

July 24, 2015

## EDENRED AND DAIMLER SIGN PARTNERSHIP DEAL IN BRAZIL

**Edenred has joined forces with the Daimler group to launch a common solution on the Brazilian fuel card market.**

With more than 25 years of experience in Brazil's fuel card market via Ticket Car<sup>®</sup>, its flagship solution, Edenred partners with the Daimler group to launch MercedesServiceCard, a service card co-branded with Ticket Car<sup>®</sup> and intended for the Brazilian road transportation market.

The partnership will give Mercedes-Benz heavy vehicle customers in Brazil the opportunity to access two services using a **single card**. In addition to paying for fuel expenses using the features and network of the **Ticket Car<sup>®</sup> solution**, customers will also gain access to the **Mercedes-Benz network of maintenance workshops** for truck servicing and repairs. Edenred will be responsible for issuing and processing the new solution, which will notably give users access to its network of more than 11,000 affiliated service stations across Brazil.

The Daimler group is a major leading player in the heavy vehicle market in Brazil, with around 450,000 Mercedes-Benz trucks currently on the roads and more than 30,000 new vehicles registered in 2014.

*"We are thrilled to have signed this promising agreement with Daimler, in addition to our existing partnership with the company through the investment in UTA, one of the top European fuel card providers. This innovative alliance will allow us to step up the expansion of our Ticket Car<sup>®</sup> solution by capitalizing on Daimler's key position in Brazil's truck market",* declared Gilles Coccoli, Chief Operating Officer of Edenred Brazil.

Thanks to this partnership, Edenred is pursuing its strategy of developing Expense Management solutions, which are targeted to account for over 30% of issue volume by 2017.

---

**Edenred**, which invented the Ticket Restaurant® meal voucher and is the world leader in prepaid corporate services, designs and manages solutions that improve the efficiency of organizations and purchasing power to individuals.

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 Euronext Paris stock exchange, Edenred operates in 42 countries, with more than 6,000 employees, nearly 660,000 companies and public sector clients, 1.4 million affiliated merchants and 41 million beneficiaries. In 2014, total issue volume amounted to €17.7 billion, of which almost 60% was generated in emerging markets.

Ticket Restaurant® and all other tradenames of Edenred products and services are registered trademarks of Edenred SA.

Follow Edenred on Twitter: <http://twitter.com/Edenred>

---

## CONTACTS

### Media Relations

Anne-Sophie Sibout  
+33 (0)1 74 31 86 11  
[anne-sophie.sibout@edenred.com](mailto:anne-sophie.sibout@edenred.com)

Domitille Pinta  
+33 (0)1 74 31 86 27  
[domitille.pinta@edenred.com](mailto:domitille.pinta@edenred.com)

### Investor Relations

Louis Igonet  
+33 (0)1 74 31 87 16  
[louis.igonet@edenred.com](mailto:louis.igonet@edenred.com)

Aurélie Bozza  
+33 (0)1 74 31 84 16  
[aurelie.bozza@edenred.com](mailto:aurelie.bozza@edenred.com)