

Edenred launches the Ticket Restaurant® card in France

Following the publication of the decree enabling the digitalization of meal vouchers in France, on March 7, 2014, Edenred, the inventor of Ticket Restaurant® meal voucher and the world leader in the Employee benefits market, announces the launch of the Ticket Restaurant® card. Backed by its international expertise in digitalization, the Group will help companies to make the transition, which will benefit all stakeholders by providing employees with greater flexibility while simplifying companies' and restaurants' administrative processes.

AN INNOVATIVE SOLUTION IN THE MEAL VOUCHER MARKET

Issued in the beneficiary's name and reloaded by the company each month, this three-year, prepaid card is **accepted in Ticket Restaurant®-affiliated restaurants' and merchants' usual payment terminals**. Depending on the employer's preferences, the card is equipped with a PIN-protected microchip and/or with contactless technology (NFC). The card also guarantees **enhanced security**, with fully secured transactions and the possibility for employees to cancel a card 24/7 in the event of loss or theft.

The Ticket Restaurant® card also provides beneficiaries with **additional flexibility** by allowing transactions in the exact amount, within a limit of €19 a day and the available balance, except on Sundays and bank holidays¹. It will be **available for all companies as soon as the decree comes into effect** on April 2.



MANY ADVANTAGES FOR COMPANIES, EMPLOYEES AND RESTAURANTS

Easier for client companies to manage

For the employer, the card **facilitates the logistics of managing this employee benefit** (cards can be automatically loaded at an online customer area) and thus **reduces related costs**. Moreover, Edenred client companies will be able **to offer their employees the choice of either paper vouchers or the card**.

¹Unless agreed upon with the employer.

Safer and more convenient for employees

The Ticket Restaurant® card provides employees with a unique array of services, including a **personal extranet area** that features all card-related information and a card-cancellation function, as well as a **service** for checking their account balance at any time **via SMS** and a dedicated customer service.

Lastly, the Ticket Restaurant® mobile **application**, available for free on iPhone and Android, enables users to establish the geolocation of the closest restaurants and to consult their most recent transactions.

Faster reimbursement and greater visibility for affiliated restaurants

In addition to **streamlined administrative processes and logistics**, affiliated restaurants use their existing bankcard terminals, which enable easier collection and **faster reimbursement**. In addition, it provides affiliates with new value-added services, including **enhanced visibility for their restaurant** on the www.carte-ticket-restaurant.fr website and the Ticket Restaurant® mobile application.

“Following our consultation with public authorities, we’re delighted with the publication of the decree enabling the shift to digital media,” declares Laurent Delmas, Chief Operating Officer of Edenred France. *“We’re going to immediately market the card to all companies. Our first goal is to help the 55,000 Edenred client companies make the transition while offering exclusive additional services to the 180,000 affiliated restaurants and 1.3 million Ticket Restaurant® beneficiaries. We’re fully committed to making the shift to digital solution a big success for everyone.”*

At present, 58% of Edenred’s issue volume is paperless. The transition to digital solutions in France is in line with the Group’s strategy, which aims to increase the proportion of digital solutions to more than 75% of issue volume by 2016.

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Edenred, which invented the Ticket Restaurant® meal voucher and is the world leader in prepaid corporate services, designs and manages solutions that improve the efficiency of organizations and purchasing power to individuals.

By ensuring that allocated funds are used specifically as intended, these solutions enable companies to more effectively manage their:

- **Employee benefits** (Ticket Restaurant®, Ticket Alimentación, Ticket CESU, Childcare Vouchers, etc.)
- **Expense management** process (Ticket Car, Ticket Clean Way, Repom, etc.)
- **Incentive and rewards** programs (Ticket Compliments, Ticket Kadéos, etc.)

The Group also supports public institutions in managing their **social programs**.

Listed on the NYSE Euronext Paris stock exchange, Edenred operates in 40 countries, with more than 6,000 employees, nearly 640,000 companies and public sector clients, 1.4 million affiliated merchants and 40 million beneficiaries. In 2013, total issue volume amounted to €17.1 billion, of which almost 60% was generated in emerging markets.

Supported by its 700 employees, Edenred France deploys its solutions for 100,000 corporate and public sector clients, 6.7 million users and 380,000 affiliated merchants.

Ticket Restaurant® and all other tradenames of Edenred products and services are registered trademarks of Edenred SA.

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