



Press release  
Warsaw, July 6th 2017

## **Orbis Brings the MGallery by Sofitel Brand to the Polish Market. The First Hotel of this Brand will open in Wrocław.**

The five star premium hotel is being built in Wrocław on the 'Cathedral Island' - the Ostrów Tumski. The Hotel will offer nearly 200 well-furnished rooms, a unique restaurant, conference rooms, an underground car park and a magnificent view from the rooftop terrace. The building of the hotel tunes into the historic surroundings of Ostrów Tumski and its shape fits well into the area of the Plac Katedralny Square as viewed from the Oder River.



The new Wrocław Hotel will be an architectural coronation of the historic area of the Ostrów Tumski. Its monuments, such as the Gothic Cathedral of St. John the Baptist, museums and the adjacent Botanical Garden, with gas lamps lit every evening by a lamplighter, will create an almost fairy-tale ambiance. The investor and the architectural designers aimed at creating a place that will not only complete this image, but will contribute to an even greater appreciation of the Ostrów Tumski's unique atmosphere. Thanks to the use of natural materials such as traditionally fired brick, concrete, glass and metal, which are already present in the Ostrów Tumski, the hotel fits the historic character of this exceptional place.

*“We have chosen MGallery by Sofitel because it is a strong brand that represents unique prestigious hotels that operate in the AccorHotels Group worldwide. The Wrocław hotel is the first hotel in Poland to join this unique brand. It is also important for us that at the phase of the hotel construction we are working with highly valued Parisian experts who are providing us with a unique know-how on world trends, all while taking care of the local character of our project. A major factor is the access to customers from around the globe thanks to participation in one of the largest loyalty programs that is Le Club AccorHotels” - said Karolina Kaim, President of Tacit Investment, the investor in the new Wrocław hotel.*



The effect of this co-operation between designers and the investor is the hotel’s original form that allows to even better highlight the neighbouring Cathedral and its baroque chapels. Hotel guests will appreciate the marvellous ballroom opening up to the garden, the rooftop terrace and the breath-taking view of the Ostrów Tumski, particularly onto the Cathedral Square (Plac Katedralny), the gardens, the Old Town and the Oder River. The new Wrocław hotel will offer a great venue for a business meeting as well as a stop for everyone to relax in comfortable surroundings.

*“Our network in Poland has been missing this brand and it’s now the appropriate time to introduce such a flagship MGallery by Sofitel top property. Poland offers excellent perspective for luxury brands. The MGallery by Sofitel brand is a collection of memorable luxury boutique hotels with singular authentic “art de recevoir” guest experience. We are very proud that Tacit Investment - a reliable investor and forerunner in the luxury real estate market in Poland, has chosen this brand and a management contract with Orbis for this superbly located property in Wrocław. By working together, we are creating a new hotel product with the highest quality in the luxury segment and we are sure it will pave the way for new, similar projects in the future. M Gallery by Sofitel Wrocław will be a splendid hotel. ” - adds Gilles Clavie, CEO & President of the Management Board of Orbis.*

The six-storey building meets all the requirements of the local zoning plan and of compatibility with the neighbouring buildings. Its investor is Tacit Investment, an experienced company with solid equity, a pioneer of the premium real estate market in Poland. The idea of a five-star hotel has been created by the Forum Architekci design office in Wrocław. The interior design has been created by the Medusa Group, which has also created the concept and the design of the Warsaw's Koszyki Market Hall. The successive phase of construction will be launched now in July and will last until 2019, when the hotel will open for guests.

The Hotel will operate under a management agreement.

#### ABOUT MGALLERY BY SOFITEL

MGallery by Sofitel is AccorHotels' collection of inimitably enchanting, unique boutique hotels to discover the world and beyond.

MGallery by Sofitel has 90 unique and fascinating addresses in 24 countries around the world, all of which are havens for those who relish off-the-beaten-track experiences. Each address is remarkable for its singular personality and deep-rooted local history.

#### About Orbis Hotel Group:

The Orbis Hotel Group is the largest network of hotels in Eastern Europe. Orbis comprises 117 hotels and is the sole licensor of all AccorHotels brands in 16 countries including Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Macedonia, Moldova, Montenegro, Poland, Romania, Serbia, Slovakia and Slovenia. It offers a total of 20,000 rooms. The hotels operate under the brand names Sofitel, Pullman, MGallery, Novotel, Mercure, ibis, ibis Styles and ibis budget. These brands, recognized throughout the world, provide a quality of service to various standards, ranging from luxury 5-star to budget 1-star hotels.

Orbis' strategic investor is AccorHotels, the world's leading hotel operator.

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