

Edenred enters the world of sailing sponsorship with French skipper Emmanuel Le Roch

Edenred, the world's leading provider of transactional solutions in the working world, is entering the world of sports sponsorship in offshore racing. The Group has decided to team up with French skipper and entrepreneur Emmanuel Le Roch, who is taking part in the Route du Rhum race for the first time in Class40 category. The legendary transatlantic race will begin on November 4, 2018 in Saint-Malo, France.



45-year old **Emmanuel Le Roch** is making everything to accomplish his dream. Catamaran Champion of France in 1991 and 1993, he has sailed in all categories of boats with skippers including Laurent Bourgnon and Jean Maurel on 60-foot trimarans, Primagaz, Foncia, Bayer, Rexona. He won the Spi Ouest France in 2012, 2013, 2014 and took part in Transquadra in 2017-2018 on First 40.7. In 1995, the passionate skipper from Brittany, created Nautic Sport in Carnac, France. The company that specialized in dinghy sailing, soon expanded with a motorboating unit in La Trinité-sur-Mer, France.

Why take part in the Route du Rhum? “A childhood dream which will become true thanks to Edenred”, enthused Emmanuel Le Roch.

With the support of the Edenred Group and its 8,000 employees, the skipper is preparing for his greatest personal and sporting challenge: a single-handed transatlantic race in a 12-meter monohull boat.

Edenred extends the reach of its brand

In keeping with its rebranding campaign which started in 2017, Edenred is continuing to establish a strong, federating and flourishing identity for its 44 million users, 770,000 client companies and public institutions, and 1.5 million partner merchants, by entering the world of sports sponsorship for the first time. By choosing sailing and allowing a skipper to enter his first major single-handed race, the Group is promoting its core values of imagination, simplicity and commitment.

“Edenred is proud to be supporting Emmanuel Le Roch in the 2018 Route du Rhum. His personality and values are the embodiment of the entrepreneurial spirit that drives our Group's dedicated teams. Emmanuel can count on the enthusiastic support of our 8,000 employees in this human adventure”, declared Bertrand Dumazy, Chairman and Chief Executive Officer of the Edenred group.

See you on the starting line in Saint-Malo on November 4, for the 11th Route du Rhum – Destination Guadeloupe.

Discover the Edenred boat in video: <https://youtu.be/EQ9eenBT5IU>
Photos available on demand at: presse@edenred.com





The Route du Rhum: a legendary race

The Route du Rhum, which starts in Saint-Malo on Sunday November 4, 2018 and finishes in Guadeloupe, is celebrating its 40th anniversary this year. With its first edition in 1978, this famous single-handed transatlantic race takes place every four years on a 3,510-nautical mile route between Saint-Malo in France and Pointe-à-Pitre in Guadeloupe. Open to both monohull and multihull boats, the event includes five categories: Ultime, Multi 50, IMOCA, Class 40 and Rhum Class. More than 120 skippers are expected on the starting line.

Edenred is the world leader in transactional solutions for companies, employees and merchants, with business volume of more than €26 billion generated in 2017, of which 78% through digital formats. Whether delivered via mobile, online platform, card or paper voucher, all of these solutions mean increased purchasing power for employees, optimized expense management for companies and additional business for partner merchants.

Edenred's offer is built around three business lines:

- Employee benefits (Ticket Restaurant®, Ticket Alimentación, Ticket Plus, Nutrisavings, etc.)
- Fleet and mobility solutions (Ticket Log, Ticket Car, UTA, Empresarial, etc.)
- Complementary solutions including Corporate payment (Edenred Corporate Payment), Incentive and rewards (Ticket Compliments, Ticket Kadéos) and Public social programs.

The Group brings together a unique network of 44 million employees, 770,000 companies and public institutions, and 1.5 million merchants.

Listed on the Euronext Paris stock exchange and part of the CAC Next 20 index, Edenred operates in 45 countries, with close to 8,000 employees.

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