



Press release

Warsaw, September 1st 2017

**With 8 hotel openings in the up-coming few months and
40 development projects in the pipeline,
Orbis accelerates the network expansion in Eastern Europe
and strengthens its development forces accordingly**

With 8 hotel openings in the up-coming few months in Romania (Mercure Sighisoara Binderbubi, ibis Styles Arad, Mercure Bucharest Unirii), Serbia (Mercure Belgrade Excelsior), Bosnia and Hercegovina (Novotel Sarajevo, MGallery by Sofitel Tarcin Forest Resort & Spa), Macedonia (Mercure Tetovo) and Hungary (ibis Styles Budapest Airport) and with a record-high number of 40 contracts in the pipeline, Orbis strengthens its development team in order to sustain the development pace in Poland and boost presence in new, promising markets in Eastern Europe.

“On one hand, Eastern Europe is a large market with - one of the highest GDP growth in Europe, generating a strong and still rising demand for business & leisure hotel services. On the other hand, we clearly see that developers and investment funds that have stayed away from the hotel-related projects in the past, are now recognizing a growing profitability in hospitality industry not only in Poland but in the whole Eastern Europe region. We want to speed up the asset-light development and make AccorHotels brands even more visible in the region and in new emerging markets such as Serbia, Croatia, Romania, Slovenia or Bulgaria. Therefore we have reorganized our development team in the region so that we can better achieve our goals.” - explains Gilles Clavie, CEO of Orbis S.A.

Frank Reul has already demonstrated his strong skills & results as Orbis & AccorHotels Area General Manager for Romania, Bulgaria and Macedonia since 2014 where he was also overseeing operations and development projects including in the Balkans and Croatia. Frank Reul is now nominated as Head of Development of Orbis and will lead all Orbis Group asset-light development activities in Eastern Europe reporting directly to the Management Board of Orbis S.A.

As Head of Development of Orbis, Frank Reul will be dedicated for all asset-light development activity of the Group (franchise and management contracts).



At the same time, the responsibility for acquisitions and new subsidiaries development remains in charge of the Orbis Asset Management team - lead by Dominik Soltysik with close cooperation with Frank's team.

We would like also to inform the market about the fact that - after 20 years of successful career in Orbis, Małgorzata Morek - who had a great, positive impact on Orbis robust development, has decided to develop her professional path outside the Group.

The Orbis Hotel Group is the largest network of hotels in Poland and Eastern Europe. Orbis comprises more than 100 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 almost 19,000 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 partner is



AccorHotels is a Group united by a shared passion for hospitality and driven by a shared promise to make everyone Feel Welcome. Over 250,000 women and men in 4,195 AccorHotels establishments look after thousands of guests every day in 95 countries. AccorHotels is the world's leading hotel operator and offers its customers, partners and employees:

- its dual expertise as a hotel operator and franchisor (HotelServices) and a hotel owner and investor (HotelInvest);
- a large portfolio of internationally renowned brands covering the full spectrum, with luxury (Raffles, Fairmont, Swissotel, Sofitel, Pullman, MGallery, Grand Mercure, The Sebel), midscale (Novotel, Suite Novotel, Mercure, Mama Shelter, Adagio) economy (ibis, ibis Styles, ibis budget, adagio access and hotelF1) establishments;
- a powerful marketplace and loyalty program Le Club AccorHotels
- almost half a century of commitment to corporate citizenship and solidarity with the PLANET 21 program.

Accor SA shares are listed on the Euronext Paris exchange (ISIN code: FR0000120404) and traded in the USA on the OTC marketplace (Code: ACRFY)

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