



Press release

APRIL 17, 2020

Accor and Bureau Veritas launch a label based on sanitary measures to support the return to business in the hospitality and restaurant industry

Accor, a global leader in augmented hospitality, and Bureau Veritas, a world-leading provider in testing, inspection and certification, have joined forces to develop a label designed to certify that the appropriate safety standards and cleaning protocols have been achieved to allow businesses to reopen.

Franck GERVAIS, CEO Europe Accor, said, "Welcoming, protecting and taking care of others is the very DNA of Accor and at the heart of what we do. Today, more than ever, our employees, customers and partners need to be reassured of our ability to offering them the best welcome possible. As the European leader in hospitality, it is our duty to anticipate needs and respond to health and safety requirements by adhering to the highest standards. We are pleased to be pioneering this drive with Bureau Veritas and to extend it to all stakeholders."

Jacques POMMERAUD, CEO Bureau Veritas Africa & France, added: "For almost 200 years, it has been Bureau Veritas' mission to shape a world of trust. With this label, today we have the ability to meet the new expectations of our society in terms of health and safety. This label will contribute to the hospitality and restaurant industry reopening with confidence. We are proud to work with Accor, at first in France and subsequently in all European countries. This approach will benefit the entire industry as every company could request to be certified by Bureau Veritas."

The label will cover both accommodation and catering, and will set the sanitary standards applicable to all the Group's hotels as well as to other chains and independent hotels. The project was carried out in partnership with doctors and epidemiologists, and has been developed in collaboration with Accor owners and trade associations, such as UMIH, GNC, and GNI.

The project will be shared next week within *Alliance France Tourisme* as well as with the relevant ministries (French Ministries of Tourism, Health and Labor) so that they are actively involved in – and validate – the recommended standards. Concrete proposals will be submitted, in France and subsequently in Europe, to the various governments, relevant ministries and committees for the easing of lockdown measures.



Concretely, the output of this effort will be an operational guide made available to all stakeholders in the hospitality industry, enabling them to rigorously apply the health and safety recommendation of authorities (WHO, Health Ministry etc), both in guest services spaces and in back office and catering spaces. European customers will be able to check on a dedicated Bureau Veritas website, before they book their next stay whether any hotel or restaurant has been certified or not by Bureau Veritas.

ABOUT ACCOR

Accor is a world-leading augmented hospitality group offering unique and meaningful experiences in 5,000 hotels, resorts, and residences across more than 110 countries. With an unrivalled portfolio of brands from luxury to economy, Accor has been providing hospitality savoir-faire for more than 50 years.

Beyond accommodations, Accor enables new ways to live, work, and play with Food & Beverage, nightlife, wellbeing, and co-working brands. To drive business performance, Accor's portfolio of business accelerators amplifies hospitality distribution, operations, and experiences. Guests have access to one of the world's most attractive hotel loyalty programs.

Accor is deeply committed to sustainable value creation, and plays an active role in giving back to planet and community. Planet 21 – Acting Here endeavors to act for “positive hospitality”, while Accor Solidarity, the endowment fund, empowers disadvantaged people through professional training and access to employment.

Accor SA is publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACRFY). For more information visit accor.com, or become a fan and follow us on [Twitter](#) and [Facebook](#).

ABOUT BUREAU VERITAS

Bureau Veritas is a world-leading provider in testing, inspection and certification. Created in 1828, the Group has more than 78,000 employees located in more than 1,500 offices and laboratories around the globe. Bureau Veritas helps its clients to improve their performance by offering services and innovative solutions in order to ensure that their assets, products, infrastructure and processes meet standards and regulations in terms of quality, health and safety, environmental protection and social responsibility.

Bureau Veritas is listed on Euronext Paris and belongs to the Next 20 index.

Compartment A, ISIN code FR 0006174348, stock symbol: stock symbol: BVI.

For more information, visit <https://www.bureauveritas.fr/>

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