



Press Release  
June 8, 2010

## Accor Services becomes Edenred, the world leader in prepaid service vouchers

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

Operating in 40 countries, Edenred is the world leader in prepaid service vouchers with Ticket Restaurant, Ticket Alimentation, Ticket CESU, Childcare Vouchers, Ticket Car, Ticket Clean Way, Ticket Compliments, Kadeos, etc. By delivering employee and public benefits or solutions that improve the performance of organizations, Edenred's products make everyone's life easier in a myriad of ways. Every day, 33 million people use Edenred's solutions. Nearly 500,000 private and public sector customers benefit from its sense of innovation and 1.2 million service providers have joined the affiliates network. In 2009, the Company generated total issue volume of €12.4 billion, of which more than 50% in emerging markets.

*"Backed by our 50 years of expertise in prepaid services, this new identity will enable us to assert our position as a committed, pioneering, global leader,"* said Jacques Stern, Deputy Chief Executive Officer of Accor, in charge of the Services business. *"Edenred is focusing on innovation to drive growth and delivering solutions worldwide that create bonds among people."*

### A MEANINGFUL BRAND

"Edenred" expresses a powerful commitment to growth, as embodied in the company's Eden corporate project. "Eden" comes from the initials of the project's French slogan "Entreprendre Différemment Ensemble" (Moving Forward Differently Together). Introduced in January 2010 and deployed by the Company's 6,000 employees, the project is underpinned by five core values: entrepreneurial spirit, innovation, performance, simplicity and sharing. "Eden" also means "paradise" in eight languages, reflecting the sense of well-being that Edenred's solutions instill in individuals and organizations. "Red" refers to the red ball that identifies the products successfully developed by the Company for nearly 50 years. It also means "network" in Spanish, signifying the ties that bind private and public sector customers, employees, citizens, affiliates and government authorities.

The corporate brand's new logo is comprised of different components that give it a distinctive identity: the red ball, symbolizing the different products and services; the name's initial letter to create a sense of community; a sphere, denoting the company's global presence; and a square, whose contemporary styling and shape recall today's social networks.



Because Edenred's products enable users to have lunch, buy gifts, pay for childcare services, manage business expenses or take a vacation, the new brand has chosen a baseline that puts the emphasis on day-to-day well-being and simplicity: "For an easier life".

*"The Edenred brand is people-focused, friendly, optimistic and innovative,"* added Eliane Rouyer-Chevalier, Edenred's Executive Vice President, Corporate and Financial Communications. *"It will project our image and build awareness of the Company in all of our current and future host countries."*

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<sup>1</sup> Number of vouchers and cards issued during the year times their face value.

## A BROAD-BASED LAUNCH

Deployed in 40 countries, the Edenred launch comprises three components:

- **Special events.** On Monday, June 7, a premiere was held to announce the Company's new name to its 6,000 employees. On June 8, 40 giant red balls will serve as a backdrop for the brand's public unveiling. A large number of fun-filled events will be held around the world for Edenred partners. In Paris, the new identity will be presented on the Esplanade de la Défense, Europe's leading business district, to demonstrate the Company's commitment to delivering well-being and motivation to the business and social communities.
- **An online and offline advertising campaign,** with visuals highlighting the red ball theme worldwide. Targeting opinion leaders, the campaign uses teasers to reveal the new name and showcases the day-to-day contact between Edenred and its stakeholders.



Print media campaign released in France

- **A marketing campaign** that will leverage the rollout's "special event" aspect to generate buzz about the brand on the Internet. A teaser website ([www.enjoyredexperience.com](http://www.enjoyredexperience.com)) went online on June 4, featuring the giant red balls. On June 9, the site will display pictures and videos of Edenred events held around the world. As the same time, Facebook, Flickr, YouTube, Orkut and other leading social networks and media hubs will gradually and simultaneously provide coverage of the new identity's unveiling.

At the Annual and Extraordinary Shareholders' Meeting on June 29, 2010, Accor SA shareholders will vote on the proposed demerger. Trading in Edenred shares is scheduled to begin on the NYSE Euronext™ Paris stock exchange on July 2, 2010.

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*Edenred, the world leader in prepaid service vouchers, provides solutions that enhance personal well-being and improve the performance of organizations. Operating in 40 countries, with 6,000 employees, nearly 500,000 private and public sector customers, 33 million users and 1.2 million affiliates, Edenred offers a wide range of products in two categories:*

- **Employee and public benefits** related to meals and food (*Ticket Restaurant, Ticket Alimentation*) or quality of life (*Ticket CESU, Childcare Vouchers, etc.*).
- **Performance solutions** in the areas of expense management (*Ticket Car, etc.*), incentives and rewards (*Ticket Compliments, Kadeos, etc.*) and new prepaid electronic products.

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