



Users of Edenred's Kadéos solution can now collect digital trading cards of their favorite players with Sorare

Sorare, founded in 2018, is a French fantasy sports platform based on non-fungible tokens (NFTs). Today, more than 1.8 million people use Sorare worldwide to buy, sell and trade digital cards of professional athletes from 250 partner sports organizations, including LaLiga, Bundesliga and Major League Baseball (MLB).

Kadéos is Edenred's range of digital gift vouchers that is featured into "My Edenred", Edenred's Super-App. Available as a workplace perk or as part of reward programs, they provide access to the market's most comprehensive network of partner brands, with more than 21,000 points of sales accepting the solution in-store and online. The Kadéos network caters to a wide range of interests, from leisure and culture to sports and DIY, and includes both major national brands and many independent stores.

Kadéos becomes the first gift voucher on the market to unlock the web3 ecosystem

The inclusion of blockchain-based Sorare in the Kadéos partner network is a first in the gift voucher market. Through this partnership, Edenred will enable users to collect digital trading cards of their favorite athletes on Sorare in just a few clicks. To get started, they will simply need to add their Kadéos card as a payment method on the Sorare platform.

Ilan Ouanounou, General Manager of Edenred France, said: "With Sorare, we're extending the Kadéos network to the next frontier, into the world of NFT cards. Already the digital leader in the gift voucher market, Edenred will now more than ever boast the most comprehensive network of partner brands, from traditional stores to disruptive ecosystems. This partnership demonstrates the technological know-how of Edenred's teams when it comes to designing innovative solutions to serve new consumer habits among our users."

Thibaut Predhomme, Chief of Staff at Sorare, said: "We're delighted to partner with Edenred, the digital leader in the gift voucher market. Together, we can show that Sorare cards are accessible to everyone. Our hope is that fantasy football will capture the imagination of many Edenred Kadéos users."

About Edenred

Edenred, the everyday companion for people at work, is a leading digital platform for services and payments which connects over 50 million users and 2 million partner merchants in 45 countries via approximately 900,000 corporate clients.

Edenred offers specific-purpose payment solutions for food (such as meal benefits), incentives (such as gift cards, employee engagement platforms), mobility (such as multi-energy, maintenance, toll, parking and commuter solutions) and corporate payments (such as virtual cards).

True to the Group's purpose, "Enrich connections. For good.", these solutions enhance users' well-being and purchasing power. They improve companies' attractiveness and efficiency, and vitalize the employment market and the local economy. They also foster access to healthier food, more environmentally friendly products and softer mobility.

Edenred's 10,000 employees are committed to making the world of work a connected ecosystem that is safer, more efficient and more responsible every day.

In 2021, thanks to its global technology assets, the Group managed close to €30 billion in business volume, primarily carried out via mobile applications, online platforms and cards.

Edenred is listed on the Euronext Paris stock exchange and included in the following indices: CAC Next 20, CAC Large 60, Euronext 100, FTSE4Good and MSCI Europe.

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CONTACTS

Edenred

Matthieu Santalucia
+33 (0)1 86 67 22 63
matthieu.santalucia@edenred.com
Johanna Quast
Tel. +33 (0)1 86 67 23 19
Johanna.quast@edenred.com

Sorare

press@sorare.com