



Edenred extends its Employee Engagement offer in Latin America with the acquisition of GOintegro

Edenred, a leading digital platform for services and payments and worldwide leader in Employee Benefits, today announced the signing of an agreement to acquire 75% of the share capital of GOintegro, a Latin American provider of a SaaS¹ employee engagement platform. GOintegro offers a broad range of engagement solutions, designed to help companies enhance their organizational culture and be an employer of choice in attracting and retaining talents.

The acquisition of GOintegro illustrates Edenred's ambition – set out in the Beyond²²⁻²⁵ strategic plan - to be the everyday platform for people at work, notably by extending the scope of its portfolio. Through the integration of GOintegro's modular employee engagement platform, Edenred broadens its offer and strengthens its lead in the Latin America's Employee Benefits market.

Founded in 2002, GOintegro combines superior technological innovation with HR expertise to increase employee engagement at work through services such as savings & discounts, reward & recognition programs, wellbeing content or internal communication and pulse surveys. GOintegro provides these solutions through a unique multi-module platform available in seven Latin American countries². GOintegro's 130 employees serve more than 1.2 million users and 500 clients, including large companies such as Bayer, General Electric, HP and PepsiCo.

As a worldwide leader in Employee Benefits, Edenred has successfully extended its portfolio into non-Meal & Food benefits over the years. The Group has notably developed a leading offer in Employee Savings and Benefits management platforms in 12 countries, including flagship solutions such as ProwebCE in France, Ekivita in Belgium, and Easywelfare in Italy. The acquisition of GOintegro marks a new step forward in the rollout of Edenred's Beyond²²⁻²⁵ strategy, as it helps the Group accelerate the expansion of its Employee Benefits offer in Latin America's Rewards & Recognition and Well-Being markets. Thanks to a highly complementary product range, and a similar geographical footprint, Edenred is ideally positioned to leverage GOintegro's offer and thereby strengthen its value proposition for HR managers in Latin America.

The transaction is subject to the approval of the Brazilian competition authority and is expected to close by June 2023.

Arnaud Erulin, Chief Operating Officer, Employee Benefits, at Edenred, said: *"Through the acquisition of GOintegro, Edenred is taking a new step forward in the deployment of its Beyond²²⁻²⁵ strategy. The combination of Edenred's unrivaled expertise in Employee Benefits and GOintegro's leadership in employee engagement in Latin America creates a leader in the region with strong growth ambitions. We are delighted to welcome GOintegro's teams to Edenred and look forward to integrating their offering into our unique platform."*

¹ Software as a service

² Brazil, Mexico, Chile, Argentina, Colombia, Peru and Uruguay

German Dyzenchauz, Chief Executive Officer at GOintegro, said: “We are extremely proud to join Edenred, as we share the same human values and vision of being the everyday platform for people at work. We see amazing synergies between Edenred’s unique products and footprint in Latin America and our world-class employee engagement platform which will accelerate our impact and growth in the coming months and years.”

About Edenred

Edenred is a leading digital platform for services and payments and the everyday companion for people at work, connecting 52 million users and 2 million partner merchants in 45 countries via 950,000 corporate clients.

Edenred offers specific-purpose payment solutions for food (such as meal benefits), incentives (such as gift cards, employee engagement platforms), mobility (such as multi-energy, maintenance, toll, parking and commuter solutions) and corporate payments (such as virtual cards).

True to the Group’s purpose, “Enrich connections. For good.”, these solutions enhance users’ well-being and purchasing power. They improve companies’ attractiveness and efficiency, and vitalize the employment market and the local economy. They also foster access to healthier food, more environmentally friendly products and softer mobility.

Edenred’s 10,000 employees are committed to making the world of work a connected ecosystem that is safer, more efficient and more responsible every day.

In 2022, thanks to its global technology assets, the Group managed some €38 billion in business volume, primarily carried out via mobile applications, online platforms and cards.

Edenred is listed on the Euronext Paris stock exchange and included in the following indices: CAC 40 ESG, CAC Next 20, CAC Large 60, Euronext 100, FTSE4Good and MSCI Europe.

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