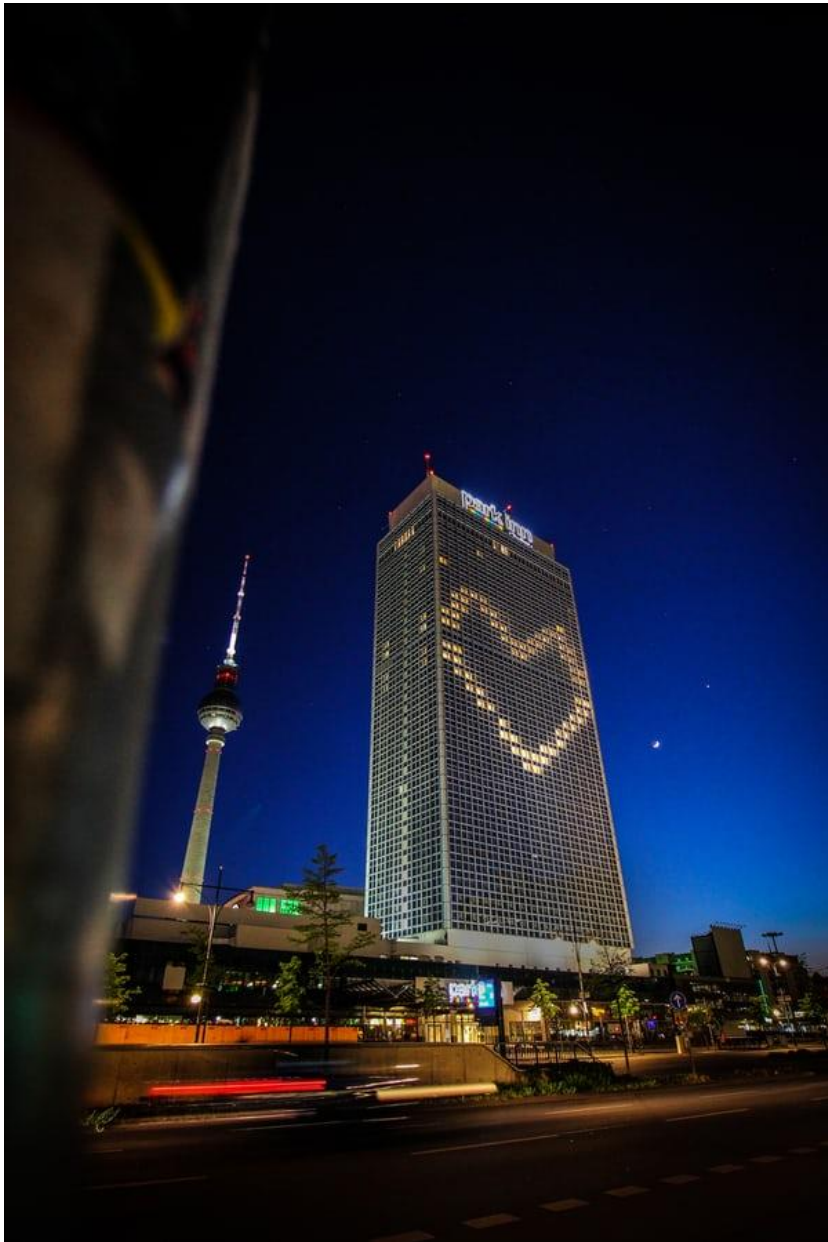


*All Heartist Fund*



ACCOR

ACCOR



*« In light of the urgency and the scale of the situation, we have decided to act in an immediate and meaningful way, in the spirit of our values and commitments. »*

*Sébastien Bazin*

***Welcoming, protecting and taking care of others is at the heart of what we do and who we are.***



# The Project

*In April 2021, Accor created the All Heartist Fund, by allocating **25% of the 2020 planned dividend (corresponding to 70M€)** to support its collaborators & partners in distress.*



With the support of its board of directors, our group have made a **meaningful contribution to global solidarity initiatives** during the current health and economical crisis.



The **priority of the group**, all the more during the pandemic remains its **300 000 collaborators**, worldwide working in HQs and/or in Hotels under Accor brand umbrella → **The Heartists.**



Since its creation, the ALL Heartist Fund has supported more than **95 000 requests**, in **75 countries.**



Since April 2021, AHF opens new opportunities, for example, by contributing to **student internships funding in hotels** under Accor brand.





# The Beneficiaries

*ca. 95k requests have already been funded worldwide as of September 2021 to mainly support our Heartists in distress as well as frontliners or individual partners suffering from personal financial distress.*

Recipients

## HEARTISTS

**Cat. 1 :** Financial access to Covid-19 hospitalization & death allowance for heartists

**Cat. 2 :** Heartists in financial distress (nutrition, health, safety, housing, education, funerals) due to Covid-19 unemployment (with impactful income fall)

## INDIVIDUAL PARTNERS

**Cat. 3 :** Individual partners (not businesses nor corporations) suffering from personal financial distress due to Covid-19 business interruption.

## FRONTLINE FIGHTERS

**Cat. 4 :** On-the-field professionals engaged in Covid-19 frontline fighting under severe working conditions

New Category

## New Category : Students Internship

**NC :** Supporting student internships in Hotels under Accor brand umbrella  
→ launched in April 2021



# The Heartists: our priority

Few concrete examples of AHF recipients

*The financial allocation has allowed, during and because of the pandemic : \**



*To a heartist and their children to put down a deposit for a new place to live following an eviction for unpaid bills*

*In one of our hotels in North & Central America region, October 2020*



*To a heartist to buy an insulin pump for her child with diabetes*

*In one of our hotels in Pacific region, November 2020*



*To a heartist and their family to reduce their bank debts incurred during the pandemic and continue to provide for their daily needs*

*In one of our hotels in Pacific region, Juin 2021*



*To a heartist to continue paying her child's tuition*

*In one of our hotels in Pacific region, June 2021*



*To a heartist and their family to allow a very close relative to benefit from medical treatment*

*In one of our hotels in South East Asia region, February 2021*



*To a heartist to continue to provide for her parent with a disability*

*In one of our hotels in South East Asia region, June 2021*

*(\*)Data strictly confidential only communicated for the only frame of the application for «Hospitality On».*



# Testimonials from some of our Heartists

Heartist working in Hotels in SEA Hub

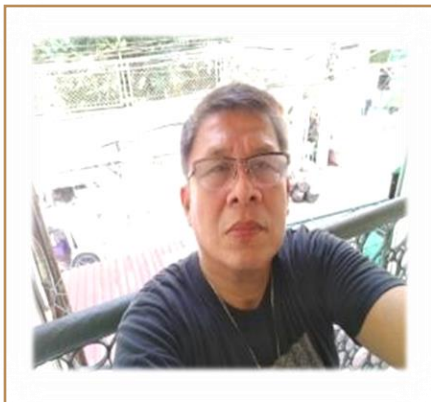
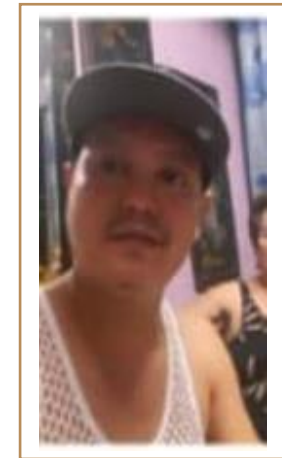


“Me and my family would like to extend our deepest and warmest gratitude to all of Sofitel and Accor management in extending such assistance which helped a lot in my mother's medical needs. Words are not enough to express our great thanks. More power and may God bless Accor more and the whole management.”

**Maricar Ticar ( Revenue and Reservations )**

“Thank you Accor for extending your help to us, this will be very helpful in these trying times. The financial assistance has helped me manage our bills and daily needs in the house especially the basic needs of our 2 years old daughter. (...) Accor has never left the heartists down. I am grateful to be part of this family my never ending thank you.”

**Reymond Balbin ( F&B Spiral )**



“Thank you so much ones more for granting me your generosity kindness and care for d heartiest fund. It's a big help to sustain my daily maintenance medicine and other daily needs.”

**Herman Roa (Purchasing)**

(\*)Data strictly confidential only communicated for the only frame of the application for «Hospitality On».





# Key dates

*The All Heartist Fund is intended to continue as long as the pandemic continues to significantly impact our Heartists and other AHF recipients.*



March 2020

First lockdown in France, **beginning of the pandemic**



April 2020

**Launch** of the All Heartist Fund



December 2020

The All Heartist Fund continues  
ca. **18M€** allocated worldwide  
ca. **55k requests**



April 2021

Lauch of the new category **Student Internships**



September 2021

ca. **29M€** allocated worldwide  
ca. **95k requests**

*Reactivity*

*Internationalization*

*Solidarity*

*Innovation*

*Heartists*









# Implementation & Communication

*To take care of people (individuals, not corporations nor businesses) who are in distress due to Covid-19 multiple impacts, both personal and professional*

## *Missions of AHF Group Steering Committee in the global HQs*

-  Budget envelopes proposals by region and category, definition of global governance principles and **regular reporting and updating** of these envelopes in close liaison with each local AHF steering committee
-  Animation of the network of local steering committees (one per operational HUB)
-  Validation of any proposals exceeding the local thresholds set up in each operational region
-  **Monthly tracking and reporting of the number of applications per category granted by the AHF + Bi-annual reporting to the Board at the Audit Committee**
-  New categories proposals and integration into local & international governances



***Governance is decentralized:** A Steering Committee is in place at the global HQs and local AHF Steering Committees are deployed in each region*







# Evaluation

The All Heartist Fund



## AHF Creation

*Initial endowment*

70 MILLIONS



## Contribution 2020

- As of December 31<sup>st</sup>, 2020 ca. **18M €** allocated; ca. **55k grants** financed
- Main focus on heartists/financial hardship = 93% of total AHF allocation

18 M€  
Allocated

52 MILLIONS



## Contribution Today

- As of September 13<sup>th</sup>, 2021 : ca. **29 M €** allocated; ca. **95k grants** financed.
- Main focus on heartists/financial hardship = 95% of total AHF allocation

29 M€  
allocated

41 MILLIONS



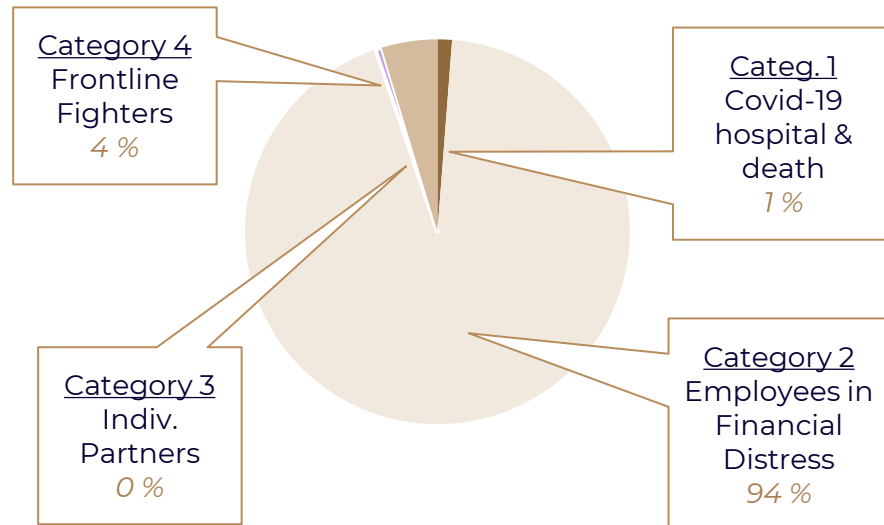


# All Heartist Fund - KPIs

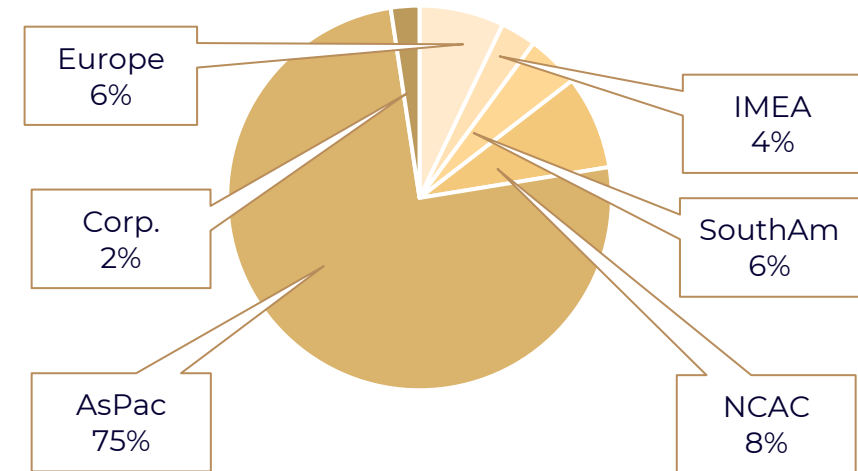
Status as of September 13<sup>th</sup>, 2021

- ✓ **95k applications were approved**
- ✓ **29 M€** allocated
- ✓ **Development of New Category of the AHF:** funding contributions of Student Internships in Accor branded hotels → ca. **400 agreements signed** since mid-april 2021

## Allocated per Categories



## Allocated per Regions



# Examples

*Some examples of local ownership of the solidarity initiative by the different operational regions, funded by the AHF*

SOUTH AMERICA



Grant of vouchers to employees of Accor brands to facilitate access to food and sanitary items  
+ Bring psychological support to heartist in distress  
*(in process of being launched)*

INDIA



Oxygen concentrators delivery in our Indian partners hotels in India, puntually making their hotels available as temporary hospital beds



The Manila Times

# They are talking about it

Some Examples

HON



## The Manila Times\* Accor Group extends financial aid to staff members

### Stories

negotiating  
tremor of  
er shots

cases down,  
stagnated -

1 Korea test-fires  
long-range  
e missile: KCNA

iden, Prince  
7 to host event  
ounded soldiers

BBM tandem  
ed

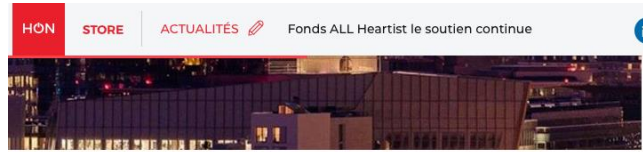


The **ALL Heartist Fund** has assisted thousands of **Accor** Heartists and partners across SE Asia including Dwi from Pullman Ciawi **Vimala Hills Resort Spa** and Convention and Dewa from **Pullman Bali Legian Beach**

WITH the coronavirus disease (Covid-19) causing surging levels of poverty across **Southeast Asia**, Accor has put together the **ALL Heartist Fund** that provided life-changing assistance to more than 65,000 hotel team members and partners across the region.

The €70 million fund was launched in April 2020 and just over a year since its inception, Southeast Asia accounts for around 70 percent of grants made so far globally.

Accor Group extends financial aid to staff members, July 2<sup>nd</sup> 2021, The Manilla Times



Depuis le début de la crise liée du Covid-19, Accor se mobilise pour protéger son activité et soutenir ses collaborateurs et partenaires, notamment avec la création du fonds d'aide « ALL Heartist ».



France

Pays

Voir la fiche destination

Créé afin de protéger et soutenir les collaborateurs du Groupe et ses partenaires pendant la crise, le **Fonds ALL Heartist** est déjà venu en aide à près de 14 000 Heartists.

Le 2 avril dernier, dans une situation exceptionnelle où plus de la moitié du monde était confinée et après concertation avec les principaux actionnaires du Groupe, JinJiang International, Qatar Investment Authority, Kingdom Holding Company et Harris Associates, Accor a décidé d'allouer 25% du dividende prévu (soit 70 millions d'euros) au lancement du « Fonds ALL Heartist ».

Fonds ALL Heartist le soutien continue, July 27<sup>th</sup> 2020, Hospitality On



The ALL Heartist Fund has assisted thousands of Accor Heartists and partners across SE Asia including Dwi from Pullman Ciawi Hills and Dewi from Pullman Bali Legian.



70% of global assistance provided in Southeast Asia, the most severely impacted region.

Singapore – With COVID-19 causing surging levels of poverty across Southeast Asia, **Accor** is proud that its **ALL Heartist Fund** has provided life-changing assistance to more than 65,000 hotel team members and partners across the region. The €70 million fund was launched in April 2020 and just over a year since its inception, Southeast Asia accounts for around 70% of grants made so far globally. Across the world, Accor has made 77,900 grants with more than €25.1 million distributed so far.

Accor gives from the Heart to 65,000 of its Southeast Asia team members impacted by COVID-19, June 27<sup>th</sup> 2021, Travel Daily News Asia-Pacific

