



Press release

Warsaw, October 23, 2017

Adagio - the no. 1 aparthotels brand in Europe is in the Orbis Hotel Group portfolio

Orbis is launching **Aparthotels Adagio®** - a new aparthotel brand on the Eastern European market. Enlarging the brand portfolio by adding Aparthotels Adagio - the European market leader in aparthotels, Orbis Group is diversifying its network development and enters the city-center apartment market as a development acceleration lever.

The Master License Agreement with Adagio SAS gives Orbis the right to develop hotels under brand names: Adagio, Adagio access and Adagio premium in 8 countries of Eastern Europe: Poland, Czech Republic, Hungary, Romania, Serbia, Estonia, Latvia and Lithuania. The Master Franchise Agreement has been concluded for a 15 years term with possible extension for successive periods of 5 years giving Orbis the access to the all services, tools, know-how and Adagio SAS support dedicated to Adagio brands.



Aparthotels Adagio®, is the result of a joint venture launched in 2007 by two companies that are market leaders in their respective business lines: the Pierre & Vacances Center Parcs group, No.1 in Europe for holiday residences and AccorHotels, world's leading travel & lifestyle group and digital innovator. It is a contemporary response to nowadays travelers' expectations - whether a friend or family trip or a business travel, Adagio is an attractive solution.

“Adagio is the best option for those who seek the comfort of an apartment with hotel services for extra convenience. Adagio is a strong brand offering a living space rather than just a hotel room. The brand Adagio is a perfect solution for mid and long term stays: privacy, autonomy and flexibility. This is why it has been so successful throughout Europe and in a growing number of countries around the world. Definitely, having such a

successful and long awaited - in Eastern Europe, brand in Orbis portfolio opens new frontiers in our development strategy.” - said Gilles Clavie, President of the Management Board and CEO of Orbis S.A.



Customer requirements have changed in recent years. Many guests today ask for more flexibility, space and freedom without wanting to miss the services. At the same time, jobs have changed to more project based working models and people need to stay longer and with more flexibility while travelling for their job or company. **Aparthotels Adagio**[®] allows them to make more choices, be independent and have a home from home experience whilst still being supported by some key services and having confidence in the product they are surrounded in. The concept offers tiered pricing that keeps accommodation costs under control.

“Apartment living is more on trend than ever before for the modern traveler. The home from home travel market has boomed for leisure guests and increasingly for business guests everywhere in Europe. Adagio combines the autonomy of apartment living with the hospitality of hotel life, with currently 100 addresses in 11 countries. Eastern Europe is a welcome addition to our network; many of our current corporate clients have significant accommodation needs in Poland and in Eastern Europe. We are delighted to launch our brand with Orbis, the largest network of hotels in Poland and Eastern Europe” - said Karim Malak, Deputy CEO of Aparthotels Adagio

Numerous services are included in the price of apartments, like: reception open 24/7 to welcome guests and provide information, wifi connection in public areas and all apartments, daily housekeeping, business corner, fitness, swimming pool in some aparthotels. Optionally: buffet breakfast, laundry and dry cleaning service, private car park are available.

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The Orbis Hotel Group:

The Orbis Hotel Group is the largest network of hotels in Poland and in Eastern Europe. Orbis comprises 120 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, MGallery by Sofitel, Pullman, 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.

Since 1997 Orbis SA is quoted on the Warsaw Stock Exchange.

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

About AccorHotels:

AccorHotels is a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 4,100 hotels, resorts and residences, as well as in over 3,000 of the finest private homes around the globe. Benefiting from dual expertise as an investor and operator through its HotelServices and HotelInvest divisions, AccorHotels operates in 95 countries. Its portfolio comprises internationally acclaimed luxury brands including Raffles, Sofitel Legend, SO Sofitel, Sofitel, Fairmont, onefinestay, MGallery by Sofitel, Pullman, and Swissôtel; as well as the popular midscale and boutique brands of 25hours, Novotel, Mercure, Mama Shelter and Adagio; the much-prized economy brands including JO&JOE, ibis, ibis Styles, ibis budget and the regional brands Grand Mercure, The Sebel and hotelF1. AccorHotels provides innovative end-to-end services across the entire traveler experience, notably through the recent acquisition of John Paul, world leader in concierge services.

With an unmatched collection of brands and rich history spanning close to five decades, AccorHotels, along with its global team of more than 250,000 dedicated women and men, has a purposeful and heartfelt 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 is active in its local communities and committed to sustainable development and solidarity through PLANET 21, a comprehensive program that brings together employees, guests and partners to drive sustainable growth.

Accor SA is publicly listed with shares trading on the Euronext Paris exchange (ISIN code: FR0000120404) and the OTC marketplace (Code: ACRYF) in the United States.

About Aparthotels Adagio:

The Aparthotels Adagio are located in city centers which offer the comfort of an apartment with hotel services for extra convenience.

The brand resulted from a joint-venture between AccorHotels and Pierre & Vacances Center Parcs, in 2007, and includes three product offerings: Adagio, the midscale, up-to-date in major city-centers; Adagio access, the economy product, smart and modern located near leading cities' centers, and Adagio premium, the upscale aparthotel in selected destinations. The network comprises over 11 500 apartments in 100 aparthotels in 11 countries, and the objective is to expand to a total of 15,000 apartments in 150 aparthotels around the world by 2020.

Adagio-city.com

For more information and reservations visit accorhotels.group or accorhotels.com.

Or become a fan and follow us on Twitter and Facebook.

