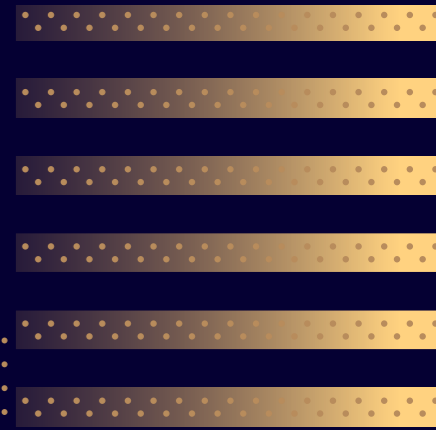
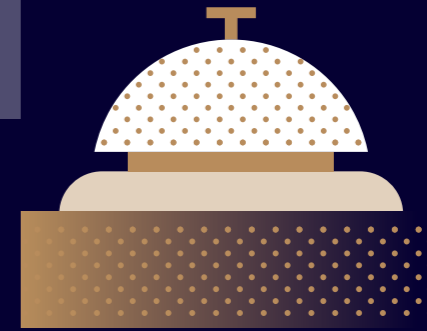
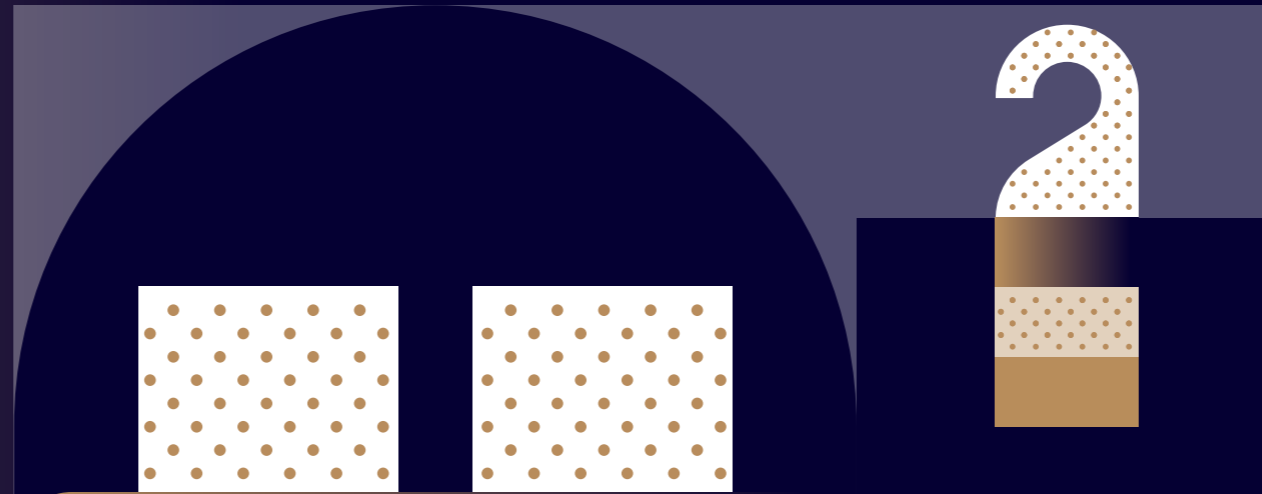


**ACCOR,
PARIS 2024
OLYMPICS AND
PARALYMPICS
PREMIUM
PARTNER**



THE PARIS OLYMPIC AND PARALYMPIC GAMES, A UNIQUE OPPORTUNITY TO CULTIVATE OUR SENSE OF WELCOME

ACCOR EMBODIES A PIONEERING SPIRIT. As a trailblazer, our Group is deeply involved in the huge boost to economic activity that this international event represents. Jobs are being created, industries are growing, France is nurturing its vision of service and hospitality. Our 1,700 hotels around the country and our 40,000 Heartists® will be involved in this incredible adventure, which will be a unique opportunity to showcase our talents and expertise.

ACCOR EMBODIES COMMITMENT TO SPORTING CIRCLES. We strongly believe in the power of sport as a way of promoting positive values, bringing people together and achieving individual and collective excellence. We are making long-term progress alongside

major teams and events, including PSG, Roland-Garros, the Tour de France, and both the Football and Rugby World Cups. This year, this unwavering commitment takes the form of the Paris 2024 Olympics & Paralympics and the America's Cup.

ACCOR EMBODIES AN INCREDIBLE HUMAN ADVENTURE. We have always offered unforgettable experiences that reflect our focus on innovation. This year, we are rising to the challenge of meeting the needs of diverse cultures, of supporting athletes and media, and of paying particular attention to people with disabilities. For us, it's about demonstrating our ability to adapt and elevate the expertise we nurture in our hotels every day.

For the first time since its creation in 1967, Accor is leveraging its expertise to support that most eagerly awaited events – the 2024 Paris Olympic & Paralympic Games. It is undoubtedly a source of great pride for us, but it also presents a challenge. The last Olympics organized in Paris were in 1924, exactly a hundred years ago. As a Premium Partner of Paris 2024, Accor will roll out its complete vision of hospitality throughout the Athletes and Media Villages, in our hotels, at Club France and during the opening ceremony of the Paralympic Games.

LET'S MAKE THIS OCCASION A MOMENT TO BE PROUD OF. Now is the time for us to put France on the map. For Accor, it is an opportunity to showcase our talents. This will be a moment in time when magic happens, creating memories that will touch the lives not only of our guests, but also of our partners, owners and teams.

Let Paris 2024 begin!

Sébastien Bazin,
Chairman and CEO, Accor



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ACCOR, PARTNER OF CHOICE FOR PARIS 2024

2016, FASTER: BIDDING

Since 2016, the year applications opened for the 2024 Olympic & Paralympic Games, Accor has supported Paris. The Group has been working with the Bid Committee as an Official Partner, as a French Hospitality Group and a leading tourism operator.

2021, HIGHER: COMMITMENT

Accor embodied its commitment during the Destination France Summit. On this occasion, the Group became an Official Partner of the 2024 Paris Olympic & Paralympic Games.

2023, STRONGER: RAMPING UP

A year later, Accor brought a new dimension to its commitment. The Group became a Premium Partner of the Paris 2024 Olympic & Paralympic Games. Proud of promoting French excellence and expertise, Accor is committed to offering outstanding services in its hotels, for everyone: visitors, tourists and locals alike; and in its villages, for athletes and the media.

2024, CLOSER TOGETHER: THE EVENT

By celebrating sport with the world, Accor is making this large-scale partnership a reality. Going beyond just venues, our hospitality expertise will be showcased throughout the capital, and even more so on August 28, during the Paralympic Opening Ceremony.

2016

Accor Official Partner
of Paris 2024 Bid
Committee

2021

Official Partner
of Paris 2024

2023

**ACCOR
PARIS 2024
PREMIUM
PARTNER**

APRIL 2024

**START OF
MEDIA VILLAGE
OPERATIONS**

JULY 2024

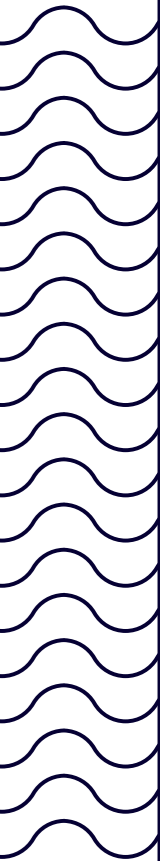
**START OF
ATHLETES
VILLAGE
OPERATIONS**

JULY 26, 2024

**OPENING CEREMONY
OF PARIS 2024
OLYMPICS GAMES**

**AUGUST 28,
2024**

**OPENING CEREMONY
OF PARIS 2024
PARALYMPIC GAMES**



ACCOR WELCOMES THE WORLD TO FRANCE



"With more than 15 million visitors expected during the Paris 2024 Olympic & Paralympic Games, it already promises to be a historic event. For the Group, it offers the chance to demonstrate our hospitality expertise and our vision of augmented hospitality on a large scale, as the guest experience forms the heart of what we do.

OUR TEAMS ARE READY AND EXCITED AT THE PROSPECT OF EMBARKING ON THIS EXTRAORDINARY JOURNEY.

They will be the reference points for athletes and visitors, helping them to discover the best that France has to offer; through sport, cuisine, nightlife, art, music, history, its regions, and so much more!"

Patrick Mendes,
CEO Accor Europe & North Africa,
Premium, Midscale & Economy Division

ACCOR GROUP IN FRANCE

1,700 +

HOTELS

including 650 in Paris 2024's
10 competition cities

140,000

ROOMS

including 5,600 PRM accessible

40,000

EMPLOYEES

1,200

BARS AND RESTAURANTS
IN HOTELS

21

BRANDS

ranging from super-economy to luxury

RAFFLES

SOFITEL



25h
twenty five hours hotels

DELANO

JOE
&
JOE

MAMA
SHELTER

MONDRIAN

SO/

the hoxton

pullman

Handwritten

NOVOTEL

MERCURE

TRIBE

ADAGIO

ibis

ibis
STYLES

greet

ibis
budget

hotelF1



“For the first time in the history of the Olympic & Paralympic Games, a hotel group is contributing to the management of the Athletes and Media Villages. The buildings we will be operating are configured as apartments so they can be used by people after the Games. They required substantial modification for our teams who are used to operating in a hotel environment. Thanks to the experience gained over previous sporting events, **ACCOR IS READY TO RISE TO THE CHALLENGE.**”

Tony Vasselin,
Senior VP
Operations –
Athletes and
Media Villages,
Accor

ATHLETES AND MEDIA VILLAGES? CHALLENGE ACCEPTED!

Accor oversees the management of some of the services within the Athletes and Media Villages.

The Group has been commissioned to manage several activities:

SUPPLY AND LAUNDERING OF LINEN

Accor supplies bed linen and towels and handling the laundry at the Villages.

MANAGEMENT OF THE RESIDENTS INFORMATION CENTER

Accor showcases its vision of hospitality in relation to operational information, lost property management and providing directions.

CLEANING OF APARTMENTS AND COMMUNAL AREAS

Consistent with the high standards of its hotels, Accor ensures the cleanliness of spaces within the Villages.

BREAKFASTS INSPIRED BY IBIS

In the Media Village, breakfast will be available every day between 5am and 12pm from June 2024, either to eat in or takeaway. Inspired by the standards of the ibis buffet breakfast, Accor is also committed to combatting and recovering waste.

KEY FIGURES

ATHLETES VILLAGE

71

RESIDENCES

comprising

OVER

14,300

BEDS

located in Saint-Denis, l'Île Saint-Denis and Saint-Ouen.

25,000

ATHLETES

for the entire duration of the Olympic & Paralympic Games.

MEDIA VILLAGE

23

RESIDENCES

comprising

OVER

1,500

BEDS

located in Dugny for almost 1,600 technicians, camera operators and video specialists.

100,000

BREAKFASTS

will be served, inspired by the ibis hotel range.

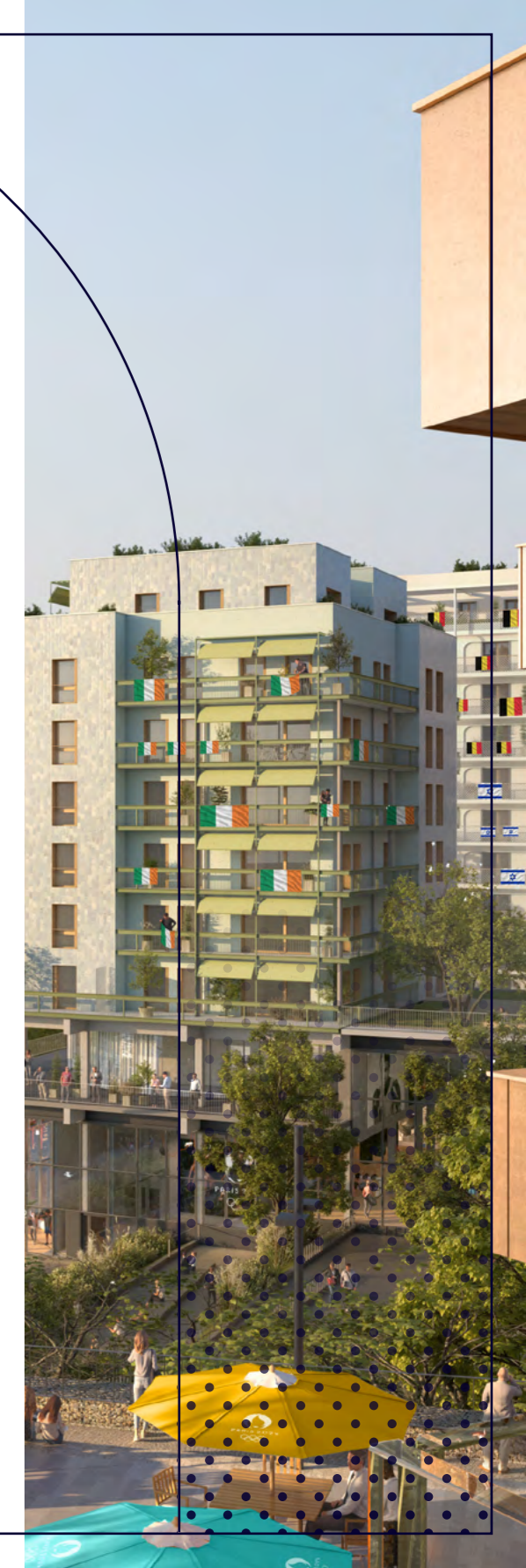
RECRUITING THE BEST CUSTOMER SERVICE AND HOSPITALITY CANDIDATES

Recruitment is an essential step in the smooth running of operations in the Athletes and Media Villages. More than 700 people will be working night and day for the entire duration of the 2024 Paris Games.

Accor is working closely with Randstad (official supporter of Paris 2024) to help identify and manage its recruitment needs. The aim is to hire more than 300 people to fill reception, management and breakfast service roles, as well as almost 450 cleaning staff. These positions are managed by partner cleaning companies who are approved by the Group and have signed up to Accor's Ethics and CSR Code.

Recruitment also requires the introduction of a comprehensive and tailored training process, essential to the success of Village operations. The Accor Academy, our in-house training provider, oversees the training for all staff hired.

Once the 2024 Paris Games have finished, the teams in charge of the Villages will be offered opportunities in our hotels to continue their journey within the Group and capitalize on the training provided. This commitment echoes the concept of Legacy promoted by Paris 2024.



WELCOMING GUESTS IN OUR HOTELS - OLYMPIC-STYLE PREPARATION

1 | ACCESSIBILITY: HOTELS OPEN TO EVERYONE

Long committed to promoting inclusion, equity and diversity, we are developing solutions and mechanisms to improve the customer experience on our digital platforms and in our hotels.

OUR FRENCH HOTELS ARE IN THE PROCESS OF OBTAINING THE “TOURISM AND DISABILITY” CERTIFICATION

This government accreditation, recognized by the tourism industry, means we are committed to achieving high-quality accessibility. Accor aimed to list 300 hotels in host cities, and at the end of April 2024, more than 330 hotels were already involved in the process.

OUR HOTELS OFFER ACCESSIBILITY TAILORED TO EVERY NEED

Introduced by our hotels, our internal hotel GPS app features a touch navigation system. It enables visually impaired people to move around the hotels and surrounding areas independently.

A joyful and playful signage of disabled car park spaces changes the way disability is viewed by making the space more inclusive.

Appropriate welcome areas are planned for every floor – at the reception and within meeting rooms we have included magnetic induction loops, and in guestrooms, the addition of light censored alarm clocks.

Beyond the Villages, within our hotels that we are also applying our vision of hospitality. A service designed to welcome locals and tourists who wish to experience all the excitement that the Games have to offer.

Every day, Accor opens its doors to millions of people from all walks of life, demonstrating our ability to adapt to all kinds of specific needs and cultures. To this end, as part of an ongoing improvement drive, the Heartists® have seized the opportunity offered by Paris 2024 to explore certain key parts of the guest experience in hotels.

THE SMART ROOM, A STYLISH AND ACCESSIBLE ROOM

Our stylish and accessible guest room is a further illustration of our efforts to ensure greater inclusiveness. With a customized closet (low or high position), adjustable bed, drapes, washbasin, mirrors, and the sliding bathroom door, every detail has been designed to meet PRM standards, without compromising on the aesthetic or the sensory experience. There is a wealth of adjustments that hotel managers can choose from to improve the accessibility of their rooms.

FROM AWARENESS RAISING TO TRAINING

To optimize preparation for welcoming guests during the event, fun videos were produced featuring Michaël Jeremiasz, multi-medal winning wheelchair tennis player and member of the ALL Champions Family, with selected members of the Accor teams also directly involved. These formats help to improve awareness of the challenges faced by disabled people and their experiences, whilst also sharing the correct etiquette to adopt. Best practices are covered by a chapter in Sportists Training, the Accor Academy's dedicated training module.



2 | SUSTAINABLE DEVELOPMENT: AT THE HEART OF WHAT WE DO

«AT ACCOR, WE FIRMLY BELIEVE THAT HOSPITALITY IS A VEHICLE FOR CHANGE

and that it has an essential role to play in overcoming today's environmental and social challenges. We are supporting Paris 2024 in its ambition and commitment to exemplifying the principles of sobriety, innovation and boldness.»

Cristina Ramos,
SVP Sustainability Accor
Europe & North Africa



HOTELS IN FOCUS

Following the elimination of single-use plastics in more than 97% of our French hotels, we are continuing our efforts to reduce food waste, promote responsible sourcing and optimize energy and water management. These are in line with the Group's target of achieving carbon neutrality by 2050.

In January 2024, more than 200 of our French hotels obtained the Clef Verte or Green Globe certification. Roll-out is ongoing across the rest of the country and throughout the world.

THE VILLAGES IN FOCUS

For the Athletes and Media Villages, we have selected partner companies that meet Accor's standards in terms of textile quality, CSR charter (Ecolabel), and responsible sourcing. By following a legacy-based approach, linen is rented for the duration of the Games, and then reused in our hotels or donated to healthcare establishments.

At the Villages, we are also opting to lease reconditioned IT equipment. As for meals, we are rolling out an organic recovery solution which helps tackle food waste.

3 | TRAINING: CUSTOMIZED SUPPORT

To fulfil our commitment to excellence, raising awareness and training our teams play an essential role. Thanks to the Group's in-house training organization created in 1984, the Accor Academy, Heartists® have access to a wide range of training. This allows them to consolidate both their expertise and soft skills during this unique event.

A specific Games training program, Sportist Training, has been rolled out for the occasion. More than 20 modules are available for hotels according to their needs, including

multicultural relations, welcoming and managing guests, specific operational training for bar and breakfast, welcoming people with disabilities, safety and security, and learning foreign languages, to name but a few.

These training modules are also available outside the Group, to other hotel operators and event partners who will be welcoming guests throughout the Games.

“AS WITH THE ATHLETES, OUR TEAMS' PHYSICAL AND MENTAL PREPARATION IS KEY TO THE GAMES' SUCCESS.

Through new training modules, available both in person and remotely, the Accor Academy is supporting hotel managers with the training of their Heartists® to welcome the whole world to France this summer.”

Pascaline Hazart,
VP Learning &
Development Accor
Academy Europe &
North Africa



ACCOR, CREATING UNFORGETTABLE MOMENTS



1 LEADING OUR HOTELS TO INSTILL ENTHUSIASM FOR THE GAMES

*“All our teams are actively involved in developing experiences that mark the occasion of the 2024 Paris Games. This historic event allows us to go one step further: in the Group’s hotels, and even in large gatherings such as Club France, **EVERY EFFORT WILL BE MADE TO MAKE THIS A MEMORABLE EXPERIENCE.**”*

Stéphanie Dartevelle,
VP Sponsoring
Accor Europe & North Africa

For Accor, hospitality is primarily about experiences. Our teams are constantly seeking unique opportunities to bring communities together and create rare, unforgettable moments.

Thanks to the “olympification” of the guest experience, adopting the Olympic colors with the “Look of the Games”, events, etc., our hotels are immersing guests in the excitement of the event.

For example, at ibis budget guests can try breakdancing and basketball in the communal areas. Whereas, at ibis Styles, photo shoots will immortalize the passion experienced during the Games and at Novotel, kids can enjoy the fun activities book based on Paris 2024.

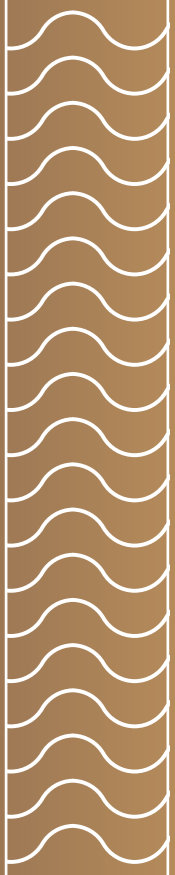


MOOD SERVICE, MEMORIES GUARANTEED

In some hotels, a very special service has been created specifically for the 2024 Paris Games: **Mood Service**. Every evening there is the chance to relax on the terraces, rooftops, bars and restaurants in our hotels. Between 6pm and 9pm, guests can enjoy a fun activity according to their mood that day (relaxed, celebratory or in need of comfort). They can enjoy a service (make-up session), drink at the bar, or gift (supporter’s kit).

FROM THE STADIUM TO THE TABLE: SAVORING PARIS 2024

The Food & Beverage range in our hotels is also representing and supporting Paris 2024. Guests will be able to enjoy the breakfast dishes favored by the athletes in our ALL Champions Family, like Paralympic cyclist Marie Patouillet’s banana pancakes or fencer Alexandre Sido’s vitamin-packed smoothie. Some of our hotels will also offer takeaway dishes to give guests an energy boost on the move. Events (themed evenings, games, gift experiences, etc.) are also being developed at a number of bars thanks to various collaborations.



2 / ALL - ACCOR LIVE LIMITLESS: EXCLUSIVE EXPERIENCES FOR OUR MEMBERS

ALL is also offering its members a wide range of activities and Limitless Experiences (overnight stays combined with exclusive experiences) to create unforgettable memories: tickets for sporting events, behind the scenes access, the chance to meet Olympic & Paralympic athlete members of the ALL Champions Family.

The dedicated website [ALL x Paris 2024](#) enables ALL members to use their Reward points to enter prize draws and auctions to win exclusive packages to enjoy the Games in a completely unique way.

3 / THE ALL SUITE IN CLUB FRANCE: THE ACCOR EXPERIENCE CONTINUES

Accor is extending its commitment to unique experiences to include Club France, a hot spot for celebrating sport and French athletes during the Games. ALL, the Group's loyalty program and booking platform will allow access within the venue.

Located at the Parc de la Villette, this meeting and socializing space will be open during the Olympic & Paralympic Games, from 10am to 11pm. Some 700,000 visitors are expected to cheer on the athletes and watch the events on big screens.

A BESPOKE LINE UP

Year on year, Accor offers the best entertainment through its brands — and Paris 2024 is no exception. ALL is involved in the celebrations at Club France with the "ALL Suite". The schedule will include conferences, exclusive evening events, tasting experiences and the chance to meet athletes on its 400 m² terrace.

The ALL Suite will enable owners, partners, teams, guests, athletes and visitors to enjoy the 2024 Paris Games and to prolong the experience of this colorful event. Made up of workspaces, a panoramic terrace and a



bar, it also offers the opportunity to dive into the Accor universe, notably through the recreation of the Smart Room, our bold accessible guestroom concept for people with disabilities.

In terms of F&B, Accor will manage the service alongside Potel et Chabot, the exclusive official caterer for the venue and one of the Group's brands. Guests will be able to experience this world-famous culinary offering and its top-quality service.

PASSION FOR SPORT IS IN OUR DNA

The Group's commitment to sport is not new. For decades, Accor has been involved in sport in various guises: with PSG, Roland Garros, French Riviera Open, SailGP, America's Cup, Rugby and Football World Cups, Olympic Games, etc. And a new milestone in France, the Group's birthplace, with Paris 2024!

1 SUPPORTING ATHLETES' PREPARATIONS

Accor has created the ALL Champions Family, a team made up of five male and five female athletes, aged 18 to 56, and boasting more than 180 titles between them. Far more than just a team, the ALL Champions Family is a family, just like the Group: multicultural, committed and successful. It embodies the values of excellence, commitment, and passion.

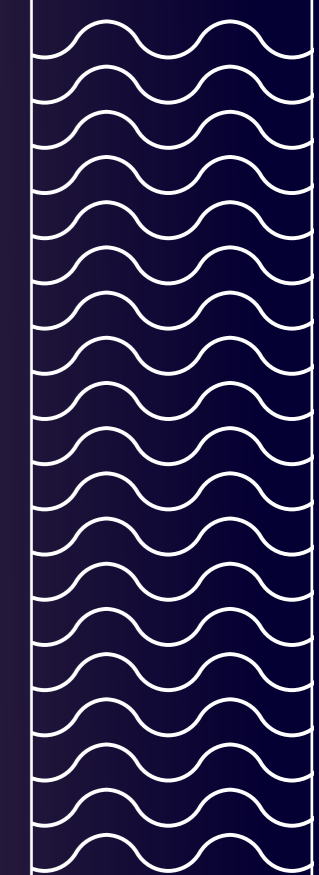
The true embodiment of the Accor mindset, the ALL Champions Family, speaks out on issues and values core to the Group and is involved in sport-related events. Marie Patouillet, para cyclist and doctor, is particularly involved in gender equality awareness, feminism and the inclusion of LGBTQIA+ communities. Another example includes para table tennis player Thu Kamkasomphou who is supportive of disability issues.



HAKIM AREZKI, BLIND FOOTBALL
AMANDINE BUCHARD, JUDO
CARLOTA DUDEK, BREAKDANCING
MICHAËL JEREMIASZ, WHEELCHAIR TENNIS
THU KAMKASOMPHOU, PARA TABLE TENNIS
NIKOLA KARABATIC, HANDBALL
MADELEINE LARCHERON, SKATEBOARD
MARIE PATOUILLET, PARA CYCLING – TRACK AND ROAD
ALEXANDRE SIDO, FENCING
KAULI VAAST, SURFING

OUR HEARTISTS® TENDING ATHLETES' EVERY NEED

Accor is ensuring that it provides athletes with optimum conditions during Paris 2024. In addition to the Villages, the Group will support Paralympic athletes in the reception and warm-up areas, ahead of the Paralympics opening ceremony on August 28. On this occasion, More than 150 volunteers will make sure athletes are fully catered to at the Place de la Concorde: refreshments, relaxation, souvenir photos, etc. Their every need will be met, making certain they enter the ceremony under optimum conditions.





"We are committed to supporting the health and wellbeing of our employee Heartists® so that physical activity permeates through our offices and our hotels. In-house sporting events, as well as the ALL Champions Family, are excellent ways of encouraging the uptake of sport and support for our partnership with Paris 2024."

Stéphanie Dartevelle,
VP Sponsoring Accor
Europe & North Africa

2 ENCOURAGING OUR TEAMS TO TAKE PART IN SPORT

The 2024 Paris Games act as a springboard that will enable us to develop new sport and health-based concepts which will allow our employees to learn about numerous activities. In addition to this, employee wellbeing will improve thanks to workshops focused on healthy eating and quality sleep.

Building on its initiatives and activities, Accor won the award for Go For 30, a Paris 2024 program that recognizes the most active partners, on the topic of "Move More".

GET ACTIVE, HEARTISTS®! THE WELLBEING PROGRAM DEDICATED TO OUR TEAMS

Accor has launched Get Active, Heartists®, a program that encourages our teams to adopt a healthier and more active lifestyle. A communal space allows them to take part in numerous challenges based on exercise and health, whilst bolstering team spirit.

WITH MAKE.ORG, ACCOR IS JOINING THE NATIONAL CAUSE, PRATIQUE DU SPORT

With the support of Paris 2024 and the French Ministry of Sport and the Olympic & Paralympic Games, Accor is a proud partner of the national movement, Pratique du Sport, launched by the platform Make.org. The Group is involved in the roll-out of solutions promoting physical activity amongst the French population, in 2024 and beyond.

3 RESAEVENTS: OUR DIGITAL SOLUTION FOR SPORTING EVENTS

Demonstrating its ongoing commitment to sport, Accor has developed an innovative solution for the management and organization of major sporting events through its subsidiary ResaEvents.

Following a bidding process, the Group provided Paris 2024 with a white label digital platform for reserving and paying for hotel rooms.

Hosted by ResaEvents, this platform combines both our hotel expertise and our technological innovation. The aim is to bring together the entire hospitality offering around the Games' sites. The ResaEvents platform is tried and tested, having already been used during the 2023 Rugby World Cup, alongside Gekko, and its aim is to position itself as the leading solution for the organization of major global sporting events.



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SOCIAL MEDIA



THE ALL UNIVERSE FOR PARIS 2024

[Paris 2024 x ALL — Accor Live Limitless](#)

Accor is a world leading hospitality group offering experiences across more than 110 countries in more than 5,600 properties, 10,000 food & beverage venues, wellness facilities or flexible workspaces. The Group has one of the industry's most diverse hospitality ecosystems, encompassing more than 45 hotel brands from luxury to economy, as well as Lifestyle with Ennismore. Accor is committed to taking positive action in terms of business ethics & integrity, responsible tourism, sustainable development, community outreach, and diversity & inclusion. 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 us on [X](#), [Facebook](#), [LinkedIn](#), [Instagram](#) and [TikTok](#).

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