



OFFICIAL PARTICIPANT – FRANCE

Press release

NOVEMBER 4, 2019

Accor partners with COFREX to be named Premium Sponsor of French Pavilion at Expo 2020 Dubai

GROUP TO SHOWCASE ITS HOSPITALITY SERVICES TO THE MILLIONS OF EVENT-GOERS VISITING THE COUNTRY'S LIGHT-THEMED PAVILION



Accor, a world-leading augmented hospitality group, has signed an agreement with COFREX, the company responsible for organising France's participation at Expo 2020 Dubai, to be named Premium Sponsor of the mega event's French Pavilion.

The partnership between two leading French organisations will enable Accor to showcase its world-renowned hospitality services to the millions of visitors anticipated at the country's spectacular light-themed pavilion, including general event-goers, COFREX sponsors and guests, as well as the group's own business partners.

Its premium sponsorship status and membership of the French Pavilion Sponsors' Committee will see the Group provide the pavilion's catering services for partners and VIP functions located on the 4th floor of the Pavilion. and organise and host an exciting calendar of public and private events, as well as COFREX functions, inside the impressive 4,700-sqm structure, including the VIP areas.



Accor will also leverage the sponsorship to build an eye-catching installation inside the pavilion dedicated to promoting its new exciting loyalty programme, Accor Live Limitless (ALL), which offers members new premium statuses, as well as enriched benefits and inspiring experiences made possible by the Group's long-term partnerships with leading global names in entertainment, sports, dining and cuisine.

The Accor logo, alongside the Premium Sponsor of the French Pavilion' designation, will also feature inside the pavilion and on all of its Expo campaigns, promotions and media communications. At the same time, the Group, which has the privilege to accommodate exclusively the COFREX team, will promote its sponsorship on all relevant collateral.

"As a leading international hotel group with a proud French heritage, it is a privilege to partner with COFREX as a Premium Sponsor of the French Pavilion at Expo 2020 Dubai, providing us with an exceptional opportunity to demonstrate Accor's hospitality expertise and our pioneering ALL platform to a global audience of millions," said Mark Willis, CEO, Accor Middle East & Africa.

"The pavilion also throws the spotlight on rich French culture and its commitment to sustainability in new and innovative ways, which reflects Accor's core values and positions France as pioneer of change at event designed to push boundaries for the benefit of future generations."

"Inspired by Light as a symbol of mobility, the French Pavilion is designed as an unforgettable immersive and hospitality experience. The Accor group exemplifies this vision. We are particularly proud to welcome this major group among our partners within the France Pavilion at Expo 2020 Dubai" added Erik Linqier, Commissioner General for the French Pavilion and Chairman of COFREX.

Expo 2020 Dubai, which takes place from October 2020 to April 2021, will make history as the first World Expo to be staged in the Middle East.

Accor currently operates 16,686 keys across 58 properties in the UAE and has 8,056 additional keys across 29 hotels in its development pipeline.

ABOUT ACCOR

Accor is a world-leading augmented hospitality group offering unique experiences in 4,900 hotels and residences across 110 countries. The Group has been acquiring hospitality



expertise for more than 50 years, resulting in an unrivalled portfolio of brands, from luxury to economy, supported by one of the most attractive loyalty programs in the world.

Beyond accommodation, Accor enables new ways to live, work, and play, by blending food and beverage with nightlife, wellbeing, and co-working. It also offers digital solutions that maximize distribution, optimize hotel operations and enhance the customer experience.

Accor is deeply committed to sustainable value creation and plays an active role in giving back to planet and community via its Planet 21 – Acting Here program and the Accor Solidarity endowment fund, which gives disadvantaged groups access to employment through professional training.

Accor SA is publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACRYF) in the United States. For more information visit accor.com. Or become a fan and follow us on Twitter and Facebook.

About COFREX

Created by government order on 17 January 2018, COFREX (Compagnie française des expositions) is a company wholly owned by the state. Its mandate is to plan, organize and execute France’s participation in international exhibitions and World Expos organized by the Bureau International des Expositions (BIE). COFREX is part of a long-term project drawing on the lessons learned from previous World Expos to ensure that France’s future participation in international exhibitions and World Expos offers the best possible experience for the public and partners alike. Learn more at <http://www.cofrex.fr> <https://www.francedubai2020.com/>

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