

Press Release  
Paris, 15 May 2008

## Accentiv' Kadéos launches a new offer addressed to the professional market, confirming its position as leader on the stimulation and loyalty market

In the spring of 2007 Accentiv' and Kadéos sealed their union, becoming **Accentiv' Kadéos**. Today, with **an issuing volume in excess of 500 million euros in gift vouchers and cards in 2007**, a sizeable sales team, considerable technological expertise and a broad and exclusive network of brands, the operator presents a new offer addressed to the professional market (businesses, works councils and communities).

Its ambition: to strengthen its leadership on the French stimulation and loyalty market under a powerful and coherent brand that provides the professional market with a products and services offer that is both complete and comprehensive.

This position clearly sets **Accentiv' Kadéos** apart, **as the sole operator to date to combine expertise in services adapted** to various markets and of international reach (design and technological development, strategic recommendations and motivation and loyalty program management) **and benefits** with **Ticket Kadéos, the most complete range on the market** (gift vouchers and cards, gift packages, gifts and incentive travel).

Spearheading this strategy is an offer comprising two new **multi-brand gift vouchers** combining **all major brands** on the market.

Result: **an exchange network that is unique in France** and stands out by providing:

- access to the biggest domestic brands in all consumer domains;
- exclusive access to over 35 well-known brands such as Fnac, Conforama, Printemps, La Redoute, Surcouf, Relais & Châteaux, Club Med, Citadium, Ibis, Novotel;
- a network of local businesses encompassing many independent stores around the country.

**This offer comprises two vouchers:**



In the benefits range, Ticket Horizon and Ticket Infini are supplemented by the following rewards solutions: the **culture gift voucher**, the **Delicard collection** (tailored gift package), the **Kadéos gift card** and its customized version, "**Full Perso**". Last but not least, the **Elite catalog** stimulation catalog and the **incentive travel service**, devoted to organizing tailored short and long incentive holidays.

**The Accentiv' Kadéos offer is available on the updated website:**  
**[www.accentivkadeos.fr](http://www.accentivkadeos.fr)**

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Accor Services subsidiary **Accentiv' Kadéos**, a Relational Marketing Consulting Operator, offers businesses:

1. design and management of loyalty programs and motivation campaigns,
2. a comprehensive offer of rewards solutions (gift vouchers and cards, gifts and incentive travel).

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**Accor Services**, one of the two strategic businesses of the Accor group, designs and implements innovative solutions to develop the productivity of businesses and communities through the well-being of their employees and citizens.

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