



Edenred
For an easier life



50 years of success story
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From a concept to deployment of a business model

- 1954** **Creation of the concept in United Kingdom** (by John hack) with the Luncheon Vouchers, 1st lunch vouchers company.
- 1962** **Launch of Ticket Restaurant® in France: The Crédit Repas company is created by Jacques Borel**; the lunch voucher is then just a voucher.
- 1967** The lunch voucher is officially established by an ordinance **as a real social benefit**.
- 1968** **Crédit Repas becomes Ticket Restaurant®**.
- 1971** **Creation of the CRT** (Lunch vouchers payment central).

1954 > 1975



From a regional presence to global leadership in meal vouchers

- 1976** **Exportation** of the concept abroad (**Brazil, Italy, Belgium, Germany and Spain**).
- 1981** Settlement **in Mexico**.
- 1982** **Ticket Restaurant®** is already implemented in **8 countries** with **165 millions vouchers a year and 70,000 affiliated restaurants**.
- 1983** **Merge of Novotel** (hotel business) and **Jacques Borel International** (Ticket Restaurant®, collective food services, motorway services and hotel business) which gives birth to Accor group.
- Creation of a food voucher in Mexico** which allows underprivileged families to obtain food products in the affiliated stores.
- 1985** Beginning of the **Ticket Restaurant® activity in Portugal and Sweden**.
In the U.S, Ticket Restaurant® is established under the name Work Life Benefits. The company is mainly implementing employee assistance programs such as “Health Care” (payment of health expenses) and TCRA (payment of transportation and parking costs).
- 1988** Settlement **in Argentina**.
Birth of Top Premium in Brazil, it is a gift certificate used by companies to reward their best elements.
- 1990** Settlement **in Venezuela**.
- 1991** Settlement of Rikskuponger (Ticket Restaurant®) **in Sweden** thanks to the takeover of an already existing company.
- 1992** Launch of **Ticket Restaurant® in Turkey**. It is very soon a huge success for the affiliated companies and restaurants.
- 1993** **Settlement of Ticket Restaurant® in the Czech Republic, Austria and Luxembourg**.
Sweden launches the Eldercare Vouchers which allow the elderly to have personalized assistance (house work, etc).
- 1994** **Ticket Restaurant®** reinforces its world leader position in services vouchers with around **9 millions users in 20 countries**.
Settlement of **Ticket Restaurant® in Uruguay and Hungary**.
Creation of the **Incentive House® in France**, a company specialized in motivation and incentive. This event agency creates tailor-made programs in order to promote and reward the performances of companies’ employees.
- 1995** **Settlement in Colombia** with Ticket Restaurant® and Ticket Canasta® (method of payment to obtain food products in supermarkets).
Birth of the Clean Way® card in France: chip card for employees to use for the dry cleaning of their business clothes in affiliated dry cleaners.
- 1996** Settlement **in Greece**.

1996 Ticket Restaurant® is ISO 9002 certified in 5 countries.

Issuing of the first **lunch vouchers in Colombia and Switzerland.**

In Mexico development of gasoline chip card.

Launch of **Ticket Emploi Domicile® in France** which enables the payment of house services (house work, tutoring,...).

1997 More than 10 millions users in more than 26 countries are using Ticket Restaurant® products on a daily basis. This represents 46% of the global Service vouchers market.

Three new countries have opened up to service vouchers: **the Netherlands, Poland and India.**

Release of the first day care vouchers **in Argentina.**

1998 Ticket Restaurant® becomes Accor Corporate Services. This new surname strongly claims the fact that the company belongs to Accor group and represents the link between all the products of the brand.

1998 Around **11 millions people** use the Ticket Restaurant® or other service vouchers from Accor Corporate Services on a daily basis.

Establishment of Ticket Restaurant® in Romania and Chili.

In Colombia, the signature of a partnership with the second national industrial company strengthens the position of the company.

Launch **in Austria** of a health voucher (Wellness Gutscheines) in a partnership with Generali insurance.

Experimentation of a Ticket Restaurant® chip card **in Argentina.**

1999 Settlement of Ticket Restaurant® in Lebanon.

Argentina and India become ISO 9002 certified for their Services activities.

In France, acquisition of the Market Place, an agency specialized in motivation and incentive.

En Germany, launch of Service Card which allows those who ask for political asylum to buy first necessity products.

1976 > 1999

Diversification & Innovation

- 2000** **Accor Corporate Services becomes Accor Services.** This new name redefines the company branding system and its activity strengthens Accor's reputation on a global level.
- Ticket Restaurant® is settled in China** (launch of a food card in Shanghai and Beijing) and **in Ireland** with the acquisition of Irish Luncheon Vouchers.
- Hungary launches the Top Premium® gift certificate which can be used in a large network of 200 affiliated stores.
- 2001** **In the United Kingdom, acquisition of EAR (Employee Advisory Resource),** one of the leaders in employee assistance programs (tax, health and excessive debt advice).
- In France, launch of Bien-Être à la Carte®**, a innovating program designed to ease employees' life (looking for a baby-sitter or house work help, car maintenance, administrative and legal procedures, etc).
- 2002** **Acquisition of Davidson Trahaire in Australia,** leader in advice and assistance for human resources (management advice, psychological support, skills assessment, training).
- In France, launch of Accueil Partenaires®** which manages and runs housing structures such as training centers or corporate universities. Moreover, **Accor Services and Interépargne launch Tesorus®**, an innovative product specialized in contribution savings which was developed as part of the Loi Fabius.
- Finally, **the purchase of Foragora®** concretizes the launch of a global offer in the training field: purchase support, logistics management in training plans, performance assessment and measurement services.
- 2003** **In Mexico, Accor Services takes over Dicasa®**, one of its main competitors and thus strengthens its leader position.
- 2003** **Creation in France of Orfea®**, subsidiary of SNCF Participations and Accueil Partenaires®, in order to assure housing for SNCF train crews.
- Establishment of Clean Way®**, the first European solution for the dry cleaning of business clothes **in Belgium, Germany and the Netherlands.**
- In Portugal, purchase of Ebairro**, created in 2001 and specialized in corporate conciergerie services.
- 2004** **Beginning of Accor Services activity in Panama** with Ticket Restaurante® and Ticket Canasta® and **in Peru** with Ticket Alimentación®.
- Launch of the new Accor Services brand Académie® in France** which markets Accor expertness regarding service management training and advice.
- 2005** **In Greece, Accor Services takes over Ergonomia**, main consulting company specialized in providing services in the field of business hygiene and security for private and public sectors.
- In the U.S., WiredCommute® joins Accor Services.** This company is specialized in distributing transport vouchers to companies for their employees.
- Purchase of **Delicard®**, which is established **in Sweden and Norway.** Delicard®, an a la carte gift card, is a new offer for companies and shop committees.
- Accor Services is settled in South Africa.**

In France

2005 **Accor Services and Europ Assistance®** combine their skills to create **Bien-Être Assistance®**, a common platform to take up the challenge of developing domestic assistance.

Accor Services and Caisse d'Épargne group join to issue **CESU** (employment cheque for private individuals who employ someone for personal services).

Ticket Restaurant® and UMIH (Union des Métiers et des Industries de l'Hôtellerie) commit together with restorers to promote balanced nutrition with the launch of "**Nutrition & Balance**", a worldwide program promoting a diversified and balanced nutrition with its own mascot Gustino.

2006 **Purchase of three companies: Serial (Italy)** on the human resources market and **RID (India)** and **Calicado (Germany)** on the marketing service market. **In France, Accentiv' takes over Stimula** and thus becomes the leader of the national incentive market.

In the U.S., Accor Services takes over Commuter Check Services Corporation, company issuing transportation cheque, and thus strengthens its position on the American market.

Finally, the international "Nutrition & Balance" program is still developed **in the Czech Republic, Belgium, Venezuela and Chili.**

2007 **In France, Accor Services and Groupama** combine their expertise in order to help small businesses have an easier access to contribution savings. For that purpose, they create **Ticket Tesorus®**.

Accor Services purchases Kadéos and becomes the gift certificates leader in France.

In Mexico, Accor services takes over **the gasoline card activities of Autocupón** and thus reinforces its leader position on the market.

2007 **In the Netherlands**, Accor Services takes over **Tintelingen**, which issues "à la carte" Christmas gifts for companies. In Sweden, Accor Services purchases **In-Action**, which gives employers the opportunity to provide their employees with a nice range of well-being-oriented services and online products.

Accor Services takes over Surf Gold, Asian Marketing Service leader. The company has been on the Asian market since 1999 and **is settled in China, South Korea, Hong Kong, India, Singapour and Taiwan.**

In South Africa, purchase of Intercheque Incentives SA Pty. This purchase allows Accor Services to reinforce its position as sole multi-store gift certificate provider in South Africa.

Meanwhile, in the United Kingdom, Accor Services announces the **take over of 100% of PrePay Technologies Ltd**, prepaid cards leader in the United Kingdom.

Start of the activity in Morocco with lunch vouchers.

Take over of Quasar, an agency specialized in relationship and commercial marketing which becomes part of the Accentiv' International network.

30 millions users, 430 000 client companies or communities and 1,000,000 affiliated service providers in 40 countries fully trust Accor Services.

2008 Accor Services takes over **62% of Motivano UK capital**. Motivano UK is the leader in on-line management solutions for employees' fringe benefits.

2009 **Accor Services and MasterCard Europe conclude a strategic agreement** to create **PrePay Solutions**, the European leader in prepaid services Accor Services holds 37% and MasterCard 33%.

Accor Services acquires **Exit Group**, the Czech Republic's fourth largest meal voucher provider.

2010 As part of the proposed demerger of Accor's Hotels and Prepaid Services businesses, **Accor Services has changed its name to Edenred.**

2000 > 2010



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