



ibishotel.com

ibis in short

ibis, the **worldwide** reference in the **economy** hotel industry



ibis is Accor's leading economy hotel brand. Since inaugurating its first hotel in 1974, ibis has earned a worldwide reputation for excellent services at very competitive prices based upon an international standard **offering all the major services of a modern hotel, for the best local market value.**

MARKET LEADER IN EUROPE, **FOURTH PLAYER WORLDWIDE***

Thanks to the success of this concept, ibis has expanded rapidly to become the European market leader in the economy hotel industry and the fourth largest chain in its category worldwide, with **900 hotels and more than 107,000 rooms in 48 countries**.**

In 2007, ibis launched the biggest expansion plan in its history. Strengthening its leading position across the world and intensifying its growth in emerging markets, particularly in Asia and in Latin America, the ibis network **expands by about 70 hotels per year, totalling 10,000 rooms** across all five continents.

THE STRENGTH OF A WORLDWIDE **STANDARD**

Around the world, the ibis standard guarantees to its customers:

- Locations in the vicinity of airports, train stations, business centres and tourist destinations
- Modern and well-designed en-suite bedrooms
- Services available 24 hours a day
- Bar as well as hot and cold snacks available 24/7
- Simple, clear and consistently competitive rates

Adapting itself to the demands of local markets, the ibis standard allows the hotel chain to satisfy the needs of its national and international business (57% of its customers) and leisure clientele (43%).

INNOVATING IN THE INTERESTS OF QUALITY

Innovative room design, new restaurant concepts (over 20 around the world), and multi-skilled employees: ibis is constantly investing to guarantee its customers extra quality at no extra cost.

This investment in quality is recognised around the world: in 1997, ibis was the first economy chain to receive the international **quality standard certification ISO 9001**, recognised in over 150 countries.

A PIONEER IN COMMITMENT TO THE **ENVIRONMENT**

In 2004, ibis became the **world's first** hotel chain to have secured the ISO 14001 environmental certification. This environmental certification – most recognized worldwide – validates corporate management policies regarding waste reduction and water and energy consumption. Already one third of ibis hotels have been certified ISO 14001.

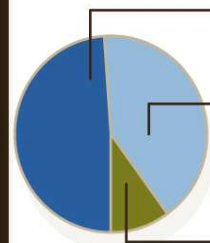
* STR – November, 2008

**Accor Hotels portfolio as of 31st of December 2010 – see appendix

Accor, the world's leading hotel operator and market leader in Europe, is present in 90 countries with 4,200 hotels and more than 500,000 rooms.

Accor's broad portfolio of hotel brands - Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, all seasons, Etap Hotel, Formule 1, hotelF1 and Motel 6, and its related activities, Thalassa sea & spa and Lenôtre - provide an extensive offer from luxury to budget.

81%



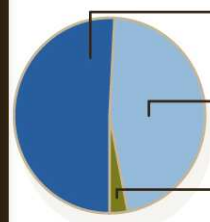
44% have already stayed in the same ibis hotel

37% have already stayed in a ibis hotel

19% are staying at ibis for the first time

97%

(2007 customer satisfaction rates)



51% of satisfied customers

46% of very satisfied customers

3% of unsatisfied customers

Sources: AT Kearney 2007