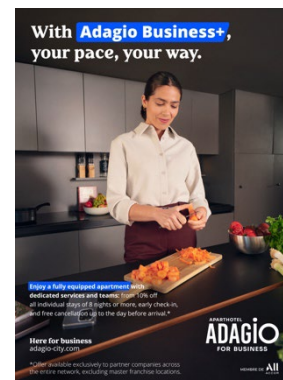
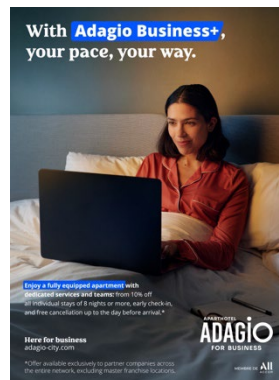


PRESS RELEASE

Adagio unveils Adagio Business+ A new offer dedicated to businesses and business travellers



London April 27, 2026: Adagio, the European leader in aparthotels, announces the launch of its **Adagio Business+ Offer**. Reserved for contracted corporate partners, Adagio Business+ is designed to meet the challenges of medium and long-term business trips. As the expectations of companies and business travellers evolve, Adagio has developed a new offering that combines **budget control, comfortable stays, and quality service**. With Adagio Business+, the brand reinforces its position as a preferred partner for businesses, offering a solution designed to support new business travel models and meet the specific needs of extended stays.

A tailor-made offer for businesses, designed for medium and long stays

Business travellers now represent nearly 45% of Adagio's business. These travellers, often away for several days or weeks, have specific needs: greater flexibility, a true living space, better cost control, and accommodations that meet the demands of business travel.

To address these challenges, Adagio has created Adagio Business +, an offer dedicated to companies wishing to provide their employees with a stay that is both advantageous and transparent, reflecting the realities of business travel.

Dedicated services for clients seeking comfort and freedom

To guarantee optimal comfort for their guests, the Adagio Business+ offer includes services tailored to business travellers:

- **Flexibility:** free cancellation up to the day before arrival and early check-in from 1pm.
- **Cost optimisation:** discounted rates for all bookings of more than eight nights, made within the Adagio network in Europe and the UK, with a minimum 10% discount on the standard rate.
- **Loyalty:** access to the **ALL – Accor Live Limitless** loyalty program, accumulating points and benefits in more than 5,500 hotels within the group.



This offer is available in 117 Adagio aparthotels in Europe and the UK*. Key UK aparthotel locations include: Birmingham, Liverpool, Edinburgh, Glasgow, London City East, Brentford, Stratford and Sutton.

Adagio's expertise at the service of businesses and their business travellers

To complement these specific advantages, Adagio Business+ clients also enjoy all the benefits and services that make the Adagio experience unique, a blend of apartment and hotel. Business travellers benefit from:

- Apartments that are more spacious than a standard hotel room and fully equipped. (Kitchen, living room, storage, workspace, etc.)
- A central location, in the heart of cities and close to business districts, with excellent transport links.
- An experience combining flexibility, comfort, and independence, designed for medium and long stays.
- Modern and welcoming common areas, with a stylish design inspired by local culture, where guests can relax, be entertained, or learn thanks to a library of books. They can even personalise their space using decorative items and gadgets on-site.

In addition, Adagio offers its guests a range of hotel services to optimise the comfort of their stay. These include **24/7 reception** by the on-site teams**, breakfast, **laundry or dry-cleaning services**, and a **gym****.

"Adagio Business+ is our new offering dedicated to extended business trips. It combines budget control, the comfort of an apartment, and hotel services with greater flexibility and new services to meet the demands of business travel. Designed for companies, their employees, and travel managers, it illustrates our commitment to optimising the customer experience according to specific needs."
Stéphane Ormand, Chief Commercial Officer.

*Excluding master franchises.

**Services available at select properties.

About Adagio

Adagio is the European leader in aparthotels. Created in France in 2007 as a joint venture between Accor and Pierre & Vacances Center Parcs, the brand now has more than 130 properties representing nearly 14,700 apartments, spread across 70 cities in 16 countries. It is the largest network of aparthotels in Europe.

Combining the flexibility of an apartment with the services of a hotel, Adagio aparthotels offer the ideal solution for medium and long stays, combining comfort, value for money, and quality service for both business and leisure travellers.

Located in the heart of major urban areas, the Adagio brand is available in three complementary ranges: Adagio Original, in the heart of major cities; Adagio Access, in the centre of regional capitals or on the immediate outskirts; and Adagio Premium, luxury aparthotels.