

# France Illustration: Ticket Clean Way



Fuel/Fleet  
Management



T&E Management



Other Expense  
Management



- ▶ Focuses on a niche segment of the expense management market
- ▶ Smart solution for corporate uniform cleaning
- ▶ Managed as a separate Business Unit, but benefiting from cross-selling opportunities



**Ticket Clean Way:**  
a smart solution for a niche market

# A Smart Solution with 3 Key Components



- ▶ A pre-paid dry-cleaning card (points-based) to maintain employees' uniforms



- ▶ A wide merchant network of over 1,300 dry-cleaners (one-third of France's dry-cleaners)

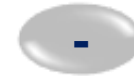


- ▶ A secure extranet dedicated to corporate clients; to manage card orders, check employee usage, review invoices, view key statistics with downloadable reporting

# A Unique Selling Proposition



**Ticket Clean Way helps organizations to meet Health & Safety (H&S) obligations\***



<b>Cash allowance (Added to Salary)</b>	<ul style="list-style-type: none"> <li>✓ Easy administration</li> </ul>	<ul style="list-style-type: none"> <li>✓ Expensive, as the subsidy is subject to social contributions/payroll taxes</li> <li>✓ No control on actual usage of funds</li> </ul>	
<b>Reimbursement of Expenses</b>	<ul style="list-style-type: none"> <li>✓ Possibility to control proper usage</li> </ul>	<ul style="list-style-type: none"> <li>✓ Cost of administration</li> <li>✓ No discount at dry-cleaners</li> <li>✓ Cash advance required from employees</li> </ul>	
<b>Industrial Cleaning</b>	<ul style="list-style-type: none"> <li>✓ Price advantage for large contracts</li> </ul>	<ul style="list-style-type: none"> <li>✓ Heavy logistics to collect and distribute uniforms</li> </ul>	
	<ul style="list-style-type: none"> <li>✓ No logistics</li> <li>✓ No social contributions/payroll taxes</li> <li>✓ Discount on dry-cleaner prices</li> <li>✓ Solution appreciated by staff</li> <li>✓ Easy administration</li> </ul>	<ul style="list-style-type: none"> <li>✓ No price advantage versus industrial cleaning</li> </ul>	

# Corporate Uniform Cleaning: Historical Targeted Segments



## Two historical targeted segments

Image clothing

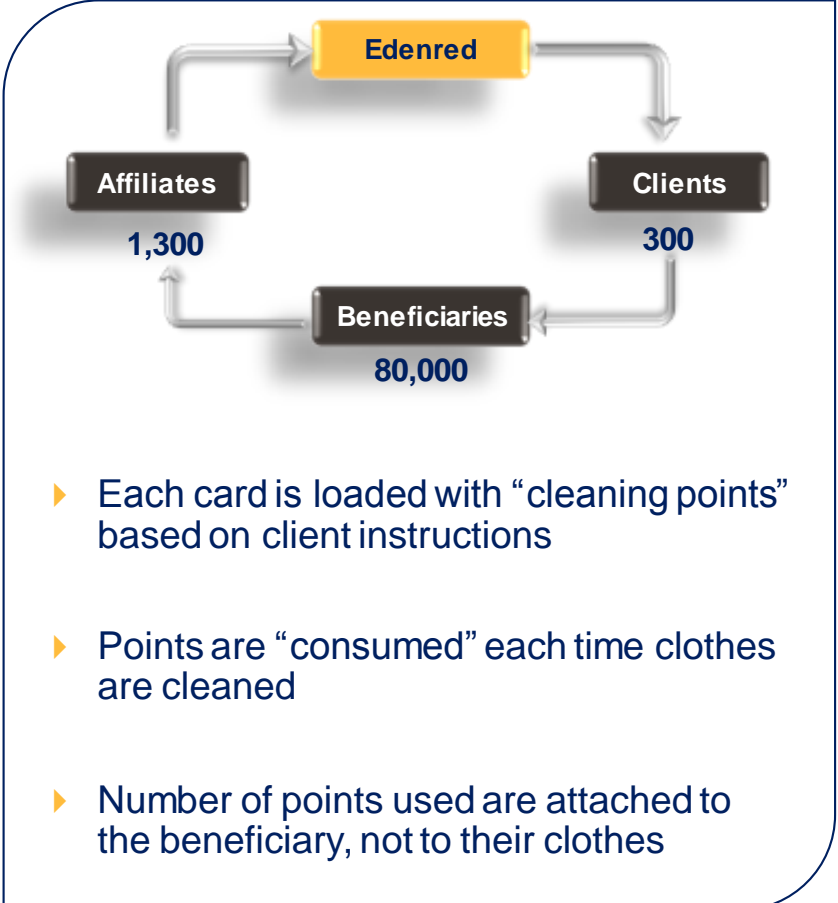


Work clothing



Market size	€85m*	€75m*
Competitive edge	Dry-cleaning quality for a longer wear life	No logistics needed for mobile population
Clients	 	 

## How does it work?



## Roll-out outside France depends on local H&S regulations

# Corporate Uniform Cleaning: Opportunity to develop a new segment



## A Newly Targeted Segment

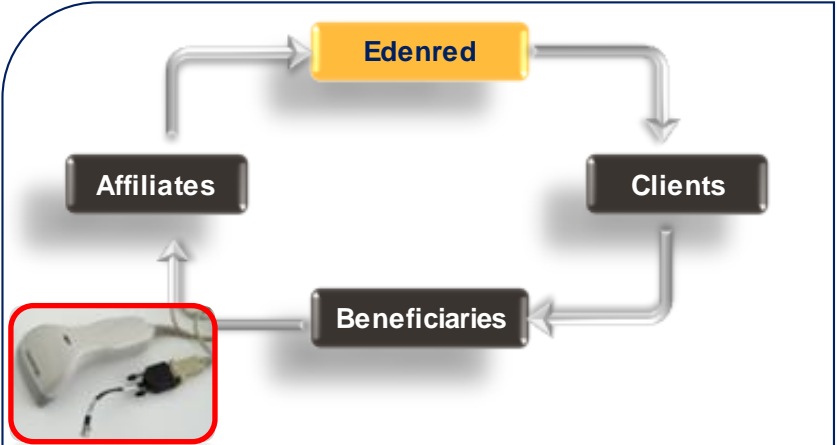
*Personal Protection Equipment (PPE)*



Market size	<div style="border: 1px solid gray; border-radius: 10px; padding: 5px; display: inline-block;"> <b>€128m*</b> </div>
Competitive edge	<p>Report ensuring compliance with H&amp;S requirements for the use by workers of PPE at the workplace**</p>

Market launch: Autumn 2011

## How does it work?



- ▶ Clothes have a barcode and are scanned at each cleaning
- ▶ Use of card is restricted to tagged clothes
- ▶ The information is sent to a central server, allowing clients to track the number of times each item of clothing is cleaned

## Potential roll-out to other countries due to European regulation

\* French workwear cleaning market size. Source GMV study for Edenred + Synamap study  
 \*\* Directive 89/656/EEC transposed in the French Labor Law: the employer must ensure that PPE is in good working order (Max # of cleaning operations)



**10-years' experience  
in the corporate uniform  
cleaning market**

Unique network of affiliated dry-cleaners  
enrolled in our private card system



**A leadership position  
in this market**

A unique selling proposition



**A new market segment  
opportunity created by  
European H&S regulations**

€128m potential market



**Ticket Clean Way EPI, an add-in  
functionality, creating an  
innovative solution**

Traceability at the item level, ensuring  
regulatory compliance for employers



**Ticket Clean Way, a powerful illustration of Edenred's capacity to develop digital solutions for the expense management market**