



Press release
December 5, 2017

Edenred Shapes Colorful Mobile Life with Digital Innovation

Ticket Xpress® Smart Voucher was awarded the “100 IT Innovative Elite” prize in 2017 ICT Month

Ticket Xpress® Smart Voucher, an innovative mobile voucher launched by Edenred (EDEN-Euronext Paris), the world leader in transactional solutions, was awarded the “100 IT Innovative Elite” prize in 2017 ICT Month — a major annual event in the ICT sector in Taiwan taking place from Dec. 6th to 11th in Taipei World Trade Center.

Since Ticket Xpress® digital voucher service launched Taiwan market in 2011, Edenred has solved the pain point of traditional paper voucher and created additional value by digitalization. As of 2016, Ticket Xpress digital voucher service has connected 65 well-known brands, 19,000 redemption stores, 61 online platforms and numerous clients including banks, telecoms and government organizations.

According to the "Taiwan Digital Consumer Research Report" released by Google in August 2016, the penetration rate of smart phones in Taiwan has reached 82%, of which the millennial generation age of 25 to 34 is as high as 100%. In order to bring the best user experience to smartphone users, Edenred launched its Ticket Xpress® Smart Voucher corresponding to the smart phone in May 2017.

Ticket Xpress® Smart Voucher bestthree features:

Easy to Use: When receiving Ticket Xpress® Smart Voucher via LINE, SMS or email with iPhone or Android smart phone, consumers do not have to download any app, nor register any member account. All they have to do is click on the URL sent, and Ticket Xpress® Smart Voucher will be open along with a complete product image, product description, barcode/QR Code, balance and notice. The voucher status changes accordingly after redemption in store, offering a smooth and hassle-free e-voucher experience to users.

Mobile-wallet Integration: Ticket Xpress® Smart Voucher can be added to Apple Wallet and Android Pay with a simple click, facilitates consumers the voucher storage and management. Consumers can also receive expiry reminder notice after the voucher is added to their e-wallet.

Secure encryption: Each Ticket Xpress® Smart Voucher is paired with a dedicated security password to prevent misappropriation. At the same time, data transmission also enables SSL encryption to ensure consumer privacy and transaction security.

After winning the “100 IT Innovative Elite” prize in 2017 ICT Month, in addition to show highest appreciation to the judges, Edenred will continue its efforts in the development of Smart

Voucher application and technology, and lead Taiwan's e-voucher market with continuous innovation.

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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