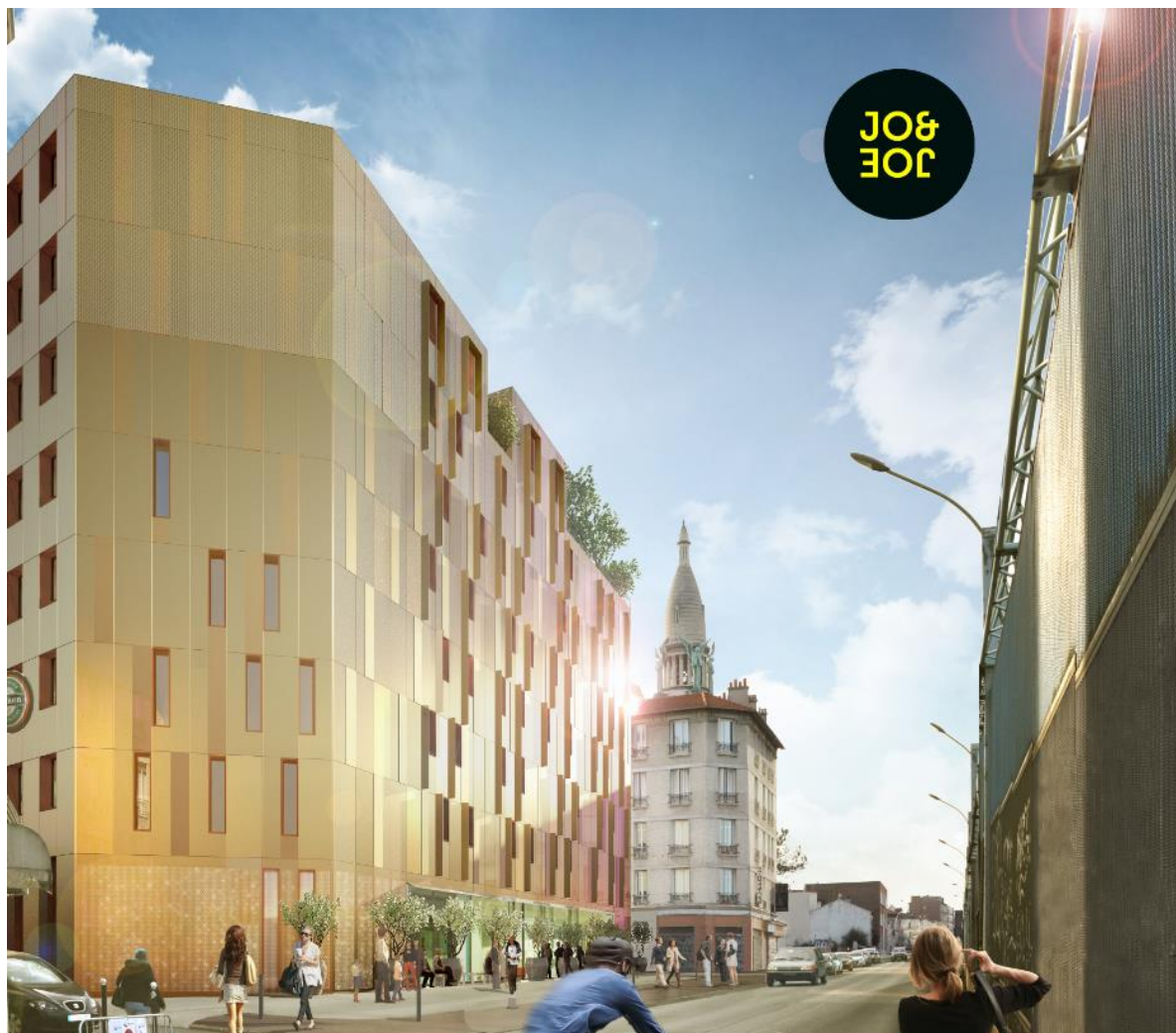


Press release  
Paris, 5<sup>th</sup> April 2017



## AccorHotels unveils the first low carbon BBCA labelled hotel: JO&JOE Paris

As part of its sustainable development program Planet 21, which makes buildings a key priority, AccorHotels announced, at the second BBCA exhibition, the construction of the **first Low Carbon Building-labelled hotel, the JO&JOE Paris.**

HotelInvest, AccorHotels' property division, will use this project to **roll out and adjust the construction processes that will prove that energy transition is now an accessible reality.** For example, the building will have a glued laminated timber superstructure and its energy and digital architecture will feature many innovations. The new establishment is due to open in the second half of 2018.



**JO&JOE** is AccorHotels' new hospitality concept which blends the best of the private rental, hotel and youth hostel formats. **This will be the brand's first open-house in Paris.** It will be located close to the rapidly developing Paris University student residence district in Gentilly, a suburb of Paris, on rue Paul Vaillant Couturier. The establishment **will be spread over nearly 6,000m<sup>2</sup>, offering guests 569 beds, a bar restaurant for up to 150 people as well as a large indoor garden and green terraces.** Reflecting the brand's DNA, it will feature open spaces and a seamless indoor-outdoor design that encourages mobility and exchanges between tripsters and townsters.

AccorHotels is a founding member of the BBCA (French low carbon building association). It helped draft the Low Carbon Building reference document and widen its scope to include the construction of new hotels. Yesterday, at the BBCA exhibition, the team led by architecture firm Jean Paul Viguier and assisted by Artelia, was awarded the "design phase BBCA Low Carbon Building label" CERTIVEA for the JO&JOE Paris project. The project will have to meet the label's four criteria: **sustainable construction, controlled operation, carbon storage and the circular economy (see annex below).**

John Ozinga, **COO HotellInvest**, declared, *"We are pleased and proud to have defined a low carbon label for the hotel industry with BBCA in less than one year and to launch the construction of the first low carbon hotel building. As a hotel investor and owner, our objective is to construct and operate our buildings sustainably, so we can reduce their carbon footprint throughout their lifecycle. Defining this label and putting it into practice with the first JO&JOE Paris address, represents a vital first step towards making our buildings carbon neutral, which is one of the priorities of our Planet 21 program."*

Hélène Génin, **deputy CEO of BBCA**, added, *"The BBCA association spearheads low carbon buildings and is delighted to highlight the outstanding constructions at the forefront of this field. With this exemplary BBCA-labelled hotel, AccorHotels Group is opening the way for this label in the hotel industry."*

#### ABOUT ACCORHOTELS

AccorHotels is a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 4,100 hotels, resorts and residences, as well as in over 3,000 of the finest private homes around the globe. Benefiting from dual expertise as an investor and operator through its HotelServices and HotellInvest divisions, AccorHotels operates in 95 countries. Its portfolio comprises internationally acclaimed luxury brands including Raffles, Sofitel Legend, SO Sofitel, Sofitel, Fairmont, onefinestay, MGallery by Sofitel, Pullman, and Swissôtel; as well as the popular midscale and boutique brands of 25hours, Novotel, Mercure, Mama Shelter and Adagio; the much-prized economy brands including JO&JOE, ibis, ibis Styles, ibis budget and the regional brands Grand Mercure, The Sebel and hotelF1. AccorHotels provides innovative end-to-end services across the entire traveler experience, notably through the recent acquisition of John Paul, world leader in concierge services.

With an unmatched collection of brands and rich history spanning close to five decades, AccorHotels, along with its global team of more than 250,000 dedicated women and men, has a purposeful and heartfelt mission: to make every guest Feel Welcome. Guests enjoy access to one of the world's most rewarding hotel loyalty programs - Le Club AccorHotels. AccorHotels is active in its local communities and committed to sustainable development and solidarity through PLANET 21, a comprehensive program that brings together employees, guests and partners to drive sustainable growth. Accor SA is publicly listed with shares trading on the Euronext Paris exchange (ISIN code: FR000120404) and the OTC marketplace (Code: ACRYF) in the United States.

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**ANNEX**  
**How the JO&JOE Paris building meets the BBCA label's four criteria**

<p style="text-align: center;"><b><u>Sustainable construction</u></b></p> <ul style="list-style-type: none"> <li>➤ Wooden superstructure</li> <li>➤ Implementation of dry and industrial solutions to facilitate the beginning of construction and minimize on-site waste;</li> <li>➤ Use of low-carbon concrete for the infrastructure;</li> <li>➤ Use of bio-based materials;</li> <li>➤ Appropriate sizing rules for technical equipment to avoid over-sizing and wasteful consumption.</li> </ul>	<p style="text-align: center;"><b><u>Controlled operation</u></b></p> <ul style="list-style-type: none"> <li>➤ Production of heat flows using local geothermal energy;</li> <li>➤ Rain water collection for toilets and garden watering;</li> <li>➤ An elevator that uses energy regeneration technology, battery storage and additional solar power;</li> <li>➤ Energy architecture that contributes to guest comfort, notably in terms of air quality.</li> </ul>
<p style="text-align: center;"><b><u>Carbon storage</u></b></p> <ul style="list-style-type: none"> <li>➤ Wooden structure (floor boards, facade paneling, posts, beams);</li> <li>➤ Bio-based, flexible flooring;</li> <li>➤ Bio-based thermal and acoustic insulation materials;</li> <li>➤ Bio-based paint.</li> </ul>	<p style="text-align: center;"><b><u>Circular economy</u></b></p> <ul style="list-style-type: none"> <li>➤ Dry, removable construction elements, allowing full flexibility for the building's future uses;</li> <li>➤ Incorporating second life materials in its construction.</li> </ul>