



Mama is getting Bigger

MAMA
SHELTER

**ACCOR**

The MAMA SHELTER family is getting bigger as ACCOR acquires around 35% stake in its capital and about twenty new MAMAs are due to open over the next five years.

This partnership gives MAMA SHELTER access to ACCOR's development and distribution network, which will allow it to accelerate its openings and offer its customers new destinations.
MAMA

SHELTER will open in Los Angeles in February 2015 and is already working on opening an address in Lille, a second location in Paris, as well as others in Zurich, Mexico City, Seoul, Amsterdam, Barcelona, New York and London.

MAMA SHELTER will allow ACCOR to expand and enrich its offer with a different type of hotel. The MAMA establishments are not just hotels. They are more like urban retreats where guests feel at home thanks to the kindness, generosity and family attitude of the teams that run them. They are the result of a blend of passions, influences, encounters, liberties, sparkles, sensations and emotions.

In less than six years, MAMA SHELTER has successfully created lively, atypical, collaborative, popular and modern places (Paris, Marseille, Lyon, Istanbul and Bordeaux) and its expansion continues under the management of Jeremie, Benjamin and Serge Trigano.

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VERBATIMS

"This agreement is the outcome of a beautiful encounter and a shared desire to learn from our respective talents. I am very happy to be embarking on this new adventure. Thanks to this partnership, Accor is enriched by the original know-how that has made Mama Shelter such a splendid success."

Sébastien Bazin, Chairman and CEO of Accor

"We are pleased and proud to welcome Accor alongside us. Their presence will allow Mama to benefit from a major international platform and to share our philosophy with an even greater tribe. "

Jérémie Trigano, General Manager of Mama Shelter

ABOUT ACCOR

Accor, the world's leading hotel operator, offers its guests and partners the dual expertise of a hotel operator and brand franchisor (HotelServices) and a hotel owner and investor (HotelInvest) with the objective of ensuring lasting growth and harmonious development for the benefit of the greater number.

With more than 3,600 hotels and 470,000 rooms, Accor welcomes business and leisure travelers in 92 countries across all hotel segments: luxury-upscale with Sofitel, Pullman, MGallery, and Grand Mercure, midscale with Novotel, Suite Novotel, Mercure and Adagio and economy with ibis, ibis Styles, ibis budget 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.

As the world's top hospitality school, Accor is committed to developing the talents of its 170,000 employees in Accor brand hotels. They are the daily ambassadors of the culture of service and innovation that has driven the Group for over 45 years.

ABOUT MAMA SHELTER

Mama Shelter creates and choreographs lively accommodation and restaurant facilities on a daily basis. It already boasts 633 rooms, five restaurants and 450 employees in five cities and two countries! It was created by the Trigano family with the assistance of entrepreneur Michel Reybier and designed in collaboration with Philippe Starck. It offers its customers and partners the dual expertise of an hotelier and a restaurateur.

Ever since it was created six years ago, Mama Shelter has made people, technology and innovation the focus of its strategy in order to satisfy its guests and create a unique experience that combines pleasure and generosity.

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