



Reinventing the taste for travel



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Compagnie des Wagons-Lits brands



EDITORIAL

CWL, at the cutting edge of innovation

Our innovative concepts of catering and services provide our customers in Europe with absolute satisfaction.

Today, our new identity backs up the value behind our vision of service and products: Quality, Innovation, Performance and Professionalism.

With a concern for our responsibilities in terms of the environment and society, we continue to develop our commercial brands with the aim of combining still further innovation, creativity, pleasure, comfort and security. We will thus continue to affirm our presence in Europe and the World.

We want to make travel an everyday *art de vivre*.

CWL in brief...

- Europe's leading provider of catering and hotelier services on board trains.
- European presence: Austria, Spain, France, Italy, Portugal, United Kingdom...
- A pioneer company: CWL invents, organises and provides every kind of service on board trains linked to the journey itself.
- A committed company: CWL's businesses and its commitments in favour of the Environment and Society are inextricably linked.
- Permanent innovation: CWL permanently develops and creates new catering and service concepts to satisfy all customers, throughout their journey.

... And we've been innovating for the past 135 years!



Philippe Hamon
Chief Executive Officer



OUR ACTIVITIES

Present in Europe, CWL offers a wide range of catering service and hotelier provisions on board trains, with new concepts and trends that are specific to each local culture and railway network. CWL also provides numerous services to ensure that travel is both easy and enjoyable.

Our services on board High Speed Trains

CWL offers real relaxation areas in which to enjoy a snack or meal.

- Bar areas are just right for friendly, entertaining moments, meeting the tastes of all travellers, according to their mood.
- Meals served at your seat on High Speed Trains, like the "Pro Première" service offered by the SNCF, are reserved for First Class passengers who thus enjoy exclusive welcome and service.
- Some journeys offer the charm of a dining car, thus renewing the most elegant of railway traditions.
- Trolley sales complete our range of catering services: the ideal answer for passengers wanting a quick snack or suddenly tempted to try items from the trolley at any time of day!

Hotel services on board international trains

CWL offers hotel services in sleeping cars or couchette carriages for customers choosing this practical and comfortable way to travel. CWL is particularly attentive to the welcome it gives customers in the station, their comfort and their safety, and also provides a catering service in the dining car, bar or cabin.

Our associated logistics activities

Responsible for supplying the trains, CWL deals with management and preparation of catering products from the design to the systematic health checks performed on food products. Synchronised loading and unloading of products, containers and materials, as well as cleaning services, complete the logistics chain.

Top quality additional services

To simplify all the little demands of the journey and ensure that it becomes a time of relaxation, CWL offers a full range of services that correspond to the various times of the journey: welcome, assistance, information, access control and personalised service create loyalty amongst our comfort-demanding customers, giving them a feeling of well-being. CWL also offers support services for rail networks and advice services in its main areas of expertise.



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AN AMBITIOUS COMMERCIAL BRANDS POLICY

CWL has developed a commercial brands strategy based on innovation, which aims to develop concepts of service and catering that are specific to each rail network. With respect for ethical and environmental principles, CWL provides the right answer to the needs and demands of its customers.

This brands policy, which conveys a valorising image, is based on 3 founding principles:

- A strong commercial brand
- Visual identify
- An offer of service provision and catering that takes account of the culinary trends and habits that are the identity of each country.

OUR FOUR PRIORITIES

INNOVATION

Offering an innovative range of service that combines Pleasure - Health - Fitness - Practicality - Ethics.

Investing permanently in research into new concepts arising from new culinary trends, based on rigorous benchmarking.

Offering new consumer patterns reflecting the expectations and needs of consumers and designed by recognised experts and European taste creators.

CUSTOMER ORIENTATION

Making travel an *art de vivre*.

Making each customer a unique guest at all times.

PERFORMANCE

Demanding the highest level of product quality.

Demanding the highest level of service quality.



MANAGEMENT

Developing staff skills, a major challenge in Human Resources policy.

Sustaining the professionalism of staff, through a targeted recruitment policy and training adapted to every job.

Providing proximity operational management consolidated by a permanent skills development programme.





as guests
of the earth,
we welcome
the world

OUR COMMITMENTS

in favour of sustainable development

The various businesses in which CWL is involved and its commitments in favour of the Environment and Society are inextricably linked.



SOCIETY

We encourage a healthy, balanced diet

CWL encourages health and well-being by offering fresh, natural food products as well as balanced menus/dishes, with scrupulous respect for regulations, hygiene and food safety.

We respect our commercial partners

CWL shares its ethical principles with its commercial partners within the framework of the Accor Sustainable Purchases Charter, created in 2002 and which guarantees respect for and application of good social and environmental practices on the part of current and future suppliers.

We encourage local development

CWL supports the development of local communities, specifically through teaching people to read...
CWL also supports fair trade specifically by supporting the activities of coffee, chocolate and tea producers.

ENVIRONMENT

We reduce the environmental impact of our waste

CWL has identified its various different types of waste products in order to limit their volume, valorise or recycle them.

The eco-design of the products and optimized management of waste products are priorities.

We preserve natural resources

CWL supports the development of renewable energies. It controls and reduces its consumption thanks to energy saving programmes and on-going awareness actions amongst its staff.

We protect biodiversity

CWL gives priority to products produced by organic farming methods, whether consumable or not. Indeed, this method of plant and animal production aims to respect the ecological equilibrium, the fertility of the land and animal well-being.





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Compagnie des Wagons-Lits is an Accor Group brand

Accor, European leader and world group in hotels, world leader in services to companies and public authorities, is present in almost 100 countries with 150,000 staff. It has been providing its know-how and experience to customers for over 40 years in its two main businesses.

• **Hotels**, with the brands **Sofitel**, **Pullman**, **Novotel**, **Mercure**, **Suitehotel**, **Ibis**, **All Seasons**, **Etap Hotel**, **Formule 1** and **Motel 6**, representing 4,000 hotels and almost 500,000 rooms in 90 different countries, as well as its complementary activities, specifically with **Lenôtre**.

• **Services**: 30 million people in 40 countries benefit from **Accor Services** (human resources, marketing services, professional expenses management).