

## Press release

Paris, January 27th 2014

# Vivek Badrinath is appointed Deputy Chief Executive Officer

Vivek Badrinath joins Accor as Deputy Chief Executive Officer. He will be responsible for marketing, digital solutions, distribution, and information systems. Vivek Badrinath will be a member of the Group's Executive Committee. This appointment will be effective as of March 1<sup>st</sup>, 2014.

Reacting to this appointment, Sébastien Bazin, Chairman and CEO of Accor, declared: *"I am very happy Vivek has agreed to join Accor. He will be responsible for areas that are key to the Group's success and the development of its brands. I am convinced that his perfect knowledge of digital issues and his international experience will give new impulse to Accor's teams and be sources of innovation and creativity. He brings 20 years of experience in an industry that has been through several technological revolutions and this will enable us to handle the major challenges facing the hotel sector and be ahead of the curve."*

Vivek Badrinath was born in 1969. He is a graduate of École Polytechnique and École Nationale Supérieure des Télécommunications (ENST).

Vivek Badrinath started his career in 1992 at the French Ministry of Industry. In 1996, he joined Orange, working in various technical positions with the Long Distance Networks Department before moving to be CEO of Thomson India in 2000. He returned to Orange in 2004 as Technical Director in charge of mobile activities and then joined the group's Executive Committee in 2009, heading up the Networks and Operators Division. He was then named Executive Director of Orange Business Services from April 2010 to April 2012 before being appointed Deputy Chief Executive Officer in charge of Innovation, Marketing and Technologies on May 1, 2013.



Accor, the world's leading hotel operator and market leader in Europe, is present in 92 countries with more than 3,600 hotels and 460,000 rooms. Accor's broad portfolio of hotel brands - Sofitel, Pullman, MGallery, Grand Mercure, Novotel, Suite Novotel, Mercure, Adagio, ibis, ibis Styles, ibis budget and hotelF1 - provide an extensive offer from luxury to budget. With more than 160,000 employees in Accor brand hotels worldwide, the Group offers its clients and partners 45 years of know-how and expertise.

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