



Press release

Paris, November 28, 2017

Target: 10 million trees planted by 2021 AccorHotels launches a funding platform to support agroforestry around the world

As part of its program **Plant For the Planet**, AccorHotels is today launching an online platform - accorhotels.purprojet.shop - enabling participants to fund agroforestry projects in countries in which the Group operates. Jointly developed with long-term partner **Pur Projet**, the purpose of this site is to raise as much awareness and involve as many people as possible - in addition to guests staying in its hotels - with regard to the transition towards agroecology.

For the launch of the platform, 5 planting projects have been selected in 5 different countries: **France, Romania, Senegal, Indonesia and Peru**. Participants can choose to plant one or more trees (*ash, avocado, eucalyptus, mango, baobab, oak, birch and fruit trees for example*), either for themselves or on someone else's behalf. Once the purchase is confirmed (with the price ranging from €3 to €10 per tree depending on the species and the country), they will receive a named planting certificate detailing the species of tree, its location, as well as the name of the farmer on whose land the tree or trees will be planted. Via the creation of a personal account in the "My Forest" section, the buyer or the recipient of the gift can follow the progress of the project (*photos and videos, GPS coordinates of the plot, information on the project's background and long-term objectives*).



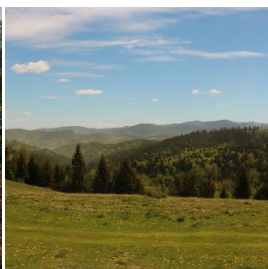
To access the funding platform and find out more about each planting project, click on the links below:



SOS Sahel
Senegal



Kopi Lestari
Indonesia



Mihai Eminescu Trust
Romania



Alto Huayabamba
Peru



Pur Hexagone
France

Since 2009, AccorHotels has been supporting local communities and small-scale farmers through **Plant For the Planet**. With the help of its partner **Pur Projet**, the Group is committed to planting trees on the edge of or in the heart of cultivated or grazing land, in a drive to preserve and regenerate ecosystems. The aim is to promote the transition towards more eco-friendly farming and offset the impact on water quality and biodiversity resulting from the agricultural production stage of the food consumed in the hotels.

Plant for the Planet is funded through half of the savings made on laundry costs, when guests staying several nights choose to reuse their towels. More than 2,200 Group hotels currently participate in the program globally. To date, more than **5 million trees** have been planted in 26 countries and the Group aims to fund the planting of **10 million trees by 2021**.

This initiative is in line with the Group's international sustainable development program, **PLANET 21**.

To find out more about Plant for the Planet, click [here](#).

ABOUT ACCORHOTELS

AccorHotels is a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 4,200 hotels, resorts and residences, as well as in over 10,000 of the finest private homes around the globe. Benefiting from dual expertise as an investor and operator, AccorHotels operates in 95 countries. Its portfolio comprises internationally acclaimed luxury brands including Raffles, Sofitel Legend, Fairmont, SO Sofitel, Sofitel, onefinestay, Rixos, MGallery by Sofitel, Pullman, Swissôtel and 25hours Hotels; the popular midscale and boutique brands Novotel, Mercure, Mama Shelter and Adagio; much-prized economy brands including JO&JOE, ibis, ibis Styles, ibis budget and the regional brands Grand Mercure, The Sebel and hotelF1. AccorHotels provides innovative end-to-end services across the entire traveler experience, notably through the acquisition of John Paul, the world leader in concierge services. With an unmatched collection of brands and a rich history spanning close to five decades, AccorHotels, along with its global team of more than 250,000 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 shares are listed on the Euronext Paris stock exchange (ISIN: FR0000120404) and traded in the United States on the OTC market (Ticker: ACRYF). For more information or to make a reservation, go to accorhotels.group or accorhotels.com. Or join and follow us on Twitter and Facebook.

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