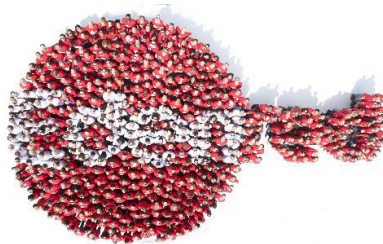


# EDENRED WINS THREE TOP/COM AWARDS FOR ITS REBRANDING

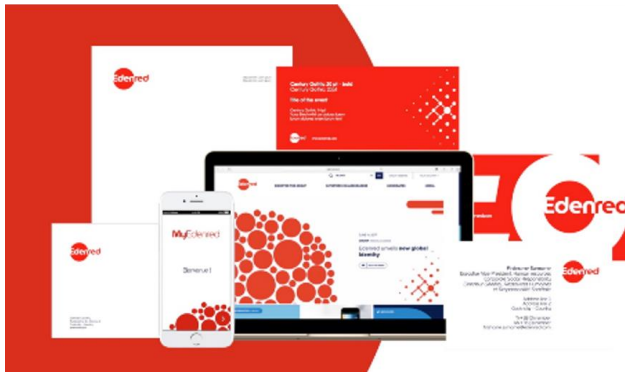
After winning two COM-ENT prizes in November 2017, Edenred won three additional awards for its rebranding at the 23<sup>rd</sup> TOP/COM Corporate Business Grands Prix, which reward the best corporate communication campaigns:

- **GOLD TOP/COM GRANDS PRIX** in the “Internal Event” category
- **SILVER TOP/COM GRANDS PRIX** in the “Global Design” category
- **TOP/COM GRANDS PRIX special award** for expression

**The gold award in the “Internal Event”** category pays tribute to the new identity's simultaneous launch among 8,000 employees across more than 40 countries. Following a one-year collaborative effort by a team of more than 200 employees worldwide, Edenred's employees sported the colors of their new brand at events organized in all the Group's countries, widely communicated on the social networks via #Edenredconnects (23 million views).



**The silver award in the “Global Design”** category rewards the increased momentum of the Group's transformation via its rebranding, making the Edenred brand a unifying benchmark for some 44 million employees, 770,000 companies or public sector clients, and 1.5 million partner merchants. The identity of all the products and services developed by the Group, whose flagship Ticket Restaurant program now carries the Edenred brand name, has been completely overhauled in line with standardized graphic codes. This identity is embodied by the “We connect, you win” signature, which reflects the shift to digital, the concept of networks established by the Group, and the benefits offered by Edenred: enhanced purchasing power for employees, optimized expenditure for companies, and increased business activity for merchants.



**Edenred also won a special awards for expression**, rewarding the best oral presentation in front of a jury composed of communications professionals.

**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 payments (Edenred Corporate Payment), incentives 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 affiliated 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.

Follow Edenred on Twitter: [www.twitter.com/Edenred](http://www.twitter.com/Edenred)

*The logos and other trademarks mentioned and featured in this press release are registered trademarks of Edenred S.A., its subsidiaries or third parties. They may not be used for commercial purposes without prior written consent from their owners.*



---

## CONTACTS

### Relations presse

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

Anne-Sophie Sergent  
+33 (0)1 74 31 86 27  
anne-sophie.sergent@edenred.com

Matthieu Santalucia  
+33 (0)1 74 31 87 42  
matthieu.santalucia@edenred.com

### Relations investisseurs et actionnaires

Solène Zammito  
+33 (0)1 74 31 88 68  
solene.zammito@edenred.com

Loïc Da Silva  
+33 (0)1 74 31 84 16  
loic.dasilva@edenred.com