



ACCOR HOTELS

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Press Release

Miami, July 15, 2015

AccorHotels Appoints Christophe Alaux to CEO HotelServices North America, Central America and Caribbean Region

Global hospitality leader, [AccorHotels](#), has announced the appointment of Christophe Alaux to CEO HotelServices of North America, Central America and the Caribbean (NCAC), effective immediately. In this position, he will replace **Roland de Bonadona** who was CEO for the Americas (including North, South, and Central America and the Caribbean), and has decided to hand over the reins after 42 years with the company.

Alaux will represent the region on the Executive Committee and will be dedicated to the overall success of the NCAC region across all disciplines, while offering new perspectives to further expand upon existing strategies. He will also be responsible for identifying and pursuing potential growth opportunities in NCAC. Alaux has requested the appointment of **Dominique Colliat** as Chief Operating Officer for the region - formerly Executive Vice President HotelServices for NCAC - to assist him with his assignment in order to capitalize on her knowledge of the North American market.

“With his experience and keen business sense, Christophe has been an important member of AccorHotels and will no doubt continue to aid in the success of the company in his new role,” said Sébastien Bazin, Chairman and CEO of AccorHotels. *“As the group continues to evolve as a hospitality leader, his expertise will be integral to our collective and sustainable growth.”*

Most recently, Alaux was CEO Hotel Services for France and also responsible for overseeing the Mercure and MGallery brands throughout Europe, after joining AccorHotels as Chief Operating Officer Hospitality France in 2008. Previously, Alaux was Chief Operating Officer of French multi-national retailer, Carrefour Taiwan, and Regional Operating Officer of Carrefour in Shanghai and Zhejiang provinces for two years after holding positions at Carrefour Hypermarket. He



has also held executive positions at Accenture, a global management consulting services company, and car manufacturer, PSA Peugeot Citroën.

Alaux is a graduate of the Paris Institute of Political Sciences and the Advanced Management Program of Harvard Business School.

ABOUT ACCORHOTELS

AccorHotels is a Group united by a shared passion for hospitality and driven by a shared promise to make everyone Feel Welcome.

Over 180,000 women and men in 3,700 AccorHotels establishments look after thousands of guests every day in 92 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 (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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