

## Edenred is committed to healthy nutrition

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. Every day, nearly **38 million people** around the world use the solutions offered by Edenred to purchase things such as food, transportation, healthcare, training and human services.

Edenred has been contributing to **social progress** since day one thanks to its service vouchers. By inventing the Ticket Restaurant® meal voucher in 1962, for example, the Group helped to spread the practice of taking a lunch break to all employees, thus combating the hygiene problems that were then related to use of the cafeteria. Later on, when obesity-related problems appeared in developed countries, Edenred took advantage of its unique position to convey public health messages around balanced nutrition.

By structuring its **commitment around the "Ideal meal" program**, Edenred intends to **facilitate access to a healthy, balanced diet at an affordable price for all of its internal and external stakeholders** (clients, beneficiaries, affiliates). Through this program, Edenred is helping fight against obesity, which has become a worldwide epidemic. According to the World Health Organization, 1.5 billion adults, or one in seven people, are overweight. Of these, 450 million are obese. Every year, 29 million people die as a result of being overweight or obese.

Edenred's main local initiatives include the "Nutritional Balance," "Avante" and "FOOD" programs.

### The Nutritional Balance program in Latin America



#### CONTEXT

In order to fight against obesity, Edenred **created** the "Nutritional Balance" program represented by the Gustino mascot **in 2005**. Developed **in partnership with a committee of experts** (nutritionists, restaurant industry representatives, etc.) that ensures its validity, the program is currently implemented in **4 Latin American countries: Mexico, Chile, Venezuela and Uruguay**.

#### OBJECTIVE

"Nutritional Balance" is a **nutritional program** that enables Ticket Restaurant® users **to easily identify menu items at affiliated restaurants that meet the criteria of a varied and balanced diet** thanks to the Gustino mascot.

#### ACHIEVEMENTS

The program's member restaurants have a **window sticker bearing the image of its mascot, Gustino. "Nutritional Balance" dishes**, which are dishes that have been identified as balanced, appear on menus alongside a Gustino sticker so they can be quickly found.

The program has also developed several **specific tools** for beneficiaries including the following:

- in Chile:
  - o an **Edenred nutritionist** available on the [www.gustino.cl](http://www.gustino.cl) website to answer consumers' questions about balanced nutrition,
  - o **a study** conducted in 2011 by Edenred and the INTA (Instituto de Nutrición y Tecnología de los Alimentos) among approximately one hundred employees and 15 restaurants. After the two targets had been trained in the principles of Gustino, the study showed that the demand for balanced dishes had risen 60% and body mass index levels among the employees involved had dropped 13%. This study's sample population was then extended in 2012, increasing awareness of the program and its content by 68% in the trained sample,
- in Uruguay: **employee training sessions** organized by Edenred's subsidiary since 2008. A total of 500 employees have been trained in this context,
- in Mexico: **a race** to demonstrate the role of sports in a balanced lifestyle. The first edition rallied nearly 1,000 participants in Mexico City.

## The Avante program in Brazil



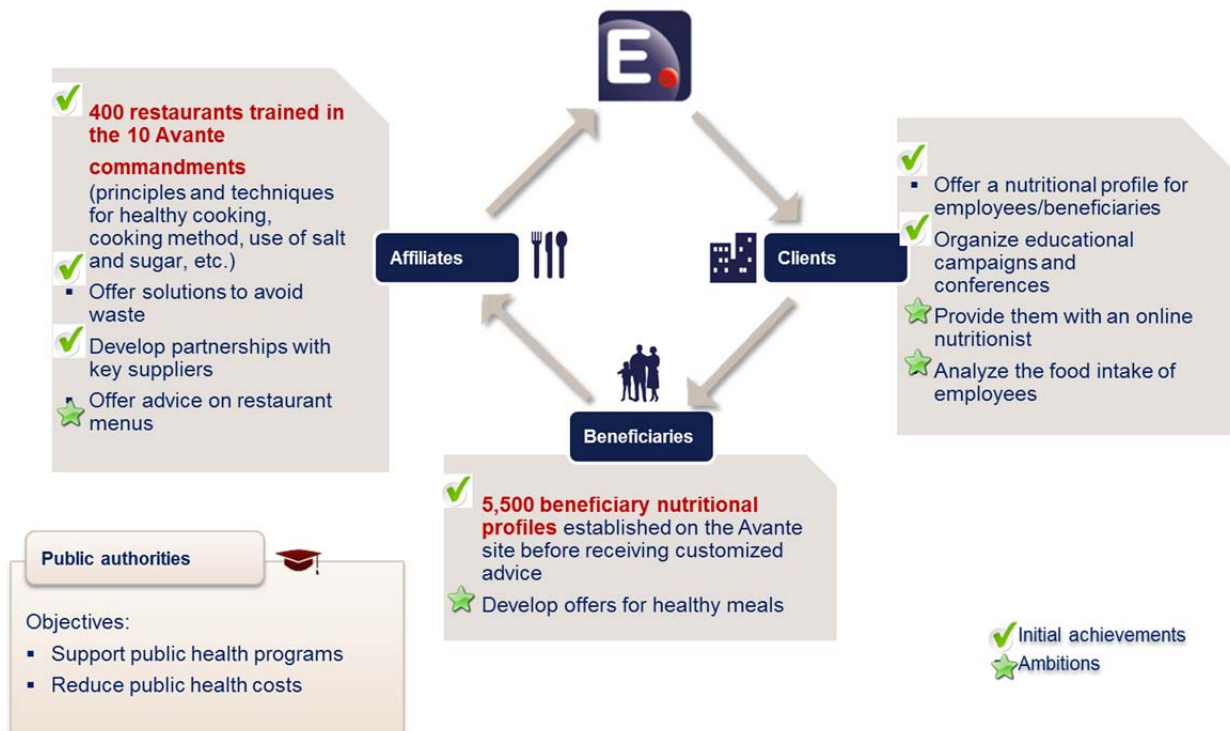
### CONTEXT

In Brazil, 15.8% of the population is obese and 48.5% is overweight<sup>1</sup>. This rate has increased 1% yearly since 2006. **Fighting obesity** has therefore become a major issue in this country, where medical costs to the public authorities are rising by over €200 million per year.

### OBJECTIVE

Edenred Brazil launched the "Avante" program in 2012 with the aim of **educating and training its clients, affiliates and beneficiaries in balanced nutrition and the environment.**

### AMBITIONS AND INITIAL ACHIEVEMENTS



<sup>1</sup> According to a study by the Brazilian Ministry of Health, published in April 2012.

## The FOOD program in Europe



### CONTEXT

FOOD was launched in 2008 in the form of a **pilot project** in response to a call for proposals issued by the European Commission as part of its health program (Directorate General for Health and Consumers). The theme of this call for proposals was combating obesity and unequal access to balanced nutrition. In April 2011, in light of its success, the pilot was renewed as a **long-term program**. It is led by a public-private partnership in the form of a Consortium made up of public health authorities, nutritionists, universities and Edenred subsidiaries in each participating country.

**8 European countries** currently take part in the program: France, Belgium, Spain, Italy, Portugal, Sweden, Czech Republic and Slovakia.

### OBJECTIVE

By acting jointly with restaurant owners and employees, the **FOOD** (*Fighting Obesity through Offer and Demand*) program seeks to **positively influence eating habits during the workday and act on both supply and demand** by:

- encouraging restaurant owners to improve the nutritional quality of their food by offering balanced menus and dishes,
- informing employees so they may better understand and improve their diet.

### ACHIEVEMENTS

Many awareness-raising actions aimed at employees in their companies and restaurant owners have been undertaken in the program's countries: training sessions, awareness-raising campaigns with distribution of posters, practical guides tailored to each target, mailing of newsletters, Paneuropean website, etc. A total of over **150 communication tools** have been created, and **4.2 million employees, 185,000 companies and 352,000 restaurants have benefited from awareness-raising**.

Recommendations have been issued **for restaurant owners** to improve the nutritional quality of their dishes:

- prefer fat-free cooking methods (steaming, roasting, grilling),
- do not put salt shakers on tables (Belgium),
- offer dishes with two servings (Italy),
- expand the selection of salads/raw vegetables, and especially those seasoned with olive or grapeseed oil (Czech Republic),
- clearly indicate the healthiest dishes on the menu (Spain),
- use the "tray model" to inform consumers about the composition of a balanced meal (Sweden), etc.

Several pieces of advice have also been developed for **employees**:

- limit the intake of fats and prefer vegetable oils,
- replace saturated fats (which increase cardiovascular risks) with unsaturated fats like olive oil,
- eat at least five servings of fruits and vegetables per day,
- choose a dessert made with fresh fruit alternating with a dairy product, etc.

**In the Czech Republic**, Edenred launched the **"Ticketka" application** - a search engine that can be used to quickly locate restaurants in the FOOD network. To supplement the application, "Ticketka" developed a website on which users can enter their eating habits and some personal data in order to regularly receive advice corresponding to their profile.

**In Portugal**, Edenred published a **book entitled Alimentaço Inteligente** ("Eat smart while spending less") in collaboration with the Ministry of Health. It features advice, recipes and good deals to adopt a more balanced diet while preserving one's purchasing power.