

PRESS RELEASE

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ALL-ACCOR LIVE LIMITLESS LAUNCHES A NEW DIGITAL MOBILITY SERVICE DEVELOPED WITH KARHOO.

- **The Mobility service is a reservation service for taxis and private hire vehicles, designed with Karhoo, a subsidiary of Mobilize.**
- **Now available in 490 cities across 21 countries, this feature supports loyalty program members when travelling and in their everyday lives.**

Thanks to this mobility service, members of the loyalty program can now reserve their taxi or private hire vehicle on the ALL app or the website All.com¹. Members automatically earn additional points when paying by credit card and can also choose to pay their fare using their points.

The mobility service covers 490 European cities, as well as Dubai and New York, and addresses two main needs:

- Trips when traveling – to go to a station, airport or an Accor hotel. This is a particularly useful service when abroad, where guests are often unaware of how to reserve and pay for taxis or chauffeur-driven vehicles.
- Day-to-day travel, whether personal or professional, to go to a meeting or a restaurant.

The service allows users to compare, in real time, available taxi and private hire vehicle offers and to make their choice according to rate, waiting time, vehicle category (electric, traditional, etc.) and available extras (e.g. child seat).

¹ App Store or Google Play

The mobility service is the result of a strategic and technological partnership between ALL and Mobilize, the Renault Group brand dedicated to new mobilities, via its start-up Karhoo. Karhoo's mobility aggregation platform allows hospitality and travel industry professionals, as well as businesses, to offer taxi and private hire vehicle services to their guests through their online and mobile apps and under their own branding.

According to **Mehdi Hemici, Chief Loyalty & Partnerships Officer Accor**, *“With the travel rebound, we wanted to provide a tangible service at home or away for our ALL App users. This one-stop-shop mobility solution is seamlessly integrated after your hotel reservation. It allows our ALL members to book their airport transfer to their hotel or book a ride in their home city with their ALL points. Both convenient and consistent wherever you are.”*

“Facilitating mobility for everyone everywhere is at the heart of Mobilize’s purpose and we are proud of this collaboration with Accor as part of the ALL loyalty program. Our urban travel distribution platform features powerful technology enabling users to be connected to 1.8 million vehicles from 2,500 taxi and private hire fleets throughout the world. Adding mobility to the services our business partners, such as Accor, already offer allows them to improve their customers’ experiences and satisfaction”, said **Fedra Ribeiro, CEO of Karhoo**.

By 2050, seven out of 10 people (68%) will live in an urban environment compared with just over one in two at present (55%)². The behaviour, needs and expectations of city dwellers will therefore be required to change dramatically in terms of urban travel. With increased demand, major societal challenges will emerge: city dwellers, less likely to own a means of transport will be able to select the mobility option that best meets their needs according to their location.

Accor, a global leader in hospitality, aims to become the first hotel operator to offer multimodal transport services (eventually including micro-mobility and shared vehicle offers) to its members with a gradual extension of its global coverage.

About Mobilize

Mobilize, the brand of Renault Group dedicated to new mobility, offers a wide range of services around the vehicle thanks to an integrated technological platform: financing, insurance, payments, energy, maintenance and refurbishing. Built around open ecosystems, Mobilize encourages a sustainable energy transition, in line with

² Source : Department of Economic and Social Affairs of the United Nation

Renault Group's goal of achieving carbon neutrality in Europe and its ambition to develop value from the circular economy. For more information, visit mobilize.com or follow Mobilize on sur Twitter, Instagram and LinkedIn.

About Karhoo

Karhoo connects vehicle fleets from all over the world with operators from the travel and hotel industry to create mobility solutions for travelers. Its platform provides seamless integration options (API/SDK/microsite) enabling partners to offer electronic toll collection and reservation services natively via their website and applications. Karhoo is supported by Mobilize, a Renault Group brand, and employs 150 people in 7 countries, including 50% in Products and Engineering. For more information, visit karhoo.com

About ACCOR

Accor is a world leading hospitality group consisting of 5,300 properties and 10,000 food and beverage venues throughout 110 countries. The group has one of the industry's most diverse and fully-integrated hospitality ecosystems encompassing more than 40 luxury, premium, midscale and economy hotel brands, entertainment and nightlife venues, restaurants and bars, branded private residences, shared accommodation properties, concierge services, co-working spaces and more. Accor's unmatched position in lifestyle hospitality – one of the fastest growing categories in the industry – is led by Ennismore, a joint venture in which Accor holds a majority shareholding. Ennismore is a creative hospitality company with a global collective of entrepreneurial and founder-built brands with purpose at their heart. Accor boasts an unrivalled portfolio of distinctive brands and approximately 230,000 team members worldwide. Members benefit from the company's comprehensive loyalty program – ALL - Accor Live Limitless – a daily lifestyle companion that provides access to a wide variety of rewards, services and experiences. Through its Planet 21 – Acting Here, Accor Solidarity, RiiSE and ALL Heartist Fund initiatives, the Group is focused on driving positive action through business ethics, responsible tourism, environmental sustainability, community engagement, diversity and inclusivity. 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 Twitter, Facebook, LinkedIn et Instagram.

About ALL - Accor Live Limitless

ALL - Accor Live Limitless is a daily lifestyle companion. ALL harness and enhance the brands, services and partnerships offered by the Accor's ecosystem. ALL delivers meaningful experiences and rewards to its most engaged customers while enabling them to work live, and play, far beyond their stay, at home and around the world. Thanks to this rich value proposition, Accor is bringing its Augmented Hospitality strategy to life with new digital platforms, iconic partnerships (Credit Cards, Mobility, Airlines, Entertainment with AEG, IMG, Paris Saint-Germain) and global roll-out plan for all its guests and loyalty members. ALL

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