

*Orbis*

Hospitality  
at its best

2013

CORPORATE  
BROCHURE



MERCURE GRAND WARSAW



NOVOTEL WROCLAW

POWERFUL  
BRANDS  
WITH ENORMOUS  
VITALITY



IBIS WARSAW REDUTA



SOFITEL GRAND SOPOT



IBIS BUDGET WARSAW REDUTA

SOFITEL  
LUXURY HOTELS



# MEET THE LEADER, BE THE LEADER

Orbis is one of Poland's most  
renown corporate brands.  
Over the last 90 years, the brand  
has grown to become  
a synonym of hospitality and stability.

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Since the year 2000, Orbis Group hotels have operated under well-known worldwide Accor's brands, namely Sofitel, Novotel, Mercure, ibis, ibis Styles, ibis budget as well as under the Orbis Hotels brand. Presently, the Company's competitive advantage lies in the standardization of service and access to state-of-the-art hotel network management systems, gained through partnership with the Accor Group, making our brands stand out on the Polish market.

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THE  
LEADER  
OF THE  
POLISH  
HOSPITALITY  
MARKET

58+2

→/ 58 hotels in Poland and 2 in Lithuania

28

→/ Presence in 28 cities

11 000

→/ More than 11 000 hotel rooms

2 700

→/ More than 2 700 qualified employees

710 mln

→/ Revenues close to PLN 710 m in 2012

As of March 31, 2013

S O F I T E L  
L U X U R Y H O T E L S

NOVOTEL

Mercure

ibis

ibis  
STYLES

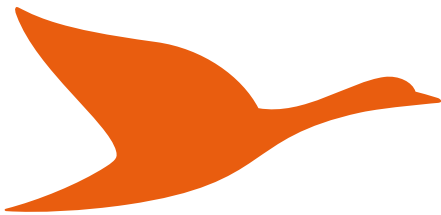
ORBIS  
HOTELS

ibis  
budget



STRATEGIC PARTNER

Orbis has a strategic partner — **Accor**, the leading worldwide hotel operator and a leader on the European market.



**A**ccor is present in 92 countries with 3 500 hotels and 440 thousand rooms. Accor's broad portfolio of hotel brands — Sofitel, Pullman, MGallery, Grand Mercure, Novotel, Suite Novotel, Mercure, Adagio, ibis, ibis Styles, ibis budget and hotelF1 — provide an extensive offer from luxury to budget. With more than 160 thousand employees in Accor brand hotels worldwide, the Group offers to its clients and partners 45 years of know-how and expertise. —

## ASSET LIGHT

### BECOME OUR PARTNER AND BENEFIT FROM COOPERATION WITH ORBIS

In line with the “asset light” strategy, Orbis strives to restructure a part of its assets portfolio with a view to becoming a pure hotel operator and a provider of services based on its expertise in the hospitality industry. Hence, certain real properties will be gradually refinanced and held by long-term investors. According to the priorities of the “asset light” strategy, the hotel network will be expanded by signing management and franchise agreements, depending on the hotel’s location and brand standards. —

THE COMPANY’S MID-TERM STRATEGIC OBJECTIVE IS SET AT 90 HOTELS, 60 -70% OF WHICH OPERATES BASED ON THE ‘ASSET LIGHT’ BUSINESS MODEL.

#### Asset light model:

- allows for reducing capital exposure
- boosts operational flexibility
- alleviates business cyclicity

#### Benefits streaming from partnership:

- /01 ..... Highly recognizable brands
- /02 ..... Access to comprehensive hotel expertise
- /03 ..... Global distribution systems
- /04 ..... Full support at all cooperation stages

# HOTEL EXPERTISE THAT MAKES ALL THE DIFFERENCE

Orbis consistently implements the strategy launched in 2010 geared towards improving its efficiency and focusing on hospitality as its core business by:

- sale of its non-core assets
- restructuring its existing hotel portfolio

These steps are targeted at optimizing the Group's asset structure in order to more effectively benefit from the Company's potential and expertise in the hospitality industry.

” Development through franchise and management agreements is our priority

## BENEFIT FROM OUR KNOW-HOW

### DEVELOPMENT & PARTNERSHIP

- Diversified cooperation opportunities /
  - management agreements •
  - franchise agreements •
  - real property refinancing •
- Partner relationships with clients /

### MARKETING

- Strong global brands /
- Hotels of varying standard, from economy to luxury /
- Frequent marketing campaigns /
- Le Club Accorhotels – global multibrand loyalty program for hotel guests /

### DISTRIBUTION

- Integrated international booking system /
- Direct booking: /
  - online on [orbis.pl](http://orbis.pl) / [accorhotels.pl](http://accorhotels.pl) websites •
  - or any of the brand websites •
  - by telephone (call center) •
- Polish language version of Accorhotels.com mobile app /
- Cooperation with strategic partners and distribution websites /
- Presence in the social media to boost distribution /

### PROCUREMENT

- Centrally managed purchasing system /
- Best offers selection /
- (fittings & equipment, products & services)
- Efficient and innovative solutions /
- Compliance with the principles of sustainable development /

Orbis  
A SO  
RESPONSIBLE

COMMIT  
GROWING R  
RESPECTIN  
LOCAL CO  
AND THE EN



bis

SOCIAL  
RESPONSIBLE COMPANYDEDICATED TO  
OPERATING RESPONSIBLY,  
ENRICHING PEOPLE,  
ENRICHING COMMUNITIES  
AND ENRICHING THE ENVIRONMENT

## HOTEL MANAGEMENT

- / Benchmark business models
- / Internationally recognized operating excellence
- / Integrated management systems (reporting, human resources management, revenue management, cost control, etc.)
- / A quality assurance program for each brand

## HUMAN RESOURCES / TRAINING

- / Proactive policy of fostering professional mobility
- / Developing skills via training courses and educational programs:
  - Top Talent Hotel Management
  - Talent Development Program
  - Accor Academy
- / Integration and promoting the policy of diversity
- / Specific Human resources programs for each brand

## DESIGN, CONSTRUCTION, RENOVATION & MAINTENANCE

- / International know-how and expertise
- / Adherence to best standards
- / Promoting state-of-the-art solutions
- / Efficient real property maintenance cost management
- / Comprehensive and far-reaching technical assistance
- / Launching solutions that respect the natural environment and resources
- / Compliance with safety standards in hotels



## POWERFUL BRAND GROWTH

In response to rapidly changing client needs, our brands evolve accordingly to maintain and strengthen our emotional bond with our clients and to ensure top standard of service and state-of-the-art product. Recent examples of such developments embrace the 'ibis' family economy brand revitalization ('Sweet Bed by ibis' campaign and 'Avanz public area') or the new Novotel formula in Poland ('Re-discover Novotel').

## NETWORK GROWTH

In 2012, the Orbis Hotel Group opened 5 new hotels: two ibis & ibis budget combos in Kraków and Warsaw and ibis Kaunas operating under a management contract in Lithuania. The most recent investment project financed by the Company is the Novotel Łódź opened in mid-May 2013. The Group's priority is to expand based on management and franchise agreements. In 2012, the Group signed 8 such agreements, of which 4 hotels have been already opened. Consequently, the Group's network grew by more than 1 100 hotel rooms.

## BRAND MARKETING

Every year numerous marketing campaigns contribute to higher sales as well as building a positive brand image and boosting brand awareness. Marketing actions are targeted at greater guest satisfaction, betterment of the distribution systems and promoting the Le Club Accorhotels loyalty program. —

LE CLUB ACCOR  
HOTELS

## THE LOYALTY PROGRAM

Global multibrand guest  
loyalty program

- / 2 600 hotels in the program
- / 92 countries
- / Special offers for cardholders
- / Classic, silver, gold  
and platinum cards
- / 225 000  
club members in Poland



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ibishotel.com // accorhotels.com/pl/leclub/

OUR DIVERSITY IS A STRENGTH — FOR ALL

## EMPLOYEES ARE THE MAINSTAY OF OUR PERFORMANCE

### Orbis modern and attractive employer

- Orbis supports career development of its employees:
  - / 6 180 training days in 2012
  - / More than 2 900 trained employees
  - / Top Talent Hotel Management Program — educational course prepared in cooperation with the Łódź University
  - / Talent Development Program — new management executive development program
  - / Opening of the Accor Academy in Warsaw — training center for the Company's employees and business partners
- Promoting diversity in the workplace — Orbis is the co-founder of the Polish Diversity Charter
- Boosting professional mobility in the country and abroad

” Our dream is that other companies in the Poland’s hospitality industry will follow in the wake of Orbis.

Monika Sajkowska, Director of the Nobody’s Children Foundation



## STOP CHILD ABUSE!

Being a responsible leader of the Polish hotel market, Orbis was the first company in Poland to sign the Code of Conduct aimed at protecting children against sexual abuse.

It is a groundbreaking document for Poland’s hospitality industry. Together with the Nobody’s Children Foundation, procedures for hotel employees have been developed and trainings were conducted. Employees’ commitment has already begotten the first effects, which proves that deployment of such measures in hotels is much needed. The Code is being implemented under the honorary patronage of the Police Commander in Chief. —

” The Code of Conduct is one of the ways of raising public awareness on the problem of sexual exploitation of children in tourism. It is important to initiate and implement measures to prevent this form of abuse of minors. The Police will always be willing to support such actions and will pursue such initiatives with full commitment.

Superintendent Mark Działoszyński,  
Police Commander in Chief

## GROWTH THAT RESPECTS OUR PRINCIPLES



Planet 21 includes 21 commitments, grouped in 7 pillars, in favour of people and environment.



### Health

- 01. Guarantee healthy interiors
- 02. Promote responsible eating
- 03. Prevent diseases



### Nature

- 04. Reduce our water use
- 05. Expand waste recycling
- 06. Protect biodiversity



### Carbon

- 07. Reduce our energy use
- 08. Reduce of CO2 emissions
- 09. Increase the use renewable energy



### Innovation

- 10. Encourage eco-design
- 11. Promote sustainable building
- 12. Introduce sustainable offers and technologies



### Local

- 13. Protect our children from abuse
- 14. Support responsible purchasing practices
- 15. Protect ecosystems



### Employment

- 16. Support employee growth and skills
- 17. Make diversity an asset
- 18. Improve quality of worklife



### Dialogue

- 19. Conduct our business openly and transparently
- 20. Engage our franchised and managed hotels
- 21. Share our commitment with suppliers



ACCORDEON  
samodzielności

**Accordeon of Autonomy** is a new social project of the Accor Foundation, launched by employees of the Novotel Warszawa Centrum Hotel and implemented by the Nobody's Children Foundation. Its aim is to assist 20 young underprivileged persons in entering the labor market and becoming independent. The project is being implemented through a special program of personal development, internships and apprenticeships.

The Accor Foundation donated **EUR 22 000** to the Nobody's Children Foundation for the implementation of this project.

INFORMATION  
ON OUR ANNUAL RESULTS  
AVAILABLE ON CD



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