

# Values



Since the opening of the first Novotel in Lille in 1967, team members have been driven by a **pioneering spirit of conquest**. A key to Accor's success, this attitude has over the years shaped the **Group's culture**, which is the cement that binds our team members while respecting difference in their ages, cultures and positions within the organization. Our culture is also shaped by a constant concern for people and a commitment to the highest performance standards.

For nearly 45 years, across all brands and regions, **Accor's five core values of innovation, a spirit of conquest, performance, trust and respect** have been **shared and expressed** every day by its 145,000 employees. Managers leverage these values to provide support for team members as part of the Group's ongoing transformation and development.

- **Innovation** is our trademark
- **The spirit of conquest** is our growth engine
- **Performance** is the key to our continued success
- **Respect** is basis of all our relationships
- **Trust** is the foundation of our management