

Press Release  
Paris/Hamburg - November 7th, 2016

## 25hours Hotels and AccorHotels announce strategic partnership



25hours Hotels today announces that **AccorHotels** is acquiring a **30% stake in its capital**, with the objective of accelerating the global expansion of the 25hours brand. 25hours is also expanding its internal development structures and establishing a creative laboratory for this purpose. AccorHotels will be a strategic partner of 25hours accompanying his long-term growth.

Christoph Hoffmann, CEO of 25hours commented, *“Loyal partners have supported our growth in the German-speaking market for the past ten years and we now also have the opportunity to conquer the world with a global partner. This strategic partnership represents a key milestone in our company’s history and a new adventure we are looking forward to.”*

Sébastien Bazin, Chairman & CEO of AccorHotels explains: *“This alliance came about because we were immediately attracted by these individual, design-oriented boutique hotels that are a great workplace for urban nomads and an ideal starting point for outings into key cities. Through this partnership, AccorHotels is investing further in one of the fastest growing segments in the industry and enriching its offer to achieve scale in this segment. Today, we are going one step further in our strategy to be a global leader in lifestyle hotels.”*

25hours Hotels currently operates seven individual hotels in Hamburg, Frankfurt, Berlin, Vienna and Zurich. A further five hotels will open in Zurich, Munich, Cologne, Düsseldorf and Paris in the next two years. The company has been looking to expand into other European countries for some time, and is now also targeting long haul destinations. *“Designing appealing hotels with exciting concepts is not enough. A country network with local experience and expertise is also needed. Thanks to AccorHotels’ longstanding know-how and worldwide support infrastructure, this is precisely what we now have on every continent”*, adds Hoffmann.

The organization structure of the 25hours Hamburg head office is currently being expanded to prepare for the opening of hotels with personality in Melbourne, Miami or Milan. The main focus of this process is to pool different areas of expertise by establishing a creative laboratory. *“We are talking about the Extra Hour Lab”*, explains 25hours Hotels Chairman Kai Hollmann, *“everything that sets the 25hours brand apart and makes it viable for the future is to evolve here. This includes design and storytelling as well as the extraordinary experience concepts and the atmospheric and sensual features.”* The lab will carry out off-the-wall experiments and design new, exciting creations that are detached from its day-to-day business, and unconventional for the industry. A suitable location has already been found for it and in a few weeks the team will move into the “Altes Zollhaus” (old toll house), a listed building in Hamburg’s inner-city port.

25hours Hotels will continue to be run by its CEO Christoph Hoffmann and his long-time management team. Their common goal is to lead the 25hours corporate culture into the future. *“We feel very much at home within the AccorHotels recent lifestyle strategy and are delighted to be an important partner of one of the world’s leading hotel operators”*.

This transaction is subject to the regulatory approvals of the German and Austrian antitrust authorities.

## About 25hours Hotels

25hours is a dynamic hotel concept that seeks to find contemporary answers to the needs of an urban, cosmopolitan traveller through service with an upbeat personality and charm. The brand focuses on individuality, authenticity and personality and designs each of its hotels with a unique style and story following the “You know one, you know none” motto. The 25hours Hotel Company was founded by the initiators Stephan Gerhard, Ardi Goldman, Christoph Hoffmann and Kai Hollmann. There are currently eight hotels in Hamburg, Frankfurt, Berlin, Zurich and Vienna being managed under the 25hours brand. A further five hotels are planned to open in the next two years in Zurich, Munich, Cologne, Düsseldorf and Paris.

More information on the 25hours Hotels: [www.25hours-hotels.com](http://www.25hours-hotels.com)

Press and image material: [www.25hours-hotels.com/de/company/medialimages.html](http://www.25hours-hotels.com/de/company/medialimages.html)

## Media Relations 25hours Hotels

Bruno Marti, Chief Brand Officer, 25hours Hotels  
bmarti@25hours-hotels.com, +41786190203

## ABOUT ACCORHOTELS

AccorHotels is a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 4,000 hotels, resorts and residences, as well as in over 2,500 of the finest private homes around the globe. Benefiting from dual expertise as an investor and operator through its HotelServices and HotelInvest divisions, AccorHotels operates in 95 countries.

Its portfolio comprises internationally acclaimed luxury brands including Raffles, Fairmont, Sofitel Legend, SO Sofitel, Sofitel, onefinestay, MGallery by Sofitel, Pullman and Swissôtel; as well as the popular midscale and boutique brands of Novotel, Mercure, Mama Shelter and Adagio; the in-demand economy brands including ibis, ibis Styles, ibis budget and the regional brands Grand Mercure, The Sebel and hotelF1. With an unmatched collection of brands and a rich history spanning close to five decades, AccorHotels, along with its global team of more than 240,000 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: FR0000120404) and the OTC marketplace (Code: ACRYF) in the United States.

### 25hours Media Relations

**Bruno Marti**  
Chief Brand Officer  
T +41 (0)78 619 02 03  
bmarti@25hours-hotels.com

**Laura-Marie Weiss**  
PR Manager  
T +49 (0)40 22 616 24 17  
lweiss@25hours-hotels.com

**Johanna Broese**  
Senior Consultant  
T +49 (0)30 726 208 209  
Johanna.broese@haebmau.de

AccorHotels Central Europe  
Corporate Communications & Social Responsibility  
Central Europe

**Eike Alexander Kraft**  
Liv Böing

T +49 (0) 89 63002 111  
newsroomCE@accor.com

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