

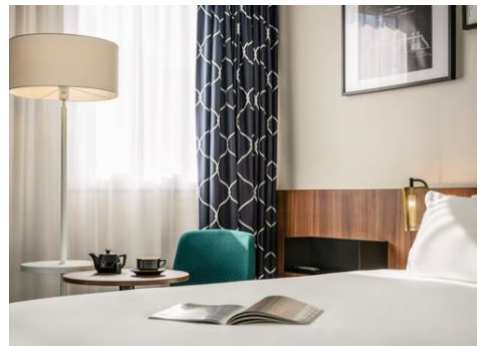


Press Release

DECEMBER 8TH, 2022

Accor rapidly expands its Mercure hotels network in Romania with a new signing in Bacau

THE NEWLY BUILT HOTEL WILL BE PART OF A SIGNIFICANT EXTENSION OF THE ARENA MALL PROJECT. IT WILL WELCOME ITS FIRST GUESTS IN Q2 2025



Images: DRS-Architects Bucharest, Mercure global press kit

World-leading hospitality group Accor announces the signing of a new franchise agreement, for the opening of a brand-new Mercure hotel in Bacau. The hotel will be operated by the local developer Arena City Center S.R.L. and will be the first one affiliated to an international chain in the city.

The 80-room Mercure Bacău is set to launch in the second quarter of 2025. The hotel will join the Group's pipeline of 14 hotels, announced and scheduled to open across the country within the next three years. In addition to its spacious and tastefully designed rooms, the hotel will welcome guests with an a-la-carte restaurant, an outside terrace and a lively bar. A generous 775 sq m ballroom, 3 separate meeting rooms, including foyer, lounge on rooftop area for private small events - with lake view, will host all forms of private celebrations and corporate events. The hotel guests will also enjoy the use of a large parking area, thus making the hotel extremely accessible and convenient for travellers arriving by car. In accordance to Accor's 50-year commitment to positive hospitality and to the developer's relentless efforts to help the city of Bacau grow sustainably, the new hotel will be a green building.

Located on the northern side of the city, on Stefan cel Mare Street, Mercure Bacau will be part of a complex extension of Arena Mall Bacau. The new development stage will also bring a new wing to the mall, a 200 apartments residential building, a parking lot/area and a big indoor & outdoor playground, Cinema City - 8 halls, one of which will be reconfigured in 4DX. Arena Mall is the largest modern retail area of Bacau.

Bacau is the second largest city in Moldova, according to its economic potential. The city is crossed by two European roads and the upcoming A7 – Moldova highway. The International Airport of Bacau also connects the city to Bucharest and other key cities from Romania, as well as from Italy, UK and Belgium. The number of arrivals in Bacau increased annually over



the past 4 years before pandemic, thus proving the tourism potential of the city and surroundings.

"Bringing a brand-new Mercure hotel to Bacau, one of the emerging cities of Moldova is a proof of Accor's commitment to support the growth of Romanian tourism. We are bringing promising cities such as Bacau to the attention of the Accor international travellers' community and we make them accessible, by ensuring our future guests that here they will be welcome to the same standards the brand has accustomed them to. More so, we promise them that the new destination will surprise them with a local story and will charm them with warm and personalized services. More so, we are honoured to join hands with a reputable local developer which has already left a significant mark on the city." says **Maria Drăgulin, Accor Development Director for Romania, Bulgaria, Moldova and the Czech Republic.**

"Today's locals and travellers alike are no longer in search of just products and services. They aim to be surprised and to be immersed in a 360 degrees experience that is helping them create memories. This is the philosophy that guided us towards the development of the new phase of the Arena Mall project and we are excited to have found in Accor a partner which shares the same passion for people and for lifestyle. By adding the Mercure hotel to our new development, we take one more step towards becoming an urban destination, a place to be. Given Bacau city's geo-strategic position, we are convinced that the new hotel will be the meeting point where the local, but also national and international businesspeople can organize their important meetings and corporate events." stated **Ovidiu Budeanu, developer and shareholder of Arena Mall Bacau.**

The Mercure Hotels boasts a powerful international network of more than 900 hotels in over 60 countries, totalling more than 119,000 rooms globally. Each Mercure hotel is rooted in local culture and is complimented by generous hospitality and a commitment to offering high-quality standards. The brand is renowned for its focus on sharing 'Local Stories' to help travellers discover hidden gems that cannot be found in guidebooks and surprising tales that only the locals know. The network prides itself on offering high-quality standards with a true take on locality. From the moment guests arrive –be it in Rio, Paris, Bangkok, or any other destination globally –they are instantly immersed in a locally inspired atmosphere. Everything from the decorative design to a passion for local food and beverage discoveries is rooted in the unique features of each destination.

ABOUT ACCOR

Accor is a world leading hospitality group consisting of more than 5,300 properties and 10,000 food and beverage venues throughout 110 countries. The group has one of the industry's most diverse and fully-integrated hospitality ecosystems encompassing more than 40 luxury, premium, midscale and economy hotel brands, entertainment and nightlife venues, restaurants and bars, branded private residences, shared accommodation properties, concierge services, co-working spaces and more. Accor's unmatched position in lifestyle hospitality – one of the fastest growing categories in the industry – is led by Ennismore, a joint venture, which Accor holds a majority shareholding. Ennismore is a creative hospitality company with a global collective of entrepreneurial and founder-built brands with purpose at their heart. Accor boasts an unrivalled portfolio of distinctive brands and more than 260,000 team members worldwide. Members benefit from the company's comprehensive loyalty program – **ALL - Accor Live Limitless** – a daily lifestyle companion that provides access to a wide variety of rewards, services and experiences. Through its Planet 21 – Acting Here, Accor Solidarity, RiiSE and ALL Heartist Fund initiatives, the Group is focused on driving positive action through business ethics, responsible tourism, environmental sustainability, community engagement, diversity and inclusivity. Founded in 1967, Accor SA is headquartered in France and publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACCYY) in the United States. For more information visit group.accor.com, or follow Accor on [Twitter](#), [Facebook](#), [LinkedIn](#), and [Instagram](#).

MEDIA RELATIONS

Evelina Necula | OneTouch PR | elena.necula@ota.ro

Agnieszka Kalinowska | Accor Poland & Eastern Europe | agnieszka.kalinowska@accor.com