



Press Release

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Edenred Partners with Eslite Corporation to Launch Eslite Spectrum Ticket Xpress Digital Voucher

Edenred, the world leader in transactional solutions, and Eslite Corporation, the largest lifestyle and bookstore brand in Taiwan, officially announce the availability of Eslite Spectrum Ticket Xpress® digital voucher targeting cultural and lifestyle market segment.

According to a Survey of Technological Innovation¹, the so-called "Life connoisseurs" represent a particular group of consumers in Taiwan who has a steady income and higher demand for quality of life. They enjoy arts and cultural events, and over one third of them have made purchases with e-vouchers at brick-and-mortar stores. Targeting this customer segment, Edenred teamed up with the Eslite Group, the legendary cultural and lifestyle brand in Taiwan to launch Eslite Spectrum Ticket Xpress® digital voucher covering Eslite Spectrum, Eslite Bookstore, totaling 40 physical and online stores in Taiwan. The joint creation of Eslite Spectrum Ticket Xpress® is expected to enable Edenred to penetrate into lifestyle and cultural market, and help Eslite Group to engage with mobile consumers with Edenred's digital voucher solution.

Eslite Spectrum Ticket Xpress® is available at major loyalty programs in Taiwan, including LINE Points, CTBC Ticket Xpress® online shopping mall, TreeMall of Cathay United Bank, My Rewards APP of Cathay United Bank, and Hua Nan Commercial Bank. Consumers can get Eslite Spectrum Ticket Xpress® digital vouchers with their reward points, and use the vouchers at any Eslite Bookstore or online bookstore in Taiwan.

For more details about Eslite Spectrum Ticket Xpress®, please visit:
<https://www.facebook.com/shopTicketXpress/>

¹ The Survey of Technological Innovation identifies a group of interviewees with potential purchasing power called "life connoisseurs." They have a steady job, income higher than the average monthly salary in Taiwan, and greater demand for quality of life. According to the statistics released by the Directorate General of Budget, Accounting, and Statistics in November 2015, the monthly salary in the secondary and tertiary industry in Taiwan averaged NT\$42,545. Thus, this study defines "life connoisseurs" as those "with a regular job and a monthly income over NT\$50,000."

About the Eslite Spectrum Corporation

"Spectrum" in the Eslite Spectrum Corporation represents energy and life. The wide spectrum of each and every individual is woven into this firm, presenting a kaleidoscopic collective creation with colors and patterns unimaginable in the past.

As a multi-channel lifestyle, hospitality, and hotel business based on creative economy, Eslite Spectrum brings culture, creativity, and industry together, and each chain has its own unique scale and operating model intending to help people. It carefully selects space, products, activities, services, and talent, seeks different themes and creative marketing, and positions itself as a venue where lifestyle is on display and for sale. Eslite Spectrum is a cultural and creative platform promoting tourism, interdisciplinary integration, talent and entrepreneur nurturing, and experience sharing.

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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