

Press release
December 9, 2014

Humanitarian disasters: Le Club Accorhotels members can donate their loyalty points to Solidarity Accor

To boost the impact and effect of the Group's initiatives, Accor is now enabling its customers to convert their **Le Club Accorhotels** loyalty points into donations to the **Solidarity Accor** endowment fund. **The 17 million members of the loyalty program** can now **contribute financially** to Solidarity Accor's drive to bring relief alongside local NGOs in the wake of natural disasters or humanitarian crises. The funds **raised** (2,000 points = €40) will be routed to an emergency fund used to rebuild wrecked living areas in all countries where the Group is active. In the Philippines in 2014, for example, Solidarity Accor supported the ABS-CBN Foundation, which prepared and ran a program to rebuild schools torn down by Typhoon Haiyan.

As it is intent on supporting Solidarity Accor' and its customers' initiatives, the Group will donate one euro for every euro it raises.

Solidarity Accor Managing Director Christine de Longevialle adds, *"We're taking it to a new level today: our customers can now support the people who need it the most, and share the solidarity and generosity we believe in at Accor. This endowment fund is our way of helping out in emergency situations over the long term. As a leader, Accor has always made a point of maintaining a high level of commitment to the local communities where the Group is working."*

The Solidarity Accor endowment fund took over from the Accor Foundation in 2013. This new organization is more flexible and participative, and serves the same purpose: linking cultures and supporting the development of people while fostering their integration into their community. Besides providing emergency aid, Solidarity Accor **also** focuses its efforts on fueling economic development by promoting local know-how, and training and integrating young people in difficulty. Some 200,000 beneficiaries have received direct and indirect support through more than 200 projects in 41 countries since 2008.

Le Club Accorhotels loyalty program membership is free of charge, and available on request in every Accor brand hotel and on accorhotels.com.

Support Solidarity Accor: <http://www.accorhotels.com/gb/leclub/benefits/partners/solidarityaccor.shtml>

More about Le Club Accorhotels: <http://www.accorhotels.com/gb/leclub/>



Accor is the world's leading hotel operator, with **470,000 rooms** in **3,600 hotels** across **14 trusted brands** in **92 countries**. The company is organized around two distinct divisions, **HotelServices**, which operates and franchises the hotels and **HotelInvest**, which is a hotel owner and investor. The Accor hotels sit in three segments from budget to luxury which are constantly reinventing their concept to satisfy the needs of business and leisure customers around the globe. Accor brands include in luxury-upscale; **Sofitel, Pullman, MGallery and Grand Mercure, The Sebel**, midscale; **Novotel, Suite Novotel, Mercure and Adagio** and economy; **ibis, ibis Styles, ibis budget, adagio access and hotelF1**. The Group boasts a powerful digital ecosystem, notably its booking portal **accorhotels.com**, its brand websites and its loyalty program **Le Club Accorhotels**. The Group's **170,000 employees** benefit from working for a company that believes in progression and has an industry leading training program, the Accor Académie. Since its creation 45 years ago, Accor is making innovation and sustainable hospitality the focus of its strategic vision as well as of its customer-centric approach development and innovation process.

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About Solidarity Accor

Solidarity Accor aims to link cultures and support the development of vulnerable people while fostering their integration into their community. In the countries where Accor operates, this endowment fund backs the generous schemes supported by its employees. This structure also enables fundraising from Accor's customers, employees and partners. Since 2008, it has supported more than 200 projects in 41 countries with 200,000 direct and indirect beneficiaries. In this way, Accor and its employees offer hospitality of the heart across borders.

Solidarity Accor's actions focus on three key areas:

- **Local know-how:** supporting socio-economic initiatives that promote traditional industries and techniques.
- **Training and insertion:** facilitating training and insertion for disadvantaged young people.
- **Humanitarian and emergency aid:** helping populations in great difficulty and responding to humanitarian disasters.

For further information, visit <http://www.solidarity-accor.com/>

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