

Press release

Paris/Crissier, April 6th, 2017

AccorHotels acquires VeryChic, a European leader in the private sale of luxury and upscale hotel rooms and breaks



AccorHotels announces the acquisition of VeryChic, a digital platform for the private sale of luxury hotel rooms and apartments, cruises, breaks and packages.

Created in 2011 by Nicolas Clair, Hervé Lafont and Charles Decaux, VeryChic now enables more than 3,000 luxury and upscale hotel partners to optimize their distribution and provides them with access to new guests via its private sales. VeryChic carefully selects the hotels on offer, located in approximately 40 countries worldwide, to guarantee a unique and personalized experience for each of its members.

Thanks to a robust business model, VeryChic offers, via its website and mobile application, more than 4,000 exclusive private sales at attractive prices, throughout the year, to a member base of more than 5 million. VeryChic generates substantial booking volumes with almost half coming through the mobile app. The quality and competitiveness of its offers mean it can rely on repeat custom of nearly 50%.

Through this transaction, AccorHotels intends to strengthen its expertise in the creation of exceptional private sales and also to enable VeryChic to accelerate its international development and become the global leader in its sector.



Steven Daines, COO New Businesses and CEO HotelServices Africa & Middle East said, *“We are delighted to be working with Nicolas, Hervé and Charles, who in just 5 years have managed to earn the trust of millions of members and of thousands of hotel partners thanks both to their unique expertise in the field of luxury private sales and their commitment to absolute quality. Our ambition is to support VeryChic in its international expansion in order to consolidate its leadership and benefit from its expertise to provide a portfolio of incredible locations and attractive offers to our guests, while presenting our hotels with a complementary solution to optimize the distribution of their rooms”.*

Hervé Lafont, Founder and Chairman and CEO of VeryChic said: *“VeryChic is a distribution solution that enables hotels both to reach and retain new guests. We share with AccorHotels a vision of offering hospitality to our guests without ever compromising on the quality of the experience, as well as a passion for innovative distribution solutions. The combination with AccorHotels will allow VeryChic to roll out globally the services that we have been providing to hotels for the past five years and to offer our members the opportunity to discover the most beautiful locations in the luxury hotel sector.”*

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 240,000 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: ACRFY) in the United States.

In Switzerland, AccorHotels is present with 7,200 rooms in 60 hotels and employs more than 1,000 people.

For more information and reservations visit accorhotels.group or accorhotels.com.
Or become a fan and follow us on Twitter and Facebook.

About VeryChic

VeryChic.com organizes private sales of outstanding hotels exclusively for its members, with deals of up to 70% off. Created in 2011, VeryChic exclusively offers hotels that have been carefully selected for their ideal location, impeccable service and the exceptional experience they offer their guests. More than 3,000 hotels are partners and optimize their distribution through VeryChic. 5,000,000 members have joined VeryChic since its creation.

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