

Jovago partners with AccorHotels in Africa

Africa's leading online booking platform, Jovago.com, will incorporate all AccorHotels on the African continent.



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AFRICA INTERNET GROUP

Summary **Jovago and AccorHotels announced today the signing of an innovative partnership to incorporate all AccorHotels established on the African continent on the Jovago platform - Africa's n°1 online hotel booking website.**

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Details 14 March 2016 - [Jovago](#) and AccorHotels announced today the signing of an innovative partnership to incorporate all AccorHotels established on the African continent on the Jovago platform - Africa's n°1 online hotel booking website.

The partnership would firstly involve the incorporation of 30 AccorHotels hotels located in 13 countries on the Jovago platform and then, the overall hotels of the Group in Africa.

"AccorHotels is one of the largest players in the hotel industry in Africa. As Africa's leading hotel booking platform, we are proud to incorporate AccorHotels into our platform in order to provide our African customers with high quality hotels in the key cities of the continent" said Paul Midy CEO Jovago. *"This strategic partnership confirms our passion for hospitality and hotel development in Africa."*

The AccorHotels' portfolio will become a part of Jovago's catalog of 25,000 hotels in Africa, further enabling customers to book a room directly through the [jovago.com](#) website and benefit from a personalized, locally based customer service available 24/7 in several languages.

"The partnership with Jovago highly contributes to establish our distribution strategy in Africa, says Souleymane Khol, VP Sales Marketing Distribution & Revenue Management for Africa & Indian Ocean. AccorHotels is in a continuous process of dynamic innovation aiming to always mix more efficiently the digital experience with our hospitality know-how "

About Jovago

Jovago.com is an online hotel booking service with offices in Lagos (Nigeria), Nairobi (Kenya), Dakar (Senegal) founded by Africa Internet Group and has Rocket Internet, MTN, Millicom, Axa and Goldman Sachs as investors. Jovago.com, Africa's No.1 booking website, facilitates the booking process for its users to provide them with the best hotel booking experience with fast, transparent and easy-to-use services. Jovago.com has over 25,000 local hotel listings across Africa and over 200,000 hotels around the world.

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About AccorHotels

AccorHotels is a Group united by a shared passion for hospitality and driven by a shared promise to make everyone Feel Welcome.

Over 180,000 women and men in 3,900 AccorHotels establishments look after thousands of guests every day in 92 countries.

AccorHotels is the world's leading hotel operator and offers its customers, partners and employees:

- its dual expertise as a hotel operator and franchisor (HotelServices) and a hotel owner and investor (HotelInvest);*
- a large portfolio of internationally renowned brands covering the full spectrum, with luxury (Sofitel, Pullman, MGallery by Sofitel, Grand Mercure, The Sebel), midscale (Novotel, Mercure, Mama Shelter, Adagio) economy (ibis, ibis Styles, ibis budget, adagio access and hotelF1) establishments;*
- a powerful marketplace and loyalty program Le Club AccorHotels*
- almost half a century of commitment to corporate citizenship and solidarity with the PLANET 21 program.*

Accor SA shares are listed on the Euronext Paris exchange (ISIN code: FR0000120404) and traded in the USA on the OTC marketplace (Code: ACRFY)

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About AFRICA INTERNET GROUP

Africa Internet Group, the leading internet platform in Africa, promotes sustainable online growth that benefits both businesses and consumers. Firmly rooted in Africa's startup ecosystem, the group provides easy-to-use services and smart solutions across the African internet sector. AIG is invested in furthering regional entrepreneurship and innovation through a passion for Africa, its culture and its people. AIG is the parent group of ten successful and fast-growing companies in more than 30 African countries. Its network of companies includes Carmudi, Easy Taxi, Everjobs, hellofood, Jovago, Jumia, Kaymu, Lamudi, Vendito and Zando.

