



## Edenred Launches LINE Pay Ticket Xpress® In-Store Promotion with 7 Brands

Edenred, the e-voucher market leader in Taiwan, teams up with LINE Pay, the well-known mobile payment service in Taiwan, to launch LINE Pay Ticket Xpress® in-store promotion with 7 partner brands: COLD STONE, Yoshinoya, cha FOR TEA, cha FOR TEA TOGO, Chamonix, Tokiya, and Domino's Pizza starting from Dec. 15, 2017 to Jan. 31, 2018.

By scanning a dedicated QR-Code inside the partner stores to buy LINE Pay Ticket Xpress® e-vouchers, Line Pay users can enjoy triple exclusive privileges: 1. up to 50% off discount; 2. up to 11% LINE Points reward; and 3. additional NT\$50 off for first purchase. For instance, a large Cheesy Crust pizza from Domino's Pizza with regular price of NT\$650, it will only cost NT\$279 for LINE Pay users though LINE Pay Ticket Xpress® e-voucher (promotional price at NT\$329 plus additional NT\$50 off discount for first purchase). What's more, LINE Pay users can earn LINE Points up to 10% of the purchase amount (one LINE Points equals one Taiwan dollar). In addition, this promotion is also eligible for LINE Points direct deduction.

With its innovative "scan, buy, and redeem" in-store redemption model to connect Line Pay and Edenred's partner merchants, LINE Pay Ticket Xpress® is expected to offer more acceptance locations and privileges to LINE Pay users. Edenred also looks forward to bringing more business opportunities to its partner merchants through this collaboration with LINE Pay. In addition to the first wave of seven brands, Edenred plans to extend this model to other 60 Ticket Xpress brand partners, allowing more consumers to experience the convenience and benefits of combining LINE Pay with Edenred's Ticekt Xpress e-voucher.

List of offers from partner brands for LINE Pay Ticket Xpress®

7 brands/ merchants	Discount (up to % off)	Maximum LINE Points	Additional TWD\$ off the first purchase
<b>COLD STONE</b>	40% off	6%	\$20
<b>cha FOR TEA</b>	5% off	6%	\$10
<b>cha FOR TEATOGO</b>	15% off	6%	\$10
<b>Yoshinoya</b>	N/A	11%	\$20
<b>Chamonix</b>	N/A	6%	\$50
<b>Tokiya</b>	N/A	6%	\$50
<b>Domino's Pizza</b>	50% off	10%	\$50

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**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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