



ACCORHOTELS

Feel Welcome

Press release

Shanghai, September 7, 2018

AccorHotels Launches Give a Tree campaign in Greater China

Four-month-long online fundraising and PR initiative to support the Group's reforestation program

Following the successful implementation in France, Romania, Senegal, Indonesia and Peru, AccorHotels is pleased to announce that **Give a Tree** campaign will commence in Greater China. Starting from September 6 until December 31 2018, over 100 AccorHotels' properties across the region will participate in the online fundraising initiative to support **Plant for the Planet**, the group's global reforestation program. Underscoring the mandate of 'Give a Tree, Make a Difference', the campaign encourages people to purchase a tree as a precious and sustainable gift for loved ones.

Throughout the four-month drive, each hotel team will create various ideas and initiatives to promote the campaign among guests, employees, partners and local community to raise funds via:

https://www.lianquan.org/ActivityPlus_ActivityInfo?guid=233923D63B4DD42D45E8F0179F4BE68E99C562F78C8C29808284C0F69238404742494CE4CB8981FB328821807574E4CD. Priced at CNY25 for each tree, all proceeds generated from the campaign will go towards China Zigen, AccorHotels' NGO partner for **Plant for the Planet** in Greater China. The funds will be used to develop agricultural landscape for fruit and herbal tree plantation in under-utilised and degraded land in Qinglong County, Hebei Province, transforming them into fertile land with economic benefits for the farmers.

Cory Winter, Corporate Social Responsibility, AccorHotels Greater China said: *"With this campaign, we would like to inspire all stakeholders to join us towards change, engagement and respect for our planet. The Give a Tree campaign is in line with our Plant for the Planet program, AccorHotels' unique reforestation initiative that supports local communities. The program diversifies villagers' incomes by developing local sales techniques, empowering villagers through organic farming practices. Villages eventually become self-sustainable."*



One of the highlights of the *Give a Tree* campaign to increase public awareness will be the *Run for the Planet* event that will take place on October 20 at Dasendian Village, Qinglong County. It is a celebration of Dasendian Village's remarkable achievement of becoming a self-sufficient place directly through the *Plant for the Planet* program over the past five years. The program has helped 1,200 farmers to raise their income and improve their standard of living. The farmers also had the opportunity to learn about organic farming practices and the importance of environmental protection. The initiative has helped transform over 60 hectares of wasteland into orchards with up to 40,000 trees planted. Participants from AccorHotels, partners and guests will join a 5 Km, 10 Km or 15 Km run that covers the surrounding countryside around Dasendian Village during the harvesting season. To date, corporate sponsors for this event include ACTION, Air Aroma, ATHENA Hotelware, BOSE, Coca Cola, Diversey, Guangzhou East Kitchenware, Hansgrohe, HEGRACE Healthcare, International Hotel Supply Company, Ming Fai Group, Musicstyling, Protect A bed, Standard Textile, Samsung and Yaean Design.

Plant for the Planet was launched by AccorHotels in 2009 as a unique reforestation project designed to protect biodiversity. Its underlying core message is to offer guests the option of reusing towels that, in turn, allocates the respective saved laundry costs to tree planting projects. More than five million trees have been planted since the program started. In Greater China, AccorHotels launched the program in 2013 and has since raised more than CNY1.2 million, with more than 67,000 trees planted in the region.

ABOUT ZIGEN

China Zigen Rural Education and Development Association (Zigen, 中国滋根乡村教育与发展促进会), has been a registered NGO in China since 1995. It provides grassroots support for improving the standard of living for impoverished people as part of sustainable local development. During the past six years, Zigen has helped AccorHotels in Plant for the Planet programme and tree-planting campaigns in Qinglong County, Hebei Province, four hours' drive from Beijing.

ABOUT ACCORHOTELS

AccorHotels is a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 4,500 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 enjoy access to one of the world's most rewarding 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.

Since 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 shares are listed on the Euronext Paris stock exchange (ISIN: FR0000120404) and traded in the United States on the OTC market (Code: ACRFY)

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