



PRESS RELEASE

CORPORATE HOME EXCHANGE HAS SIGNED AN AGREEMENT WITH ACCOR IN ORDER TO LAUNCH A DEDICATED HOME EXCHANGE & COUCHSURFING PLATFORM FOR THE MEMBERS OF ITS COMMUNITY

Corporate Home Exchange and Accor signed a partnership agreement in order to allow to all 160 000 members of its professional network to exchange their home - primary or secondary - and to get the opportunity to couch-surf within a trusted environment: the network of their company, and thus to enjoy low-cost holidays abroad.

The Accor Group has multiple activities, in over 92 countries, that are organized in 6 different geographical centers: France, Europe (except France), Asia, Latin America & the Caribbean, Africa & Middle East and, finally, North America.

Their international presence is an undeniable advantage for the home exchanging benefits that Corporate Home Exchange offers, mainly because of the great variety of destinations available to all the employees of Accor.

Echangersamaison.com, the biggest public website of **Corporate Home Exchange**, brings together a great number of people who wish to exchange their home. The development of the ideals of collaborative consumption and the rapid growth of the number of home exchanges has proved to be an ongoing trend, which doesn't stop to develop and to expand all over the world.

Through its agreement with Corporate Home Exchange, Accor will offer this home exchange service through a customized platform, accessed only by the employees of the group.

Below are some key figures concerning public and corporate home exchange:

- √ Echangersamaison.com, one of the European leaders on the home exchange market, offers listings in more than 75% of the world. In a year, hundreds of families from 125 countries have joined in the trend of home exchange.
- √ The people who used to rent summerhouses for their vacations are becoming active members of the home exchange community. 36% of the people who currently exchange their home used to rent homes for the holidays before realizing the economic benefits that home exchange has to offer!
- √ Europe is the continent with the fastest-growing home exchange community. 54% of the members of Homeforswap.com who participated in a home exchange come from Europe. A great opportunity for Accor, who operates in Europe in more than 1,600 hotels.

- √ South America and Asia show promising results. Although this concept is new to the cultures of these two regions of the world, but globalization and the spread of the Internet allows to the home exchange concept to expand to new cities around the world. Accor profits from this rise in the South American and Asian regions, where the group currently has 800 hotels.
- √ London, Paris, Madrid and Berlin are the cities that have made the most home exchanges - cities where Accor is present under different brands.
- √ The home exchange concept is actively linked with the ecotourism movement and the protection of our environment. Indeed, it is clear that a family of 4 people can reduce their CO2 consumption by 37%, when they choose to participate in a home exchange rather than staying at a hotel. For many years Accor has been committed to the principles of corporate responsibility and sustainable development, as advocated by the Global Reporting Initiative.

Projection for Corporate Home Exchange and Echangersamaison.com for 2014

Countries in which home exchange will probably increase significantly are Spain, the United States and the United Kingdom. The behavioral changes of their citizens have contributed in the revolutionization of the urban lifestyle as well as of the way and means of travel. Home exchange is undoubtedly taking the lead in the ways of alternative travelling. The positive results of 2013 are only the beginning of an even greater worldwide success during 2014.

About Accor

Created in 1967, it has become today one of the world's leading hotel operator and the leader of the European market. The Accor group is present in 92 countries, with over 3 500 hotels and more than 450 000 rooms. With more than 160 000 employees worldwide, Accor offers an impressive portfolio of complementary brands, ranging from luxury to budget hotels: Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, ibis, ibis Styles, ibis budget, hotelF1...

About Corporate Home Exchange and Echangersamaison SAS

Corporate Home Exchange (www.corporatehomeexchange.com) offers to international companies the opportunity to create a dedicated and customized home exchange platform for its employees of the same corporate group, while also handling its management, customer care service and its prompt maintenance. Moreover, Echangersamaison.com has, for several years, provided a large home exchange portal, and it counts more than 30,000 members in over 120 countries.

In early 2013, Echangersamaison.com launched a new version of its public website that offers many innovative tools that gives it a certain advantage in comparison to its competitors, such as incorporating Google Maps in its search tool, creating an internal messaging system, and having a unique algorithm that enables the user to find the best house that matches its criteria for its next holiday.

In addition, Homeforswap SAS launched in 2013 WIZZII.com, a nightly rental public site for individuals. This new page has already been incorporated on the Italian, Portuguese and Spanish markets.