

Edenred, FOOD project coordinator



At the center of a unique relationship

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. In a spirit of shared progress, we support people in our 40 host countries by meeting essential or more sophisticated needs, depending on the degree of demographic, economic or social development and consumer aspirations, particularly among the middle classes. Every day, **nearly 35 million people** around the world use our solutions to purchase such things as food, transportation, healthcare, training and human services...

Edenred is committed to forging and nurturing relationships with all of its stakeholders : **companies and public sector customers**, concerned with being an attractive employer, with motivating their teams and optimizing their performance ; **beneficiaries**, who appreciate the simplicity and convenience of service cards and vouchers in making their lives easier ; **affiliated merchants**, seeking to increase their revenue, retain their customers and secure their transactions ; **public authorities**, looking to improve the effectiveness of their social and economic policies, to deliver benefits and to ensure the traceability of funds allocated to benefit programs.

A long-standing commitment to supporting nutritional balance

Edenred has been contributing to **social progress** since day one, via products that promise to make life easier for employees and constituents. By inventing the Ticket Restaurant® meal voucher in the 1960s, for example, the Group helped to spread the practice of taking a lunch break to all employees, regardless of category. In response to the emergence of obesity-related problems in developing countries, Edenred decided to take advantage of its unique position to relay public health messages promoting a balanced diet.



Initially developed in France in 2005 and now deployed in 12 other countries, the **Nutritional Balance program** makes it easy for Ticket Restaurant® beneficiaries to identify dishes in participating restaurants that comply with guidelines for varied, balanced nutrition, thanks to the program's Gustino mascot.

Building on this initial experience, since 2008, Edenred has coordinated the European Union's **FOOD** (Fighting Obesity through Offer and Demand) project, whose 25 partners are committed to promoting healthy eating using innovative communication. Within a public-private consortium, we ensure deployment of the project to its various target groups. .

Edenred has launched tailored initiatives in its host countries. In France, for example, we have supported the **Nutrinet-Santé study** since 2009 by relaying information about the program on Ticket Restaurant® communication media. The study tracks a target group of more than 500,000 voluntary adult Internet users over a five-year period to study the relationship between health and nutrition.

