

PRESS RELEASE

**SOFITEL ANNOUNCES A NEW FLAGSHIP HOTEL
IN RIYADH, SAUDI ARABIA
WITH THE KING ABDULLAH INTERNATIONAL FOUNDATION FOR
HUMANITARIAN ACTIVITIES**

Jeddah, November 5th 2012 – Representatives of the King Abdullah International Foundation and Sofitel, the luxury brand of French Hotel Group Accor, gathered in Jeddah to commemorate the signing of a management contract of a Sofitel hotel in Riyadh, in the presence of HRH Prince Khalid ibn ‘Abdullah ibn ‘Abdulaziz, Chairman of the Board of Directors of the Foundation and Denis Hennequin, Accor Chairman and Chief Executive Officer.

Hotel opening planned for 2015

Set in an ideal location in a fast-growing area of the capital city, in close proximity of many key business drivers such as the central business district on King Fahad Road, the King Saud University and the Diplomatic Quarter, the hotel will be the perfect venue for high-end domestic and international business travelers, government officials and diplomats. The 5-star luxury hotel will be the anchor point of a major complex, developed over an area of approximately 100,000 square meters. This mixed-use development will also include the headquarters of the Foundation, a mosque and a convention center.

The Sofitel Riyadh, which is currently under construction, is expected to open by the end of 2015. Its guests will enjoy a full range of facilities that include approximately 400 rooms & suites, six food and beverage outlets, various meeting facilities, a swimming pool, a spa and additional recreational amenities.

The Foundation’s hotel will be a notable architectural landmark on the Riyadh landscape. The hotel and the rest of the complex will provide a lasting legacy to the noble vision and initiatives of King Abdullah to bring about lasting and positive impact to humanity as a whole. *“We believe that the combination of the Sofitel brand with its contemporary and distinguished style will be a perfect match with the iconic and modern architectural design of the Foundation’s hotel building. In years to come, we are sure that the Foundation will be acknowledged as an important venue and a platform for globally significant philanthropic events. Our partnership with Accor, who has a reputation for providing outstanding levels of hospitality service, will form an important building block to support the lasting success of the Foundation”*, stated Salim Al-Aydh, Executive President of the Foundation, who signed the contract on behalf of the Foundation.



This new project is major step for Sofitel, which confirms its enthusiasm for the Gulf region where 4 hotels in the region are already operated, plus a future launch scheduled in Dubai in July 2013. *“We believe there is a great potential for Sofitel in the Middle East and we are delighted to sign a new agreement for this exceptional project in the Kingdom, with the King Abdullah International Foundation. We believe that the Foundation’s humanitarian values and objectives are very well aligned with Accor’s strong commitment towards the environment, local employment opportunities, talent development and the blend between different cultures,”* declared Denis Hennequin, Accor Chairman & CEO.

Since its repositioning, Sofitel has become a key player in the luxury segment of the hotel industry and today continues to expand in major cities worldwide. *« This flagship hotel is set to be one of the jewels in the crown of the Sofitel brand. This Sofitel will be a luxury hotel with a difference, offering a unique blend between Sofitel’s French heritage, elegance, savoir-faire and art-de-vivre and the finest of the Islamic culture and the Arabic tradition for hospitality,”* added Robert Gaymer-Jones, Sofitel CEO.

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World class hotels and French elegance

Sofitel is the only French luxury hotel brand with a presence on 5 continents, with 120 addresses in almost 40 countries (more than 30,000 rooms). Sofitel offers contemporary hotels and resorts adapted to the needs of the various clients of today’s luxury hotel sector who are looking for beauty, quality and excellence. Whether situated in the heart of a major city like Paris, London, New York or Beijing, or nestled away in a country landscape in Morocco, Egypt, Fiji or Thailand, each Sofitel offers a genuine experience of the French “art de vivre”.

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