



Press release

Accor Services and Europ Assistance® combine their expertise to create Bien-Être Assistance®

A shared platform designed to address the development challenge of Services to People

Paris, December 8, 2005. Encouraged by the momentum created by the French *Plan Borloo*, two of the major players in services to people, Accor Services through its Bien-Être à la Carte ® division and Europ Assistance®, are combining their expertise to create **Bien-Être Assistance®, a professional platform to support the users of Services to People.**

The new entity will be managed jointly by the two operators, and will supply a broad range of information, advice and **contact with qualified service providers.**

Bien-Être Assistance® will be marketed to companies (employers and/or work councils) as well as local and public authorities, which shall then offer its services to their employees, beneficiaries and citizens.

Bien-Être Assistance® will cover three key service areas via an extensive and approved network of qualified and controlled service providers:

- **Family support:** for children (childminding, school support, etc.), elderly people (finding domestic help, home delivery of shopping, etc.) and the disabled (transport, information about help with daily life issues, etc.);
- **Personal assistance:** assistance in dealing with legal and official issues, and social support;
- **Daily life services:** travel, leisure and accommodation.

The aim of the new platform is to help its clients improve their personal and social performance. It offers a high-quality service designed to identify and provide support services that help employees or citizens to strike a better balance between their private and working lives.

“This is a strategic partnership between two great brands in the industry of services, which will join to support the development of the Services to People market, a vehicle for growth and new employment», declares Jean-Marc Espalioux Chairman of the Management board of Accor.

“The complementary nature of our areas of expertise – the day-to-day services of Accor Services in our case, and emergency response in the case of Europ Assistance – will allow us to offer client companies a range of services designed to meet the needs of their employees, with Bien-Être Assistance® providing all the necessary quality controls”, adds Thierry Gaches, Managing Director, Marketing and Development at Accor Services.

“The development of Services to People is a key component of the Europ Assistance Group new strategy, which thanks to its 42 years of experience, aims at facilitating the daily life of French people. The addition of the competences and strengths of the two international groups, Accor and Europ Assistance will provide services with no equivalent in term of choice and quality” says Martin Vial, Managing Director of the Europ Assistance group.

“Europ Assistance France has been one of the first entities to sign the Borloo Plan for the development of Services to People. The alliance we have formed with Accor Services is in line with this commitment. We are going to offer the market a strong and reliable brand for the French people», adds Thierry Depois, Managing Director of Europ Assistance France.

With 168,000 people in 140 countries, **Accor** is the European leader and one of the world's largest groups in travel, tourism and corporate services, with two major international activities:

- **hotels**: over 4,000 hotels (more than 470,000 rooms) in 92 countries, casinos, travel agencies, and restaurants;
- **services** to corporate clients and public institutions: 19 million people in 36 countries use a broad range of services (food vouchers, people care and services, incentive, loyalty programs) engineered and managed by Accor.

Accor Services designs, develops and manages innovative solutions that reconcile the personal aspirations of employees with the productivity targets of employers.

Accor Services are used by 300,000 companies and local authorities, and 19 million employees in 36 countries worldwide. Accor Services is the world leader in the provision of service vouchers, and the other division of the Accor group.

Founded in 1963, **Europ Assistance** is the inventor of the assistance concept. It provides its services worldwide to bring its private and corporate customers the appropriate solutions to exceptional and day-to-day situations, 24 hours a day, 365 days a year. Since 2004, the Europ Assistance Group has extended its range of services to health and home & family assistance, thereby renewing its growth engines around its two traditional activities, travel and automobile assistance.

Fully controlled by the GENERALI Group, the Europ Assistance Group currently covers 208 countries in its service offer and comprises 50 companies present in 33 countries and employing 4,000 people.

In 2004, the Europ Assistance Group performed 7.4 million operations worldwide in response to 41.9 million calls handled by medical personnel comprising 105 coordinating doctors, 170 transporting doctors and a network of 401,000 partners coordinated by 3,500 assistance officers in 35 call centres around the world.

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