



Press Release

Accor Services Acquires Autocupón, Mexico's Second Largest Issuer of Gasoline Cards, and Strengthens Its Market Leadership Position

(Paris – January 23, 2007) — Accor Services has acquired the gasoline cards operations of Autocupón, Mexico's second largest issuer, for a total of **€8.5 million**.

Since its founding in 1994, Autocupón, a subsidiary of Mexico's Pegaso Group, has developed a **gasoline card offering for trucking companies** that enables them to manage fuel, maintenance and other fleet-related costs. The company currently has a portfolio of more than 500 customers and 535 affiliated service stations.

In 2007, Autocupón is expected to report €2 million in revenue.

This new customer base will expand Accor Services Mexico's customer portfolio, which is comprised mainly of companies that operate car fleets using Accor Services' **Ticket Car®** product to manage all of their vehicle-related business expenses.

Accor Services Mexico is already the market leader with 1,200 affiliated service stations and 6,000 customers. Following the acquisition, **it holds 46% share of the gasoline card market for specialized issuers**. The acquisition enables Accor Services to

- Expand its presence in Mexico, thereby consolidating its position as the leading provider of gasoline cards in both the corporate fleet and trucking company segments.
- Enhance its gasoline card expertise by developing new fleet management services tailored to the needs of trucking companies.
- Strengthen its leadership in Latin America, especially in managing fuel and maintenance costs for vehicle truck fleets.

"The business expense market enjoys significant growth potential and provides us with the opportunity to demonstrate our capabilities and develop our technological expertise for the trucking industry, which represents a new segment for us," said **Serge Ragozin**, Chief Executive Officer, Accor Services. *"The acquisition is in line with Accor Services' external growth strategy, which calls for a total investment of €500 million by 2010 and will enable us to increase our global leadership in service vouchers and cards, for the benefit of companies, public institutions and employees."*

Accor Services has stepped up its external growth strategy since 2006, investing €97 million to acquire Stimula, a French incentive and motivation agency; Commuter Check, a US-based transit voucher issuer; RID, an Indian marketing relationship services company; Serial, an Italian meal voucher issuer; and Calicado, a German web platform for managing incentive programs.

One of Accor's two core businesses, Accor Services designs and deploys innovative solutions to improve the productivity of companies and public institutions and the well-being of employees and citizens.

Accor, European leader in hotels and tourism, global leader in corporate services, operates in nearly 100 countries with 160,000 employees. It offers to its individual and corporate clients nearly 40 years of expertise in its two core businesses:

- **Hotels**, with the **Sofitel, Novotel, Mercure, Suitehotel, Ibis, Red Roof Inn, Etap Hotel, Formule 1 and Motel 6 brands**: over 4,000 hotels and 475,000 rooms in 90 countries, as well as strategically related activities, such as **Lenôte** ;
- **Services to corporate clients and public institutions**: 21 million people in 35 countries benefit from **Accor Services** products – meal and food vouchers, people care, incentive and loyalty programs.

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