



## **ALL, Accor's new lifestyle loyalty program, becomes Principal Partner and jersey sponsor of Paris Saint-Germain Football Club**

**Paris, 21 February 2019** - Accor and Paris Saint-Germain today announce they have signed a global multi-year partnership agreement. ALL (Accor Live Limitless), Accor's new lifestyle loyalty platform, will become the Principal Partner and official jersey sponsor of the club starting from the 2019/2020 season. The partnership will bring together a global, pioneering leader in the hospitality industry with the world's fastest-growing football club; Accor's 265 million guests join the 395 million fans who follow the club and its players on social media worldwide.

Through this tie-up, both brands will be able to offer sports fans throughout the world innovative initiatives to drive engagement. Paris Saint-Germain's booming popularity, unique lifestyle approach and world-acclaimed know-how to inspire supporters and partners alike, combines well with Accor's new loyalty program which aims to offer "once in a lifetime" experiences for current and future members of ALL.

ALL will offer a loyalty experience integrating rewards, services, and experiences across Accor's entire ecosystem, including 4,800 hotels worldwide and an extraordinary global brand portfolio including Raffles, Fairmont, Sofitel, Pullman, Novotel, Mercure and Ibis.

Full details of the partnership will be revealed by Nasser Al-Khelaifi, Chairman and CEO of Paris Saint-Germain, and Sébastien Bazin, Chairman and CEO of Accor Group on Friday 22 February 2019 at 6 pm at the Parc des Princes in Paris.

### **ABOUT ACCOR**

Accor is a world-leading augmented hospitality group offering unique and meaningful experiences in 4,800 hotels, resorts, and residences across 100 countries. With an unrivalled portfolio of brands from luxury to economy, Accor has been providing hospitality savoir-faire for more than 50 years.

Beyond accommodations, Accor enables new ways to live, work, and play with Food&Beverage, nightlife, wellbeing, and coworking brands. To drive business performance, Accor's portfolio of business accelerators amplifies hospitality distribution, operations, and experiences. Guests have access to one of the world's most attractive hotel loyalty programs.

Accor is deeply committed to sustainable value creation, and plays an active role in giving back to planet and community. Planet 21 – Acting Here endeavours to act for "positive hospitality", while Accor Solidarity, the endowment fund, empowers disadvantaged people through professional training and access to employment.

Accor SA is publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACRYF) in the United States. For more information visit [accor.com](http://accor.com). Or become a fan and follow us on Twitter and Facebook.

#### **ABOUT PARIS SAINT-GERMAIN**

Paris Saint-Germain football club was created in 1970. Since QSI's purchase of the club in 2011, Paris Saint-Germain has transformed to become one of the top football clubs and global sports brands in the world. The Club has reconnected with Paris, which is at the heart of the organization, under the philosophy of one unique city, one unique club.

The Club has then won 20 trophies in only seven years, 38 in its history becoming the most successful football club in France.

Paris Saint-Germain has attracted many great players including Ronaldinho, Beckham, Ibrahimovic, and currently Neymar, Mbappé, Cavani, Thiago Silva, etc.

The international popularity of the Club never stops growing. It is now the one of the most followed club in the world, expanding from zero to a community over 65 million social media followers in just seven years. This season, it has opened international offices in Doha, New York and Singapore.

The pioneering sports club which now includes men's football, women's football, handball and judo added esports in 2016.

Giving back to the community is fundamental to the Club who has drastically increased the capacity of its Foundation to develop large and efficient programs. Among numerous projects, the Red & Blue School project allows the club to serve underprivileged youths.

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