



ACCORHOTELS

Feel Welcome

Press release

Paris, 9th January 2017

AccorHotels appoints Cédric Gobilliard to head up its new Lifestyle division

AccorHotels announces the creation of a Lifestyle division comprising the Jo & Joe, Mama Shelter and 25h Hotels brands, and headed by **Cédric Gobilliard**. This appointment will be effective from 1st February 2017.

Cédric will report directly to Sébastien Bazin, Chairman and CEO of AccorHotels.

"Increasingly, travelers appreciate unique brands with strong personalities that are both working environments for urban nomads and places to meet people and enjoy interesting experiences. AccorHotels is therefore expanding its offer in the Lifestyle segment, which is one of the sector's most dynamic." Sébastien Bazin declared.

Cédric Gobilliard joined AccorHotels group in 2009 after 10 years with Club Med where he was CEO of North America. At AccorHotels, he was successively responsible for internet activities, the launch of the Le Club AccorHotels card, global sales in France and Novotel and Mercure brand operations in the French provinces. Cédric notably helped transform the guest experience in this segment, by rolling out digital tools.

For the last two years, Cédric Gobilliard has also successfully managed relations with the Mama Shelter teams. With this proven track record, he will now be tasked with accelerating the deployment of these new Lifestyle brands and promoting innovative, original and visionary offers within the Group.

ABOUT ACCORHOTELS

AccorHotels is a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 4,000 hotels, resorts and residences, as well as in over 2,500 of the finest private homes around the globe. Benefiting from dual expertise as an investor and operator through its HotelServices and HotelInvest divisions, AccorHotels operates in 95 countries.

Its portfolio comprises internationally acclaimed luxury brands including Raffles, Fairmont, Sofitel Legend, SO Sofitel, Sofitel, onefinestay, MGallery by Sofitel, Pullman and Swissôtel; as well as the popular midscale and boutique brands of Novotel, Mercure, Mama Shelter and Adagio; the in-demand economy brands including ibis, ibis Styles, ibis budget and the regional brands Grand Mercure, The Sebel and hotelF1. With an unmatched collection of brands and a rich history spanning close to five decades, AccorHotels, along with its global team of more than 240,000 dedicated women and men, has a purposeful and heartfelt mission: to make every guest Feel Welcome. Guests enjoy access to one of the world's most rewarding hotel loyalty programs - Le Club AccorHotels.

AccorHotels is active in its local communities and committed to sustainable development and solidarity through PLANET 21, a comprehensive program that brings together employees, guests and partners to drive sustainable growth.

Accor SA is publicly listed with shares trading on the Euronext Paris exchange (ISIN code: FR0000120404) and the OTC marketplace (Code: ACRYF) in the United States

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