



ACCORHOTELS

Feel Welcome

Press release

Paris, June 6, 2018

AccorHotels acquires Adoria, the European leader in management solutions for corporate and contract catering

AccorHotels announces the acquisition of Adoria, the SaaS platform that enables the catering industry to optimize supply management.

Founded in France in 2003, Adoria is used by 2,700 organizations (30 catering groups) and brings together 300,000 active users and more than 800 manufacturers and distributors.

Adoria offers centralized solutions for managing tendering, procurement, logistics and production. This modular suite guarantees that all stakeholders in the catering chain provide a quality service, from producer through to consumer, and ensures their profitability.

Caroline Tissot, Chief Group Procurement Officer at AccorHotels, said, “I am delighted with the addition of Adoria to the Group’s range of services, complementing AccorHotels’ recent acquisitions in the catering sector. This acquisition is in line with our strategy to acquire the most innovative and visionary players in their markets, in order to provide our customers and partners with an increasingly wide range of complementary services. Our aim will be to support Adoria’s international development, while simultaneously benefiting from its expertise and from a highly qualified team.”

Laurent Gueye, CEO of Adoria, said, “We are very pleased to be working with AccorHotels as we are both focused on the same goal: providing the most innovative digital solutions in order to enhance our customers’ experience. Adoria is growing structurally in its market and we are proud to be a recognized leader among organizations and medium-sized, large and global catering groups. By combining our strengths with those of AccorHotels, we are going to increase the performance of our customers.”



ABOUT ACCORHOTELS

AccorHotels is a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 4,300 hotels, resorts and residences across 100 different countries.

With an unrivaled portfolio of internationally renowned hotel brands encompassing the entire range from luxury to economy, from upscale to lifestyle and midscale brands, AccorHotels has been providing savoir-faire and expertise for more than 50 years.

In addition to its core hospitality business, AccorHotels has successfully expanded its range of services, becoming the world leader in luxury private residence rental with more than 10,000 stunning properties around the world. The Group is also active in the fields of concierge services, co-working, dining, events management and digital solutions.

Relying on its global team of more than 250,000 dedicated staff, AccorHotels is committed to fulfilling its primary mission: to make every guest Feel Welcome.

Guests have access to one of the world's most attractive hotel loyalty programs - Le Club AccorHotels.

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

From 2008, the AccorHotels Solidarity Endowment Fund has acted as a natural extension of the Group's activities and values, helping to combat the social and financial exclusion experienced by the most disadvantaged members of society.

Accor SA is publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACRFY) in the United States.

For more information or to make a reservation, please visit accorhotels.group or accorhotels.com. Or join and follow us on Twitter and Facebook.

ABOUT ADORIA

Adoria is the leading software platform aimed at corporate and contract catering. Available in Europe (France – Germany - Benelux), it is establishing itself as the preferred solution for medium-sized, large and global catering groups. Adoria has been rolled out to 2,700 sites, with a further 1,000 forecast by the end of 2018. 300,000 guests use Adoria's services each day through its service portal.

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