile applications).

“Our mobile solutions allow our customers to find a hotel under any circumstances at the best price, with a completely secure system, no unpleasant surprises and directions to get there by the shortest route,” explains Isabelle Birem, Accor Senior Vice-President Direct Sales and Loyalty Program. *“The launch of these new mobile solutions is the first stage of our effective mobile strategy and will help us develop stronger relations with our customers.”*

Accor, the world's leading hotel operator and market leader in Europe, is present in **92 countries** with **more than 3,500 hotels** and **450,000 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

www.accor.com | www.accorhotels.com

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Annex: Summary of Accor reservation mobile applications



www.accorhotels.mobi

Reservation in 3,500 Accor hotels in more than 90 countries

Scan the code with your mobile phone :



www.ibis.mobi

Reservation in 1,600 hotels of the ibis family (ibis, ibis Styles, ibis *budget*)

Scan the code with your mobile phone :



<p>On the Android devices</p>	<p>Requires Android : 2.1 and up Download:https://play.google.com/store/apps/details?id=com.accor.appli.hybrid&hl=en_GB Price : free of charge</p>	<p>Requires Android : 2.2 and up Download:https://play.google.com/store/apps/details?id=com.ibis.appli.hybrid&feature=more_from_developer&hl=en_GB Price : free of charge</p>
<p>On the Apple devices</p>	<p>Compatible with iPhone 3GS, iPhone 4, iPhone 4S, iPhone 5, iPod touch (3th, 4th, 5th generation), and iPad. Requires iOS 5.0 or later. Download:https://itunes.apple.com/gb/app/id489472613?mt=8 Price : free of charge</p>	<p>Compatible with iPhone, iPod touch and iPad. Requires iOS 5.0 or later version. Download: https://itunes.apple.com/gb/app/ibis-search-book-your-hotel/id577861046?mt=8 Price : free of charge</p>
<p>On the Black Berry devices</p>	<p>Operating system : 4.2.0 or higher Download:http://appworld.blackberry.com/webstore/content/27757/?lang=fr Price : free of charge</p>	<p>Operating system : 5.0.0 or higher Download:http://appworld.blackberry.com/webstore/content/20393527/ Price : free of charge</p>