

## **Edenred launches *Ideal meal*, its global corporate social responsibility approach in favor of healthy nutrition**

In celebration of World Food Day on October 16, 2013, Edenred is presenting *Ideal meal*, its corporate social responsibility approach in favor of healthy nutrition, which has brought together current initiatives in 13 of the Group's countries and is fostering new dynamic in order to get all 40 subsidiaries involved by 2016. A global program intended for Edenred's stakeholders, *Ideal meal* relies on local actions to tackle each country's food challenges.

With *Ideal meal*, the central component of its corporate social responsibility approach, Edenred intends to promote a healthy, balanced diet at an affordable price in the countries where it operates. With the support of **6,000 employees, 610,000 companies and public sector clients and 1.3 million affiliated merchants**, the Group is taking action to improve the eating habits of its **38 million beneficiaries** around the world.

### **A HISTORIC COMMITMENT LINKED TO EDENRED'S CORE BUSINESS**

Edenred, which invented the **Ticket Restaurant®** meal voucher 50 years ago, has helped to spread the practice of taking a lunch break and rolled out countless initiatives promoting balanced nutrition to employees. In this context, several of its programs have reached over **5.4 million beneficiaries and 130,000 affiliates**.

- **In Latin America**, Edenred created the "**Nutritional Balance**" program in 2005 in order to fight against **obesity**. Developed in partnership with a committee of experts (nutritionists, restaurant industry representatives, etc.), the program is currently implemented in **Mexico, Chile, Venezuela and Uruguay**. "Nutritional Balance" enables Ticket Restaurant® users to easily identify menu items at affiliated restaurants that meet the criteria of a balanced diet thanks to the Gustino mascot.
- **In Europe**, the **FOOD** (*Fighting Obesity through Offer and Demand*) program seeks to **positively influence the eating habits of employees during the workday** and jointly act on restaurant supply and consumer demand. Launched in 2008 in the form of a pilot project in response to a call for proposals issued by the European Commission, it was renewed in April 2011 as a long-term program. It is led by a public-private partnership made up of public health authorities, nutritionists, universities and eight of Edenred's European subsidiaries (**France, Belgium, Spain, Italy, Portugal, Sweden, Czech Republic and Slovakia**), which together form the FOOD Consortium.
- **In Brazil**, Edenred launched the **Avante** program in 2012 with the aim of **educating and training its clients, affiliates and beneficiaries in balanced nutrition** in order to fight against obesity. Four hundred restaurant owners have already been trained on the ten Avante commandments (principles and techniques for healthy cooking, cooking method, use of salt and sugar, etc.) and 5,500 beneficiaries have registered on the program's website in order to receive customized advice based on their nutritional profiles.

## IDEAL MEAL, AN ORIGINAL PROGRAM SUPPORTED BY EMPLOYEES

In order to promote its corporate social responsibility policy, Edenred **relies on the Group's employees**, training them on the principles of a healthy diet to make them the program's primary ambassadors through various actions including the following:

- Edenred launched a **study in 2013 on the diversity of eating habits**. The study was conducted first in Mexico, the United States, Poland and Belgium, to find out what makes up an "Ideal" meal during employees' workdays. Referring to these results, the teams organized workshops in order to draw up **local action plans intended for the Group's affiliates, clients and beneficiaries** to respond to the specific food challenges of their markets. By 2015, all of the Group's 40 countries will have taken part in the study.
- On this coming October 16, for the first time ever, Edenred will organize a **Group event called "Ideal meal Day"** around a common theme: "What is the 'Ideal' recipe in your country? " **28 countries will be involved** and **80% of employees will be mobilized** to define the most balanced recipe in their country. **The participants will vote** for the winning recipe or else it will be **chosen by restaurant chefs**. In China, Turkey and the United Kingdom, nutritionists will present the principles of a healthy diet during coaching sessions.  
Edenred's **partners will also be involved in some initiatives**: in India, the subsidiary's 450 employees will submit their "Ideal" lunch recipes. Chefs from affiliated restaurants in the Ticket Restaurant® network will vote for the best recipe and present recommendations for healthy cooking. In Brazil, Poland and Peru, beneficiaries of Edenred solutions will receive nutritional advice or exclusive promotional offers. A **publication featuring the winning recipes** and reflecting the cultural diversity of Edenred's countries will be distributed to the Group's partners.

"Ideal meal is the main strategy line of Ideal, our corporate social responsibility approach, alongside Ideal green and Ideal care, its environmental and solidarity pillars. Together with our Human Resources policy and our corporate culture, Ideal is a major milestone for Edenred to implement our strategy," affirms Jeanne Renard, Edenred Executive Vice President, Human Resources and Corporate Social Responsibility.

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*Edenred, which invented the Ticket Restaurant® meal voucher and is the world leader in prepaid corporate services, designs and delivers solutions that make employees' lives easier and improve the efficiency of organizations.*

*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 some 6,000 employees, nearly 610,000 companies and public sector clients, 1.3 million affiliated merchants and 38 million beneficiaries. In 2012, total issue volume amounted to €16.7 billion, of which 61% was generated in emerging markets.*

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