



## EDENRED UNVEILS NEW GLOBAL IDENTITY

The world leader in transactional solutions for companies, employees and merchants will market all of its solutions in 42 countries under the Edenred brand.

Edenred is taking its transformation to the next level, with a powerful and unifying brand that brings together 43 million employees, 750,000 companies and public institutions and 1.4 million affiliated merchants. Today, the 250 products and services developed by the Group, including its iconic Ticket Restaurant program, have been given a face lift and now share the same graphic standards. The new identity is captured by the Group's signature "We connect, you win", which reflects Edenred's digitization, the networks it has built and the advantages it brings: greater purchasing power for employees, optimization of expenses for companies and more business for merchants. On June 14, 2017, the Group's 8,000 employees in 42 countries will wear the colors of the new logo. This far-reaching initiative is part of Edenred's Fast Forward strategic plan, which notably aims to digitize its offer across the board and give the Group a leading position in B2B2C.

**Bertrand Dumazy, Chairman and Chief Executive Officer of Edenred**, said: "The launch of our new visual identity is a significant milestone in Edenred's transformation. The Group's transition to a fully digital ecosystem has led us to create a new brand identity that is powerful, meaningful and unifying. For 43 million employees, 1.4 million merchants and 750,000 companies, every one of our solutions is a source of value creation."

The new **Edenred logo** will now feature on all Group solutions, from cards to mobile apps, online platforms and paper vouchers.

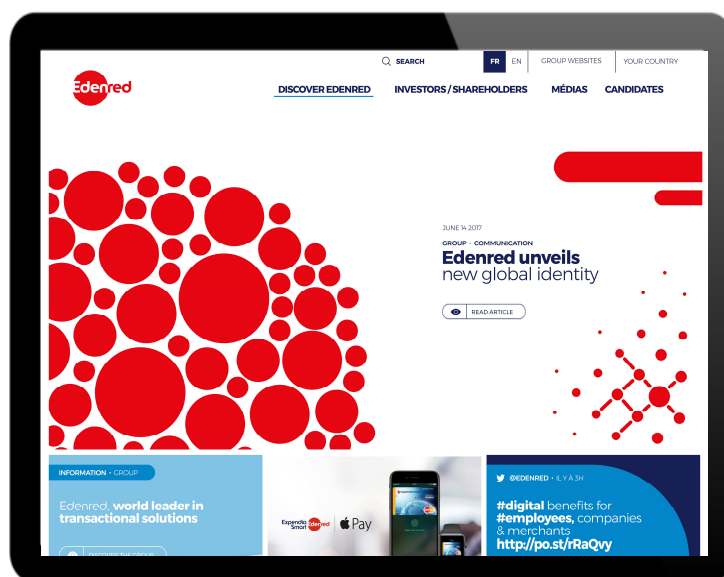


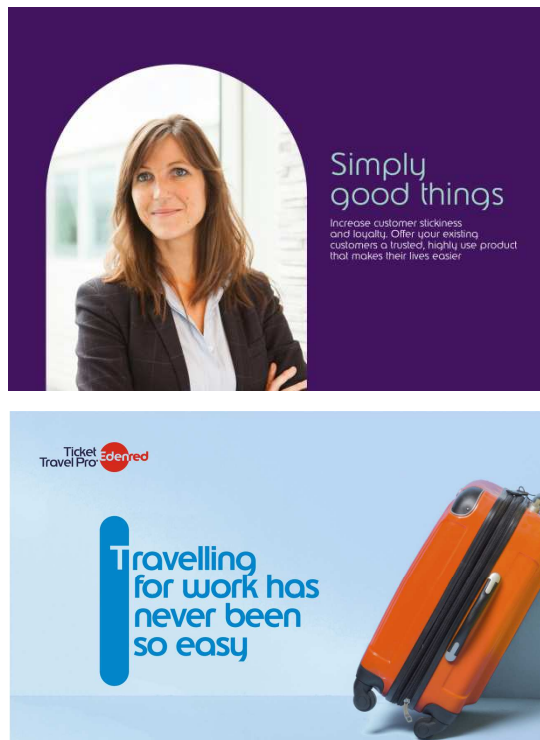


The Group has also adopted a **new signature, "We connect, you win"**, which reflects Edenred's digitization, the networks it has built and the advantages it brings: greater purchasing power for employees, optimization of expenses for companies and more business for merchants.

Capitalizing on the red dot, which has been the company's signature mark since the launch of the Ticket Restaurant program in the 1960s, the **Edenred logo** embodies all of the attributes of the new brand: simple, dependable, digital, universal, daring and connected. Changed to a red circle, it features the name Edenred through its middle and is left open to the outside: to the Group's unique network, but most of all, to the employees, companies and merchants that use Edenred solutions. With its "red" suffix, the new logo echoes a color which has been a visual marker for the Group from day one, whilst making the brand even easier to read. A play on words (the word "red" meaning "network" in Spanish), it also refers to the different ecosystems that form the basis for the Group's products. The font's clean curves mark the smooth transition to new graphic standards at the meeting point between the worlds of B2B and B2C as the digitization of its offer sees the Group forge increasingly direct ties with the 43 million employees that use its solutions. Designed in monogram format, the logo is also a symbol of the federating effect of Edenred's mobile apps.

**Edenred's graphic universe** has been completely redesigned in line with the brand's new platform: creation of a "ribbon" that represents the ties developed by Edenred between its different audiences, use of vibrant colors, and reference images and symbols that are given center stage, as can be seen on the **new edenred.com website**.





On June 14, 2017, the Group's 8,000 employees will wear the colors of the new logo at the different events organized in the 42 countries in which Edenred is present. Follow these events on social media via the hashtag **#Edenredconnects**.

**Anne-Sophie Sibout, Edenred's Communications VP**, commented: "We involved more than 200 Edenred employees from around the world in the process of creating our new visual identity over the past year, making it a genuinely collaborative project. The new brand identity conveys a promise of confidence, convergence and daring. In both design and presentation, it symbolizes the unique ties Edenred forges between its audiences."

The rebranding project was carried out with the assistance of the **Royalties agency**, which designed Edenred's new logo and visual identity and participated in creating the brand platform.

**Edenred** is the world leader in transactional solutions for companies, employees and merchants. Whether delivered via card, mobile app, online platform or paper voucher, all of these solutions mean increased purchasing power for employees, optimized expense management for companies and additional business for affiliated merchants. Edenred's offer is built around three business lines:

- Employee benefits (Ticket Restaurant®, Ticket Alimentación, Ticket Plus, Nutrisavings, etc.)
- Fleet and mobility solutions (Ticket Log, Ticket Car, UTA, Ticket Empresarial, etc.)
- Complementary solutions including corporate payments (Edenred Corporate Payment), incentives and rewards (Ticket Compliments, Ticket Kadéos) and public social programs.

The Group brings together a unique network of 43 million employees, 750,000 companies and public institutions, and 1.4 million affiliated merchants.

Listed on the Euronext Paris stock exchange, Edenred operates in 42 countries, with close to 8,000 employees. In 2016, the Group managed almost €20 billion in transactions, of which 70% were carried out via card, mobile device or the web.

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