

**BRAND
&
NETWORK**



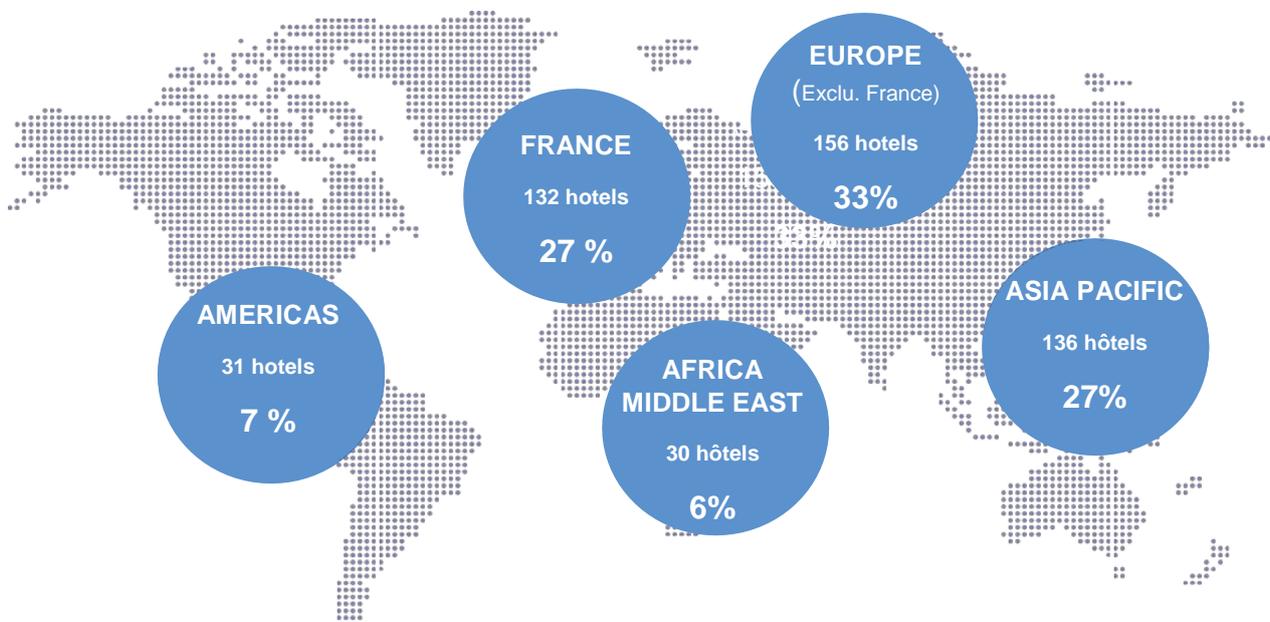
Novotel, the AccorHotels group's historic and founding brand, was launched in 1967. Its network is present in 58 countries, with hotels located in major international city centers, business districts and tourist destinations.

In 2015, Novotel rolled out a new brand philosophy: **“Modern Easy Living”**. While continuing to uphold its fundamental values of innovation, commitment to sustainable development, high and consistent quality levels and generosity towards families, Novotel is adding emotion to the practical aspect of its hotels. With a revisited, more flexible, more intuitive offer, the Novotel establishments have evolved into friendly, multi-functional living spaces for everyone.

Through these changes, Novotel is reiterating both the brand promise that **“It is so much better at Novotel”** and its desire to offer a universal, multi-service experience that meets the needs of business travelers, leisure guests and families.

THE NOVOTEL NETWORK WORLDWIDE

At the end of June 2017, Novotel had 485 hotels in 58 countries located in major international city centers, close to stations and airports, in business districts and key tourist destinations.



Figures as of June 30th, 2017

35 NOVOTEL RESORTS WORLDWIDE

Novotel establishments are generally located in major international cities and key tourist destinations. Whether it's for a seaside, wellness, golf or cultural break, all 35 Novotel Resorts offer a holiday experience that suits every guest's needs, thanks to a wide range of leisure and entertainment activities.

Africa / Middle East: 5 Novotel Resorts – Algeria, Bahrein, Egypt

Asia: 21 Novotel Resorts – India, Indonesia, Myanmar, Thailand, Vietnam

Pacific: 9 Novotel Resorts – Australia

32 NOVOTEL SUITES AROUND THE WORLD

Novotel Suites reflects an off-beat mindset which invites guests to live a different hotel experience and targets short and medium stays. The Novotel Suites network of establishments offer modular 30m² suites that guests can arrange as they wish to suit their needs (sleep, relaxation, work, etc.). So that it feels just like home, the suites feature closet space, a coffee machine, a refrigerator and a microwave. Novotel Suites offers guests around the clock services so that they can enjoy complete freedom and independence during their stay.

The Novotel Suites network comprises 32 hotels mostly in city centers in 9 countries: France, Germany, Spain, Switzerland, Luxembourg, Austria, The Netherlands, UAE and Saudi Arabia.