



**Press release**

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# EDENRED AND PROWEBCE JOIN FORCES WITH THE VENTE-PRIVEE GROUP

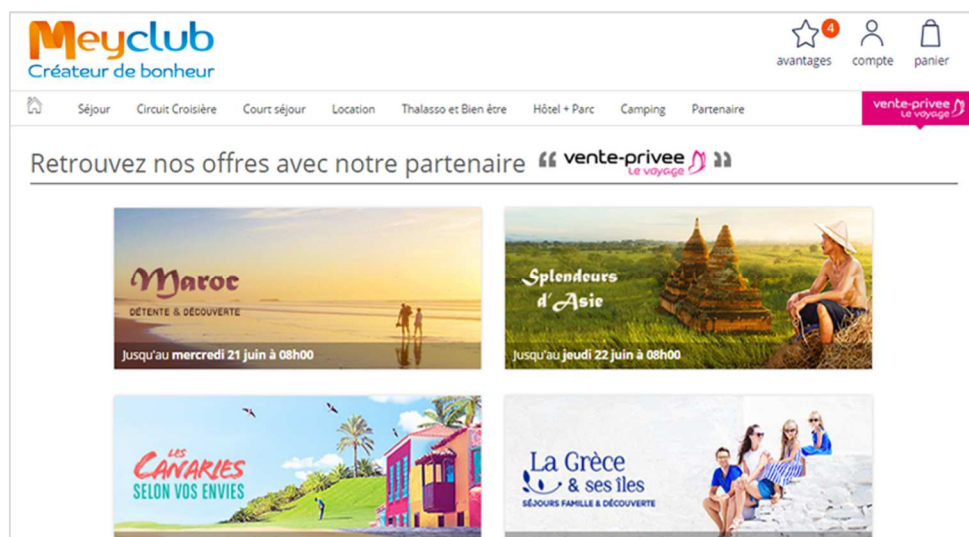
An innovative offering on the employee benefits market

**Edenred and ProwebCE have reached a new milestone in the development of the French employee benefits market by joining forces with the vente-privee Group, one of the world's leading online retailers. Under the deal, the partners have designed an exclusive offering for the works council segment, which is estimated at more than €15 billion.**

ProwebCE, which is 70% owned by the Edenred Group, offers a comprehensive range of solutions for works councils. In addition to management and accounting software packages, it also provides the Meyclub e-commerce platform, which enables employees to use the funds allocated to them annually by their works council to purchase culture and leisure-related goods and services. Through this platform, employees can choose gift vouchers or cards to take advantage of discounts on more than one million products and services. ProwebCE manages a portfolio of more than 7,000 client companies and serves 5 million employees.

The partnership with vente-privee has two components:

- Employees with access to the Meyclub portal can buy e-gift cards that offer a 5% discount on all products and services sold on vente-privee.com (excluding vente-privee Le Voyage).
- Travel deals on vente-privee (vente-privee Le Voyage) are directly integrated into the Meyclub portal. This additional range of services adds an entirely new dimension to employee benefits, with the subsidy management system incorporated into the same IT environment. As a result, users will have easier access to more than 1,000 travel deals a year.



Commenting on the partnership, Bertrand Dumazy, Chairman and Chief Executive Officer of the Edenred Group, said: *"As the world leader in employee benefits, particularly in the digital segment, Edenred constantly seeks to offer more services to its customers, be they companies, their employees or merchants in our network. Our alliance with the innovative trailblazer and event-sales pioneer vente-privee.com group perfectly illustrates this ambition."*

Patrice Thiry, Chairman and Chief Executive Officer of ProwebCE, said: *"ProwebCE is proud to partner with vente-privee.com, one of France's premier online retailers. This is a decisive step in the development of our range that will benefit 7,000 works councils and 5 million employees."*

Jacques-Antoine Granjon, founder and Chief Executive Officer of the vente-privee group, said: *"We are delighted to form this alliance with the world leader in employee benefits. Works councils provide employees with travel opportunities all throughout the year, and expanding into this segment forms part of vente-privee Le Voyage's long-term growth plan. For our partner brands, this deal represents a new opportunity to optimize their take-up rate and acquire a new clientele."*

#### About Edenred

**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, 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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### **About ProwebCE**

Founded in 2000 by Patrice Thiry, ProwebCE developed the first communication and management platform integrating works council subsidies and gift cards. ProwebCE offers a comprehensive range of solutions for works councils, which includes a website, software for managing social and cultural activities, accounting software, training and advice, and survey solutions.

In 2009, ProwebCE acquired Meyclub, the historical leader in the French travel and leisure booking market. In 2010, it launched the Meyclub gift card, thereby enabling employees to combine their works council subsidies and gift cards with the millions of products and services offered by Meyclub. ProwebCE has a team of nearly 400 employees serving a portfolio of more than 7,000 clients and 5 million employee beneficiaries.

In 2005, ProwebCE created the "Trophée des CE" works council awards, sponsored by French politician Jean Auroux and supported by the French Ministry of Labor.

### **About the vente-privee group**

vente-privee.com founded the online sales event concept and is the global leader in the sector. Specialising in selling brand overstock since 2001, it currently has 50 million members worldwide. Sales are for a limited time only (3 to 5 days) and are organised in close collaboration with over 6,000 major international brands in all product categories: ready-to-wear, fashion accessories, homewares, toys, sports, high-tech, food, travel, etc. Thanks to its partnerships with brands, vente-privee.com offers irresistible discounts (50-70% off). vente-privee acquired a majority interest in Belgium's Vente-Exclusive.com in 2015 and in Spain's Privalia, Switzerland's e-boutic.ch, Denmark's Designers&Friends and Poland's ZłoteWyrzedaze in 2016. Through these acquisitions, the group today operates in 14 countries (France, Italy, Spain, Germany, the UK, Austria, Benelux, Switzerland, Denmark, Poland, Brazil and Mexico). With 4,500 employees around the world, vente-privee.com generated €3 billion in gross turnover in 2016.

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