



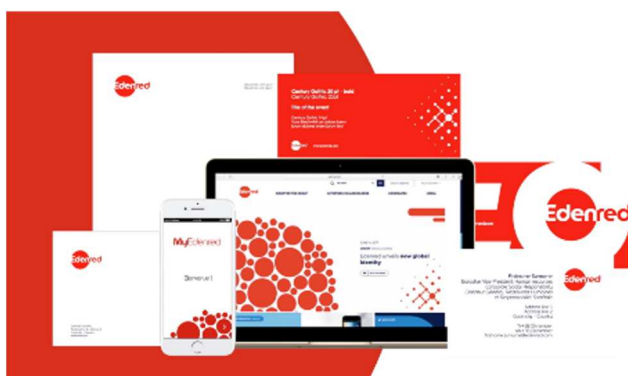
Press release
November 24, 2017

EDENRED WINS TWO AWARDS AT THE COM-ENT GRANDS PRIX FOR ITS REBRANDING

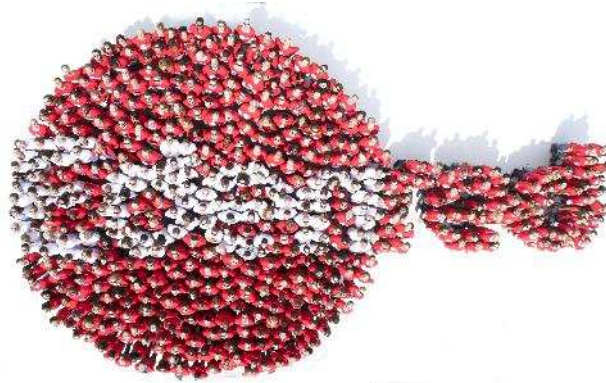
Edenred has received two awards for its new identity and its successful launch among 8,000 employees at the 31st edition of the “Grands Prix” awards, organized by COM-ENT, formerly “Communication et Entreprise”, France's leading association of corporate communication businesses :

- **Honorary prize in the “Visual identity and graphic universe” category** for the worldwide overhaul of Edenred's brand identity
- **Honorary prize in the “One Shot” category** for its worldwide launch on June 14, 2017

The “Visual identity and graphic universe” honorary prize rewards the increased momentum of the Group's transformation via its rebranding, making the Edenred brand a powerful, unifying benchmark for some 43 million employees, 750,000 companies or public authorities, and 1.4 million partner merchants. The identity of the 400 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.



The “One Shot” honorary prize pays tribute to the new identity's simultaneous launch among 8,000 employees across 42 countries on June 14, 2017. Following a one-year collaborative effort by a team of more than 200 employees worldwide, Edenred's 8,000 employees sported the colors of their new brand at events organized in the Group's 42 countries, widely communicated on the social networks via #Edenredconnects (23 million views).



Each year, COM-ENT, formerly “Communication & Entreprise”, which brings together more than 1,700 members from the communication universe (businesses, agencies, public bodies, freelancers and students), organizes the Grands Prix awards to uncover tomorrow's trends, and reward the most innovative systems and ideas. The 31st edition of these Grands Prix awards took place on November 23 on the occasion of an evening laid on for 1,000 communication professionals.

Edenred is the world leader in transactional solutions for companies, employees and merchants. Whether delivered via card, mobile app, online platform or paper voucher, all of these solutions mean increased purchasing power for employees, optimized expense management for companies and additional business for affiliated 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, Ticket 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 43 million employees, 750,000 companies and public institutions, and 1.4 million affiliated merchants.

Listed on the Euronext Paris stock exchange and part of the CAC Next 20 index, Edenred operates in 42 countries, with close to 8,000 employees. In 2016, the Group managed almost €20 billion in transactions, of which 70% were carried out via card, mobile device or the web.

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