



Press Release

Paris - February 18th, 2016

AccorHotels acquires a 49% stake in Squarebreak, the disruptor operator of hotel homes in France

AccorHotels announces today the strategic investment in Squarebreak, offering to guests through a digital platform private upscale properties in resort locations, primarily in France, Spain and Morocco, and leveraging local property managers on behalf of homeowners by using hotel management techniques and services.

Squarebreak is a French start-up created in 2013 by Hugues van Heesewijk and Maxime Lesaulnier, both with a combined professional background in the hospitality, e-tourism and real estate business. Their area of expertise is worry-free propositions to guests and homeowners.

“With this investment, Accorhotels is positioning itself to better understand the expectations of guests in a sector where the stay experience and the quality of service are particularly important ”, said Vivek Badrinath, Deputy Chief Officer, Marketing, Digital, Distribution and Information Systems. “In partnership with innovative players, Accorhotels continues to forge ahead along the path of changing and new behaviors in hospitality and travel”.

AccorHotels’ investment in Squarebreak will allow us to go quickly to the next step of our development said Hugues van Heesewijk, CEO and Co-founders. Everyday our teams endeavour to propose a new hotel experience in private homes and to simplify the vacation rental market for travelers.”



ABOUT ACCORHOTELS

AccorHotels is a Group united by a shared passion for hospitality and driven by a shared promise to make everyone Feel Welcome. Over 180,000 women and men in almost 3,800 AccorHotels establishments look after thousands of guests every day in 92 countries.

AccorHotels is the world's leading hotel operator and offers its customers, partners and employees:

- its dual expertise as a hotel operator and franchisor (HotelServices) and a hotel owner and investor (HotelInvest);
- a large portfolio of internationally renowned brands covering the full spectrum, with luxury (Sofitel, Pullman, MGallery by Sofitel, Grand Mercure, The Sebel), midscale (Novotel, Suite Novotel, Mercure, Mama Shelter, Adagio) economy (ibis, ibis Styles, ibis budget, adagio access and hotelF1) establishments;
- a powerful marketplace and loyalty program Le Club AccorHotels
- almost half a century of commitment to corporate citizenship and solidarity with the PLANET 21 program.

Accor SA shares are listed on the Euronext Paris exchange (ISIN code: FR0000120404) and traded in the USA on the OTC marketplace (Code: ACRYF)

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Book a hotel:
www.accorhotels.com

ABOUT SQUAREBREAK

Squarebreak is the first operator of secondary homes. It was launched in 2013 by two young entrepreneurs with backgrounds in hospitality, e-tourism and real-estate and a lot of international experience. Squarebreak offers to optimize the potential of these properties and allow holidaymakers all over the world to rent them by supplying hotel services. The Squarebreak offer therefore attracts new customers because it includes the traditional welcome services and standards of a hotel.

Find out more on <http://squarebreak.fr>

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