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CORPORATE INFORMATION

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Presentation	4
A word from the CEO	5
Timeline	8

Internal Social Dimension 9

Education & Professional Training	10
Valuing employees	14
Health, Quality of Life & Safety at Work	17
Profile of the employees	21
Social leaders	22

External Social Dimension 23

Solidarity & employee engagement	24
Education and training for the labour market	27
Diet & Health	30
Culture & Sport	32

Internal Environmental Dimension 35

Engaging employees & raising their awareness	36
--	----

External environmental dimension 39

Commitment to the future	40
--------------------------------	----

External recognition

Certifications	45
Awards and recognition	46

Partner institutions 48

Economic, social and environmental indicators 50

A COMPANY THAT CREATES VALUE AND EMOTION

Edenred Brasil is one of the biggest operations worldwide in the Edenred Group, which is a leader in prepaid service cards and vouchers. It was created in June 2010 following the demerger of the Accor Group' Services and Hotel Divisions.

In Brazil, Edenred comprises the relationship marketing agency, Accentiv' Mimética, and Ticket Serviços S/A. Ticket Serviços S/A is a pioneer and the historical leader of the Brazilian meal-agreement market. Since 1976, the company has been contributing towards improving the lives of Brazilian workers with its Ticket Restaurante, a product that has allowed companies to offer quality food to their employees by way of the tax incentives offered by the Federal Government's Worker Food Programme (PAT).

This product has become synonymous with the meal-agreement segment itself and because of this leadership

position Ticket has diversified its presence in the market with innovative products, like Ticket Alimentação [Food], Ticket Car, Ticket Transporte, Ticket Parceiro [Partner], Ticket Frete [Freight] and Ticket Cultura [Culture].

Guiding all of Edenred Brasil's actions is its management philosophy. It is a cultural and behavioural programme that is made feasible by the integration, participation and mobilization of all employees. This management philosophy is supported on four pillars:

PEOPLE:

- Professional progress; quality of life; results participation and distribution.

SERVICES:

- Maximum customer satisfaction; strengthening the brand image.

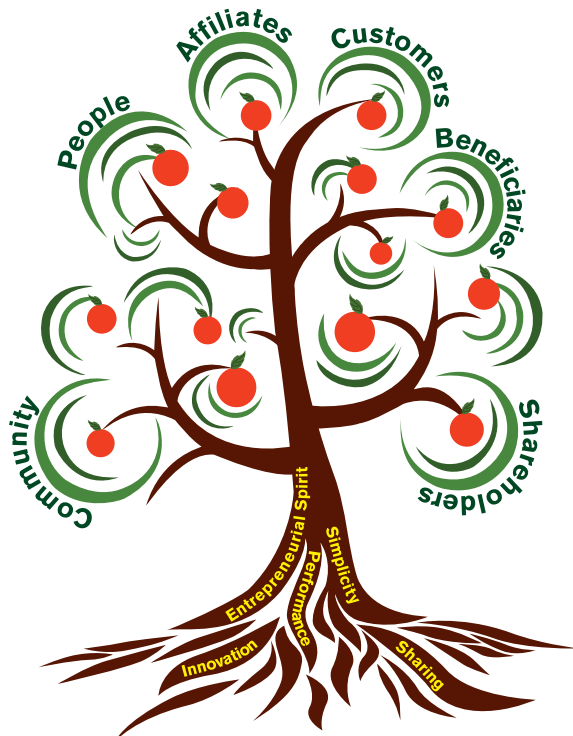
SHAREHOLDERS:

- Growth in company value; a profit for shareholders; perpetuity of the organization.

COMMUNITY:

- Respect for the law; social and environmental responsibility.

In other words, Edenred Brasil seeks to be "a great place to work" because it believes that a healthy environment favours employee development and productivity. In their turn, the employees are happy because they work in an environment where they feel valued and make every effort to meet the needs of customers in a quality and dedicated way. This "Edenred way of serving" means that customers are loyal to the company's services. Customer loyalty guarantees the perpetuity of the company and encourages the shareholders to invest more in Edenred. The company becomes recognized as a reliable investment and the wealth generated by all is returned to employees, customers, shareholders and the community.





A VIRTUOUS CIRCLE OF DEVELOPMENT

Since 1976, when Ticket Restaurante® was launched in Brazil, it has established a true social revolution that has democratized worker access to decent food. The desire to play a relevant role in social transformations is, therefore, the very origin of Ticket's activities, and its products and services are an association of innovation and social commitment. It is also the essence of Edenred's Mission, which originated from the demerger of the activities of the Accor Group's Service and Hotel activities in 2010: to establish a "win-win" relationship when dealing with public authorities, companies, the network of service providers and beneficiaries. These two points of history - the past with its achievements, and the energy to do even more within the new corporate reality - are the drivers that are vital for the continuous evolution of the social, environmental and economic indicators we present in this Social and Environmental Report. Growing and preserving the future are our declared ambitions. Doing simple things in an exceptional way for our employees and the communities in which we operate are our day-to-day tasks. Taking into consideration the guidance received from our head office with regard to corporate social responsibility, Edenred Brasil incorporates the theme

of sustainability in its three dimensions: social, environmental and economic. The initiatives we present here are consolidated into two fundamental axes: the social dimension and the environmental dimension, which are in turn sub-divided into internal initiatives (a focus on our employees) and external (community, customers, service providers, beneficiaries and government authorities). The Sustainability Vision developed by Edenred Brasil is supported by the idea that capital, work and technology are important trump cards, but not the only vectors to a company's success. Practising a consistent set of values is one of the differences that distinguish successful organizations and for a service company, like Edenred Brasil, an involving culture is the soul of our business. We have a management philosophy that promotes a virtuous circle of growth and satisfaction for our employees, customers, beneficiaries, shareholders, suppliers and the community. It is a movement that transforms individual dreams into collective projects, like the actions presented in the 2012/2013 edition of this Social and Environmental Report.

Oswaldo Melantonio Filho
CEO, Edenred Brasil

► **MORE THAN 291,000** PEOPLE BENEFITED FROM THE SOCIAL AND ENVIRONMENTAL ACTIONS OF EDENRED BRASIL IN 2012

ALIGNMENT WITH THE GLOBAL STRATEGY

The management philosophy of Edenred Brasil is perfectly aligned with Customer Inside, a global movement for transforming the organizational culture of Edenred, a leader in prepaid service cards and vouchers, which was created following the demerger of the Service and Hotel Divisions of the Accor Group in 2010. It is the guideline that allows us to understand the expectations and needs of our stakeholders and is the inspiration for creating differentiated solutions. By seeking to engage all of Edenred's 6,000 employees worldwide, Customer Inside incorporates short, medium and long-term strategic objectives in order to guarantee the sustainable growth of the business:

BASIC STRATEGIES:

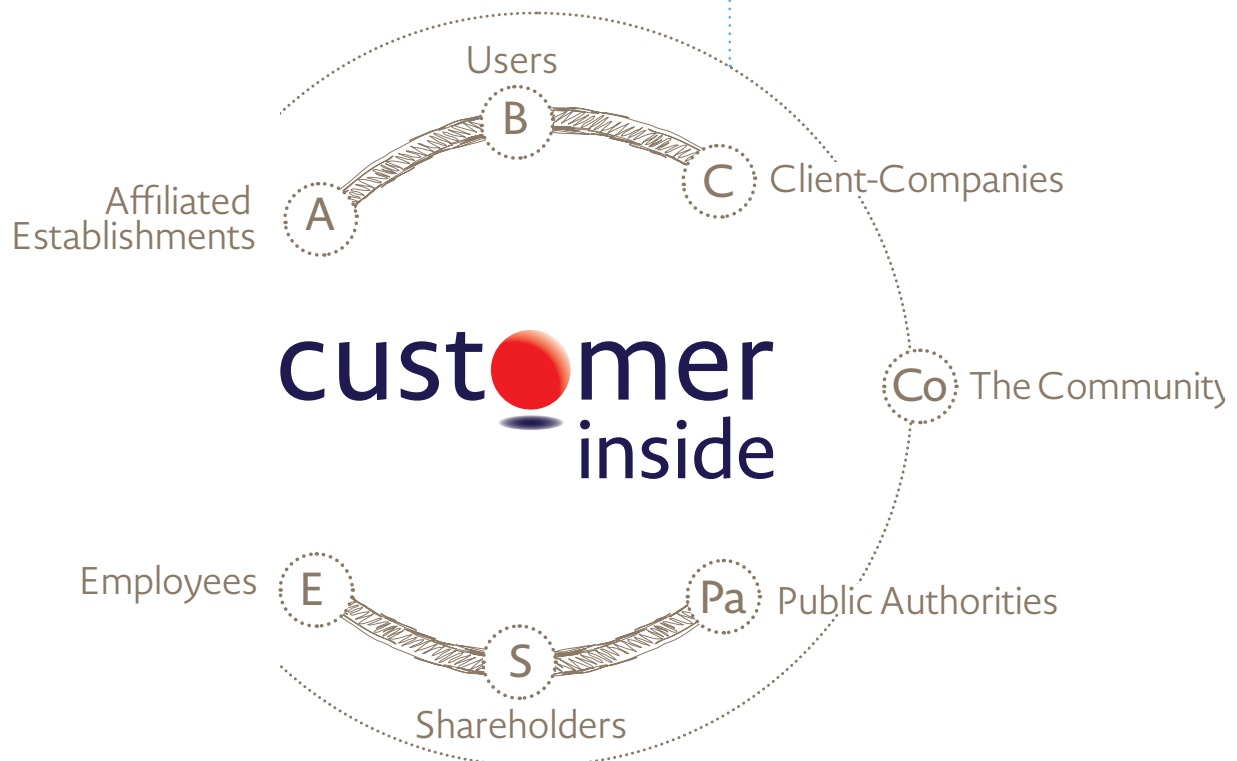
To do well what we already do well, in a simple but exceptionally good way.

DIGITAL STRATEGY:

To create suitable conditions for conquering new markets and promoting the dematerialization of products.

ABC STRATEGY:

To create value for customers, service providers and beneficiaries.



OUR MISSION

1. As a committed and socially responsible company we work with public authorities and organizations in order to help them carry out their economic and social policies.
2. We establish a win-win relationship when dealing with:
 - ▶ Public authorities (by promoting economic and social policies);
 - ▶ Companies (by promoting attractiveness and performance);
 - ▶ Service provider network (by generating income and customer retention);
 - ▶ Beneficiaries (by promoting purchasing power, well-being and motivation).

OUR AMBITION

“To be the world’s leading company in benefits for employees and citizens” and “To be a key agent in prepaid services, thereby contributing to the performance of organizations.”

ETHICAL MANAGEMENT MANUAL

The Ethical Management Manual, which was launched in 2012, formalizes and restates practices and concepts that already form part of the day-to-day routine of our employees. Evolving out of the old Code of Ethics, which was adopted when the company was still part of the Accor Group, the basis of the new Manual are the principles of the management philosophy, and it goes further. It is the symbol of the coherence and alignment between attitudes and our position in the market; between Ticket's image and its essence; between ambition and the daily tasks of the teams.

OUR VALUES

Edenred's values are known and practised by all employees around the world as the best guidance for our daily actions. The company's values represent a synthesis of valuing human beings and the search for customer and shareholder satisfaction by way of ethical principles.



Entrepreneurial Spirit

- » A pioneering attitude that is the source of our dynamism. It is what leads us to open up and develop markets.



Innovation

- » This gives us an advantage in our search for new ideas for the development of new markets and services, transforming them into a reality for better serving our customers.



Performance

- » This is the key to our success and is at the heart of our expectations. We are individually and collectively responsible for our actions.



Simplicity

- » We offer our customers and partners simple and easy-to-use solutions.



Sharing

- » The relationships with our partners are founded on the principle of sharing, based on a profound mutual respect, on consideration for others and on generosity.

HISTORICAL COMMITMENTS TO SUSTAINABILITY

1976

Ticket brings Ticket Restaurante, the first partner in the Worker Food Programme (PAT), to Brazil. Today, 14 million Brazilians benefit from the programme, according to the Ministry of Labour.

1999

The “Solidarity and Citizenship” campaign collects more than R\$50,000, which are converted into basic food hampers for needy families living in the Ceara backlands.

2001

Creation of the awareness-raising and recycling programme, Reciclaccor, today known as Edenred Recicla and launch of the campaign for donating 1% of income tax to the Municipal Children’s Fund. The following year Ticket set up its social responsibility area.

2003

Launch of the Accor Institute, now the Edenred Institute, to coordinate, encourage and support social and environmental actions. The following year the first edition of the “Accor Day for a Better World” was held, a national event aimed at social responsibility actions.

2004

Inauguration of the “Sonho de Criança” Infant Education Centre (IEC), in a partnership with the São Paulo City Administration.

2005

Ticket is a pioneer in introducing the digital invoice at the municipal level within the meal and food-agreement segment, initially eliminating the printing of around 300,000 invoices a month.

2006

Start of the partnership with the Ronald McDonald Institute on Happy Mac Day for fighting infant cancer. Accor creates a worldwide sustainability programme, called Earth Guest.

2007

The first ‘Ticket is Culture Week’ attracts 15,000 people and is expanded in subsequent years to include sporting attractions (in 2011, the Week had over 180,000 participants). Ticket is the first company in the world to use recycled security paper in meal vouchers, with Ticket Restaurante.

2009

Ticket is one of the founders of the Companies for the Climate Programme of the Getúlio Vargas Foundation, which is committed to creating a low carbon economy.

2010

Edenred results from the demerger of the Service and Hotel operations of the Accor Group. Ticket Car Carbon Control is created, as a tool that supports customers in the sustainable management of their fleets by way of CO2 emission management reports.

2011

Ticket achieves ISO 9001 certification and keeps it in 2012. Preparation of the 1st Greenhouse Gas Emissions Inventory. Worldwide launch of Customer Inside, Edenred’s cultural and behavioural programme.

2012

The Avante Programme looks to improve the quality of life of workers, based on a healthy diet, while the Servir Programme promotes the qualification of service providers that are accredited to Ticket Restaurante. Ticket is included in the “Best Companies to Work For in Brazil” survey, by the Great Place to Work Institute, for the 15th time. Launch of Edenred Brasil’s Ethical Management Manual. The company achieves ISO 14001 certification, which is the basis of its environmental management system.



A GREAT PLACE TO WORK

INTERNAL SOCIAL DIMENSION



Edenred Brasil's perpetual aim is to be a great place to work, because it believes that satisfied people produce more and with better quality. In this sense, Edenred Brasil adopts people management practices that respect the principles of the UN's Global Pact, of the Internal Labour Organization and of Brazilian labour legislation. It also creates conditions that are suitable for its employees to develop their personal and professional competences.





EDUCATION & PROFESSIONAL TRAINING



THE MANAGEMENT BY COMPETENCES MODEL

❖ The Management by Competences Model defines the competences necessary for employees to carry out their functions and the development, training and professional certification actions required. These directives are the very essence of Ticket's Strategic Personnel Management Model, which has become a benchmark in the market and means that Ticket (until 2010 as Accor Services) has appeared on the list of the Great Place to Work Institute as one of the best companies to work for in Brazil and Latin America since 1997.

801 EMPLOYEES TRAINED

30 EMPLOYEES HAVE UNDERGRADUATE GRANTS

55 EMPLOYEES HAVE POST-GRADUATE GRANTS

4.092 TRAINING SESSIONS

32.402 HOURS OF TRAINING

13 PARTNER SCHOOLS

R\$2,3 million INVESTED IN EDUCATION

TALENT WEEK 2012

❖ In May, five Brazilian employees took part in the Talent Week 2012 in France. This is an Edenred Group worldwide programme to bring together young leaders from various parts of the world, offering them a week of training and interchange.



“

THE MEETING ALLOWED US TO UNDERSTAND THE DYNAMICS OF EACH REGION BETTER AND REINFORCED THE WAY IN WHICH EDENRED IS PLANNING FOR THE FUTURE”

ROSECLER ALICAWA

Service and Relationship Manager,
Ticket Centre

BOOK CLOUD

❖ The Book Cloud is an on-line library with thousands of volumes from Brazilian and international publishers, audio tapes, videos and interactive material that is available to employees (including those who work in the Home Office model). In 2012, 200 permits were granted and 150 are already being used.



EDUCATION AND DEVELOPMENT DAY

❖ The event offered talks by experts on topics that were aligned with the Management by Competences Model, and included some innovative activities. One of them was a play about the life of Indian leader, Mahatma Gandhi, which helped develop the “Working in a Team” and “Results-oriented” competences. Edna Bedani, Human Resources & Social Responsibility Director, gave a talk entitled “Career Management”. The Day took place in October in the Pinheiros and Alphaville locations and raffled 19 books and 13 films on the topics dealt with during the event. Focus on Competence: “A Global Vision”.

99% GENERAL SATISFACTION

486 PARTICIPANTS

114 EMPLOYEES PRESENT IN THE TALK ON CAREER MANAGEMENT

110 WATCHED THE PLAY ON GANDHI

98 EMPLOYEES ATTENDED THE TALK ON INNOVATION

AN INNOVATIVE AND INTEGRATING LEADERSHIP

❖ The programme was created to map out, train, develop and prepare managers for building and sustaining the future of the company, in accordance with the needs and objectives of the business. It is one of the seven strategic pillars for promoting the rapid sustainable growth the company in a planning initiative known as “Inventar 2016” [*Invent 2016*]. In 2011, 60 managers benefited: 30 from complexity levels 3 and 4 (Assistant Directors, Superintendents and Senior Managers); and a further 30 from complexity level 2 (intermediary level managers). In 2012, the programme was expanded to include complexity level 1 positions (coordinators), when another 60 people benefited.



“THE PROGRAMME EXPLORED THE POTENTIAL THAT LEADERS HAVE FOR CONSTRUCTING THE FUTURE OF THE ORGANIZATION”

EDUARDO TÁVORA
Assistant Sales Director North





EDUCATION & PROFESSIONAL TRAINING



EDUCAR PROGRAMME

- ❖ Ticket offers financial assistance for 30 employees on undergraduate courses. The selection process for those who receive grants is simple and democratic. Held every other year, *Vestibular Ticket* [Ticket University Entrance Exam] assesses general knowledge and specific knowledge relating to the company's culture and practices. The programme also covers post-graduate and MBA courses.



THE FINANCIAL HELP I RECEIVED FROM TICKET, WHICH PAID 80% OF MY COURSE, WAS FUNDAMENTAL FOR ME MANAGING TO IMPROVE MY EDUCATION AND CONTINUE STUDYING”

VALDEMIR DA SILVA DO CARMO
Operations Assistant



WITH THE GRANT I COULD FINANCIALLY PLAN TO CONCLUDE MY MBA, WITH AN EMPHASIS ON TWO AREAS (FINANCE, AND CORPORATE AND MANAGEMENT STRATEGY)”

GUILHERME MATUCK
IT Infrastructure Coordinator



TRAINEE DEVELOPMENT

- ❖ The Trainee Development Programme helps in the formation of students who start their professional career in Edenred Brasil. One of the main activities is the Trainee Meeting, which with its two modules in the middle and end of the year organizes training-oriented actions that are in line with the culture and business of the organization.



GREAT OPPORTUNITIES

❖ Ticket offers career advice for its employees, as defined by the Management by Competences Model. They are the “paths to be trod” on the Professional and Managerial axes, which are divided into complexity levels and determine the degree of maturity required and the professional responsibility involved. All opportunities are widely disclosed on the intranet in an objective and transparent way, and employees have priority in internal moves.



“

EDENRED BRASIL IS A COMPANY WITH AN OPEN MIND, I.E., IT HAS BOLD MANAGERS AND LEADERS WHO BELIEVE IN PEOPLE”

ELIANE AERE

Director of the Expense Management Business Unit



“

WHEN I STARTED MY TRAINEESHIP I THOUGHT THE COMPANY WAS A MAGIC WORLD. WHEN THE TRAINEESHIP WAS ENDING I DIDN'T EVEN BOTHER SENDING OUT MY CV BECAUSE I WANTED TO CONTINUE HERE”

YASMIN PRESTES

Marketing and Institutional Communication Analyst

119 PROMOTIONS

370 ADJUSTMENT AND MERIT RISES

SECOND LANGUAGE PROGRAMME

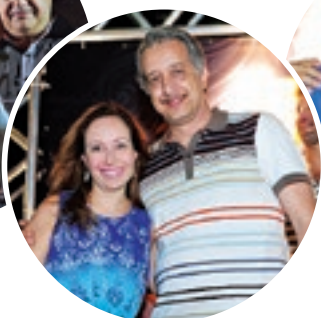
❖ Command of English is essential for professional development and carrying out professional functions in an excellent way. In this context, Edrened Brasil arranges various training activities:



- ▶ Expansion of the numbers of employees eligible for the in-company English course to include Business Managers and Senior Analysts;
- ▶ Offer of e-learning courses for all employees, based on the Global English methodology, on a co-participation basis (R\$ 15 a month, by payroll deduction). The best students in the semester earn the right to a regular or immersion course;
- ▶ Immersion courses at the Little England residential school in Rio de Janeiro;
- ▶ Workshops given by Berlitz for improving the language by way of situational analysis techniques;
- ▶ Partnerships with 8 schools offer special conditions, among which are 40 individual scholarships and 67 grants to study English in a group (in-company).



VALUING EMPLOYEES



A TRIBUTE TO 10, 20 AND 30 YEARS OF SERVICE

- ❖ Every year Ticket pays tribute to those employees who have completed 10, 20 or 30 years of work in the company. The party is one of the most important symbols of the commitment to value and recognising teams. As a memento, each person honoured receives a certificate and a gift, which are presented by the company's directors. In 2012, the ceremony was held during the Edenred Convention, in the presence of 274 people. It was a theme party led by the Director of Human Resources & Social responsibility, Edna Bedani. In total, tribute was paid to 17 people (2 of them with 30 years of work, 4 with 20 years and 11 with 10 years).



“THIS PROGRAMME NOT ONLY ADDS VALUE TO PEOPLE'S DAY-TO-DAY ROUTINE, BUT SHOWS THE EFFICIENT WAY IN WHICH LEADERS COMMUNICATE WITH THE EMPLOYEES”

DANIEL AMARAL
Operations Analyst

- ❖ Semear [Sowing], a motivational programme developed by the Operations and Logistics Department, promotes personal and professional growth, recognises the daily actions of employees and seeks constantly to improve the company. Every six months an executive director gives a talk on a variety of topics and, in a light-hearted and relaxed, way present the company's strategy for that particular moment in time in order to align knowledge, expectations and experience. Some 150 employees benefited in all.





- ❖ E-Day is a celebration of Edenred's anniversary, which is fundamental for sharing strategic information, integrating with the leaders and celebrating triumphs. Promoted in 39 countries where Edenred is has a presence, E-Day was held in Brazil on 2 July in the Pinheiros headquarters, when some 400 people took part. Practising the "Sharing" value, Oswaldo Melantonio Filho, CEO of Edenred Brasil, presented the company's main achievements to the teams and gave details of the challenges on the horizon with "*Inventar 2016*". The celebration was conducted by company mascot, Ed, complemented by special actions, such as the distribution of gifts in all company locations and the sending of a commemorative e-mail to those employees who work in the Home Office regime.

EWARD BRASIL PRIZE

- ❖ The Eward Brasil Prize is the company's principal recognition of team talent and dedication. The presentation ceremony is held during the celebrations of Edenred's anniversary and symbolizes the third axis of the event: Recognition. Each prize-winner receives a certificate and a *Presente Perfeito* [Perfect Gift] card from Accentiv' Mimética, worth R\$ 500. Teams also receive collective trophies. In 2012, of the 27 cases that enrolled, an all-time record for the award, the six best projects were chosen, and there was a special case from the CEO. Eward Brasil takes its inspiration from Eward International, which recognises individual and collective performance in three categories: Gold, Silver and Team. Two Brazilians were honoured in 2012: Eduardo Távora, Assistant Sales Director North, who won the Gold Eward, and Fernanda Cordeiro, Assistant Director Affiliates, who won the Silver Eward.



“IT WAS THRILLING TO RECEIVE THIS TRIBUTE IN FRONT OF ALL THE EMPLOYEES. THIS RECOGNITION MOTIVATED ME TO CONTINUE LOOKING FOR NEW ACHIEVEMENTS”

FERNANDA CORDEIRO
Assistant Director, Affiliates



VALUING EMPLOYEES



FOOTBALL TOURNAMENT

❖ The 2nd Football Tournament consolidated its position as the company's biggest ever sporting festival, which promoted practising physical activity in a safe and healthy way. In accordance with the tournament's regulations, in 2012 the teams donated milk to philanthropic institutions. As in the previous edition, the Multidisciplinary team actively participated and had a technical team (physical trainer and his assistant) for all games.

268 PLAYERS

4 FEMALE TEAMS

12 MALE TEAMS

56 PARTICIPANTS IN THE ELECTRONIC SWEEP

960 LITRES OF MILK COLLECTED

EXPLORING POTENTIAL

❖ The Ticket Edenred Choir is one of the main symbols of the Edenred spirit. In its weekly rehearsals in the company's headquarters it unites employees, members of their families, and friends, which leads to integration by way of cultural, artistic and social development and encourages voluntary work. Happiness, fun, harmony and synergy are the keynote of the meetings and this ends up being extended into the daily work routine also. In 2012 the Choir gave ten presentations at internal and external events.





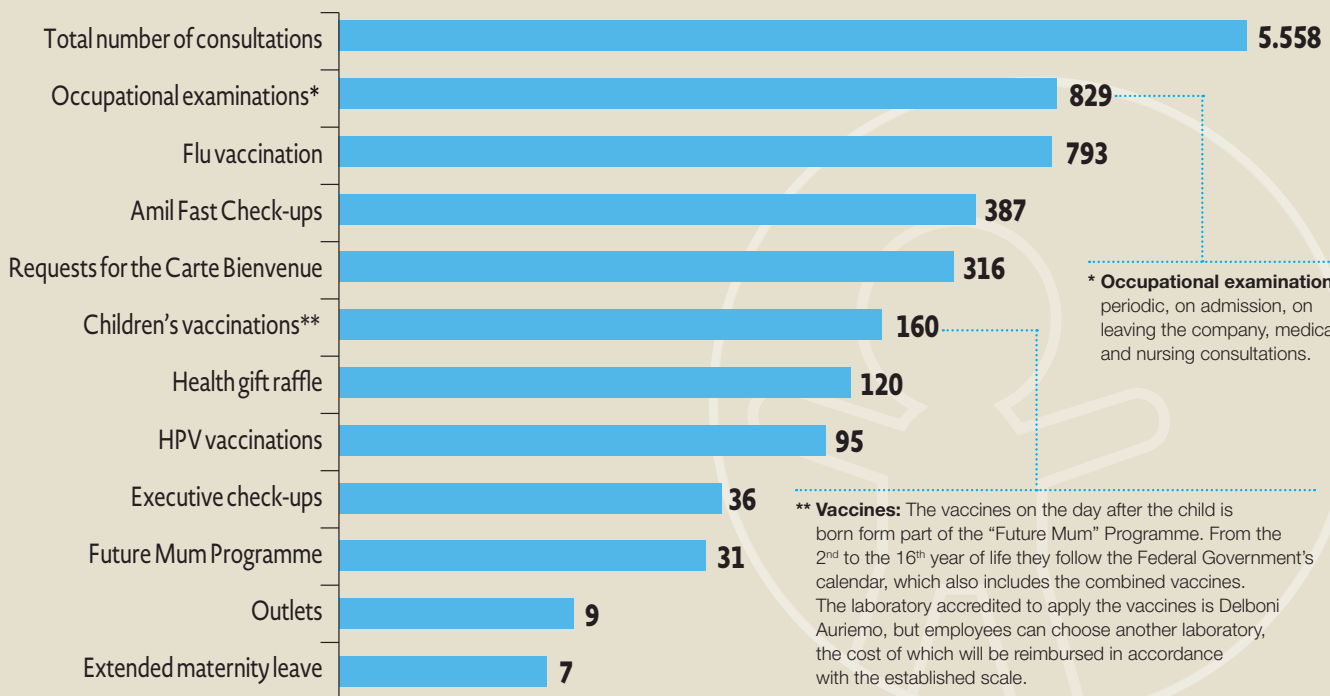
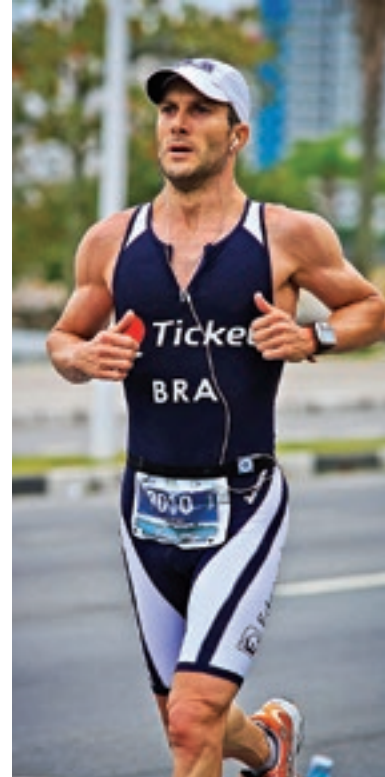
THE EMPLOYEE AT THE CENTRE OF ATTENTION

❖ The Live Better Programme covers benefits (legal and personalized), educational initiatives, research, diagnosis, prevention and correction, all aimed at meeting the health and quality of life needs of employees and their dependents. Throughout 2012, there were almost 5,000 consultations. Just the Multidisciplinary Health team dealt with 1,906, including providing medical and psychological advice, and monitoring by nutritionists, physiotherapists and personal trainers.

“

I'M A TRIATHLETE AND I RUN LONG DISTANCE RACES. TICKET, THROUGH ITS 'LIVE BETTER' PROGRAMME, GIVES ME SUPPORT, ENCOURAGEMENT AND SPONSORSHIP IN COMPETITIONS, BY SUBSIDIZING ME TO THE TUNE OF 50% OF THE AMOUNT I HAVE TO PAY TO ENTER”

FERNANDO PALHARES
Business Manager





HEALTH, QUALITY OF LIFE & SAFETY AT WORK

FUTURE MUM

- ❖ A set of special benefits for pregnant women, spouses or employees who have chosen to adopt, such as exemption from contributing to the cost of examinations, all the vaccines in the first year of life, leave of absence of eight hours a month and kits for mother and baby. The new gifts in 2012 – the books “A Gravidez dia a dia e um book para o bebê” [“Pregnancy day-by-day and a book for the baby”] and “Acontecia enquanto eu nascia” [“It happened while I was being born”] – were much praised by employees.



“

THE PROGRAMME IS ONE OF THE MAIN DIFFERENCES WITH TICKET AND WHY IT HAS BEEN ELECTED FOR SUCH A LONG TIME AS ONE OF THE BEST COMPANIES TO WORK FOR”

LEONARDO LOPARDI
Business Manager

31 EMPLOYEES BENEFITED FROM THE 'FUTURE MUM' PROGRAMME



DIETARY ADVICE

- ❖ Between 29 October and 1 November employees received fruit for their dietary routine. Furthermore, on National Fighting Cholesterol Day (8 August), a communication campaign raised employee awareness of the importance of healthy life habits for controlling cholesterol levels.

HEALTH EDUCATION

- ❖ A collection of pamphlets on Health and Quality of Life. In 2012, employees received pamphlets on the Health of Children and Adolescents, which among other items dealt with topics such as the Internet, fast food and practising physical activity.



793 PEOPLE RECEIVED THE FLU VACCINE AND A FURTHER 95 THE HPV VACCINE, INCLUDING MEN



KIDS ACTION

❖ Kids Action offered a series of activities for the children of Edenred Brasil's employees aged between 4 and 10 years old at the Pinheiros headquarters on 12 November. Story-telling, theatre, cinema and guidance on healthy eating were just some of the activities developed by the monitors. The event provided an afternoon of leisure for employees' children, by encouraging a quality lifestyle and the adoption of healthy eating habits.

More than R\$ 15 million

INVESTED IN HEALTH, NUTRITION,
TRANSPORTATION AND INTERNAL CAMPAIGNS

RUNNING GROUPS

❖ Edenred Brasil organizes running and walking groups for employees. Participation in races is supervised by a personal trainer in the company and in the city's parks. In 2012, employees from Accentiv' Mimética took part in the Pão de Açúcar relay race, with support from the Live Better programme. In locations outside São Paulo, the Benefits, Health and Motivation Department evaluates the cases of employees who practise sport, by encouraging them to take part in events.



“

I STOPPED BEING SEDENTARY PERSON WHEN I STARTED RUNNING; I LOST 26 KILOS AND MY GLUCOSE AND CHOLESTEROL LEVELS RETURNED TO NORMAL”

LUIZ TADEU
Production Supervisor



HEALTH, QUALITY OF LIFE & SAFETY AT WORK



FOR LIFE

- ❖ *CIPA* prevents work-related accidents and diseases and in partnership with the Live Better Programme, promotes the health, well-being and quality of life of the teams. In line with what is determined by the Ministry of Labour, Edenred Brasil has two committees: one in the Pinheiros office and the other in Alphaville, which between them have 16 employees. One of their duties is to promote the In-house Accident Prevention Week (*SIPAT*), which is held in Pinheiros and Alphaville, and the awareness-raising and integration activities of which were attended by almost all employees.



- ❖ For the past 12 years, Edenprev, the Edenred Pension Plan, has offered employees the opportunity of receiving a complementary pension and this has proved to be an excellent investment. One of the reasons for the success of the plan is the deposits the company makes jointly with the employees, thus increasing the fund of participants. In 2012, the amount put into the plan by the company was R\$ 2,373,326, which was of benefit to 672 participants. Besides this there were motivational campaigns, such as the 13th salary, PLR and Children's Day initiatives, which encouraged participants to save and plan financially for their retirement.

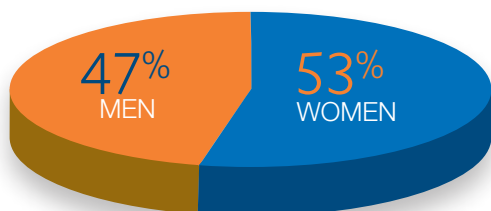
FIGHT AGAINST AIDS

- ❖ World AIDS Day (1 December) has been transformed into one of the most important dates on the disease prevention calendar. By way of awareness-raising actions, 631 employees received information leaflets and condoms were made available in the Health Space in Alphaville and Pinheiros.





SEXUAL EQUALITY



EDUCATION

R\$ 2,3 million	INVESTED IN TRAINING AND DEVELOPMENT – AN INCREASE OF 15% RELATIVE TO 2011, WHEN R\$ 2 MILLION WERE INVESTED
4.092	TRAINING SESSIONS – AN INCREASE OF 33% RELATIVE TO 2011, WHEN 3,072 ACTIVITIES WERE CARRIED OUT
801	TRAINEES
85	GRANT HOLDERS (UNDER-GRADUATE, POST-GRADUATE AND MBA)
32.402	HOURS OF TRAINING
13	PARTNER SCHOOLS

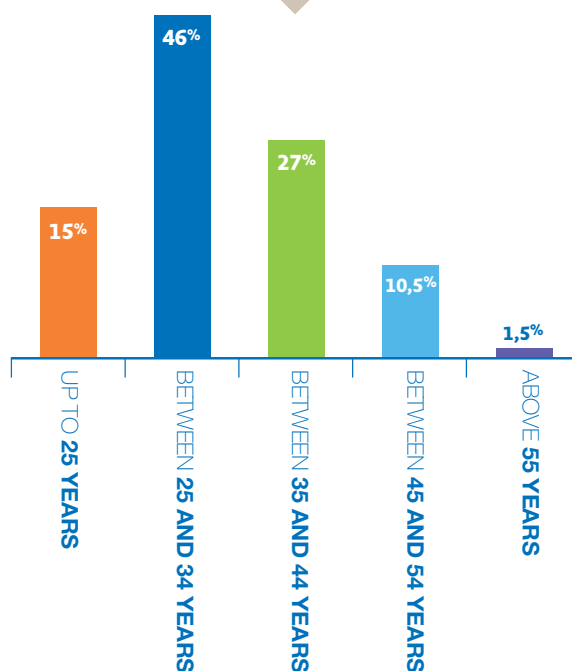
HEALTH

8%	REDUCTION IN THE NUMBER OF DAYS LOST
5.558	CONSULTATIONS HANDLED BY THE MULTIDISCIPLINARY HEALTH TEAM
868	EMPLOYEES VACCINATED AGAINST INFLUENZA AND HPV
961	PEOPLE HELPED IN THE AIDS PREVENTION CAMPAIGN

MOBILITY

119	EMPLOYEES PROMOTED
370	PEOPLE INVOLVED IN THE SALARY AND MERIT SALARY ADJUSTMENT PROCESSES (SALARY INCREASES WITHOUT ALTERING THE POSITION)

AGE DIVERSITY



REMUNERATION

R\$ 2,3 million	WERE DEPOSITED BY THE COMPANY IN EDENPREV, THE COMPANY'S PRIVATE PENSION PLAN, BY WAY OF MONTHLY DEPOSITS THAT BENEFITED 672 EMPLOYEES
R\$ 12.178.551,51 million	WERE DISTRIBUTED IN PROFIT SHARING, PROVIDING BENEFIT FOR 932 EMPLOYEES
R\$ 56.849,11 thousand	WERE PAID IN SHARE DIVIDENDS. THE INITIATIVE BENEFITED 1,228 PEOPLE



SOCIAL LEADERS



PEOPLE **MAKE IT HAPPEN**

❖ Edenred Brasil's social leaders are a group of 27 employee volunteers spread throughout all units, who support the Edenred Institute in its social actions and play a decisive role in engaging, mobilizing and enthusing employees. They are some of the main people responsible for the success of the company's social and environmental responsibility projects. To celebrate the actions of 2012 and recognise the work of the social leaders as volunteers, the Social Responsibility team prepared an innovative and relaxing social lunch in December. Helped by a chef the leaders prepared their own dishes with creativity and enthusiasm.

1.820 PEOPLE BENEFITED IN THE WRAP-UP WARM AND CHRISTMAS CAMPAIGNS

11.717 ITEMS WERE COLLECTED IN THE WRAP-UP WARM CAMPAIGN (CLOTHES, FOOTWEAR, INFANT NAPPIES, ADULT PADS AND ACCESSORIES)

170 PARTICIPANTS ON EARTH DAY

EXTERNAL SOCIAL DIMENSION



DREAMS
ARE COLLECTIVE
PROJECTS

Edenred Brasil makes every effort to invest direct and indirect financial resources in projects involving infant-teenage education, the inclusion of young people in the labour market and access to culture through the Edenred Institute and institutional actions. Since September 2003, Ticket has had the support of the Accor Institute (now the Edenred Institute) for managing private social investments. It is an historic commitment on the part of the company, the products and services of which have strong social ties, such as *Ticket Restaurante* and *Ticket Alimentação* [Food], for example, which are backed by the Worker Food Programme (PAT).



SOLIDARITY AND EMPLOYEE ENGAGEMENT



WRAP-UP WARM CAMPAIGN

- ❖ Based on the mobilizing power of the social leaders and the engagement of the teams the movement managed to collect a record four times more than last year:

1.083 PEOPLE FROM SIX INSTITUTIONS BENEFITED

200 PARTICIPATING EMPLOYEES

11.717 ITEMS COLLECTED, OF WHICH 1172 WERE BLANKETS, IN ADDITION TO CLOTHES, NAPPIES, ETC.

R\$9.992,00 COLLECTED BY THE SOCIAL LEADERS THAT WAS USED TO BUY BLANKETS, CLOTHES AND NAPPIES



AS RECOGNITION OF THE EFFORT, THE TEAMS THAT DISTINGUISHED THEMSELVES IN DONATING BLANKETS AND FINANCIAL CONTRIBUTIONS WON PRIZES



ACTIVITIES ON CHILDREN'S DAY

- ❖ To celebrate the date the Edenred Institute arranged a party for 182 children from the "Sonho de Criança" Infant School, with the support of the team from the São Camilo Association, which manages the school. The highlights were the presence of people in fancy dress, recreation workshops and a puppet show. In the Pinheiros headquarters, employees from the Expense Management Business Unit organized an internal toy collection campaign. The "Donate this Happiness" initiative collected 95 toys as well as sweets and chocolates that were donated to the Mais Home, which looks after 66 children and teenagers who have been sent there by the courts, the child protection council or SOS Criança [SOS Child] service.





SOLIDARITY CHRISTMAS

THE "SOLIDARITY CHRISTMAS" CAMPAIGN WAS THE BRAZILIAN CONTRIBUTION TO 'EDEN FOR ALL', A GLOBAL MOVEMENT DEDICATED TO SOCIAL ACTIONS. EMPLOYEES EXPRESSED THEIR SPIRIT OF SOLIDARITY WITH VARIOUS INITIATIVES:



- ❖ In November's **Solidarity Bazaar**, 22 suppliers offered their exclusive products at special prices in the headquarters in Pinheiros. The takings were 25% greater than in 2011 and 15% of the total was passed on to the Mais Home;
- ❖ Organized by the Edenred Institute, **employee volunteers**, accompanied by the Ticket Edenred Choir, **distributed toys** at the Institute of the Child. Gifts were also delivered to the Mais Home, the Asas Brancas Home and the Imaculado Coração de Maria do Jardim Princesa Creche (this was done in a partnership with the Brazilian Red Cross). In all 422 children benefited in the "Adopt a child this Christmas" action;
- ❖ The **children of 23 employees** from Dalkia and GRSA, partner companies in cleaning and food, received presents from the Edenred Institute;
- ❖ At the **end-of-year party** 482 kilos of non-perishable food were collected, which were donated to the Food Campaign of the Brazilian Red Cross.



678 PEOPLE BENEFITED FROM THE ACTIONS OF EDEN FOR ALL

SOLIDARITY AND EMPLOYEE ENGAGEMENT



OLD FRIEND PROJECT

- ❖ The Old Friend Project is a not-for-profit association that supports institutions that help the elderly. The main objective is to promote health, education, culture and leisure for restoring dignity and self-esteem, as well as offering a new perspective on life for the elderly. Help is currently being provided for nearly 1,100 people in dozens of entities. On 1 October the project promotes a major social event to celebrate the International Day of Older Persons, which relies on the participation of the Edenred Institute, which donated the t-shirts worn on the day. The event also included gardening workshops, stories, handicrafts and dancing, all of which helped cheer up 250 elderly people. The closing show featured singer, Jair Rodrigues.



MORE COMFORT FOR COMPANIONS

- ❖ Mothers who have to endure long periods of waiting when they accompany their children who are being treated at the Institute of the Child in *Hospital das Clínicas*, now have the facility of a day-room with cupboards and interactive resources (TV, magazines and Internet access) for communicating with their families. What is more, the Companion Day-room in the Clinical Paediatric Ward is a space for socializing and exchanging experiences. This special project for making the mothers feel welcome and comforted was led by the Institute of the Child in a partnership with Ticket; it was concluded in December, with the inauguration of the room. Academics believe the presence of the mother or a companion during hospitalization is beneficial, since it helps the child's recovery and awakens feelings of competence and achievement. The Room also symbolises a strengthening of the ties between private initiative, the Hospital and the community.

ASAS BRANCAS [WHITE WINGS] HOME

- ❖ Ticket financially helped the Asas Brancas Institution for Protecting Children, located in Taboão da Serra (SP). The Institution helps at least 20 children and teenagers under 18 of both sexes, who come from impoverished families.



GASTRONOMY WORKSHOP 2012

❖ The *Casa do Zezinho* [Zezinho's House] is an institution that welcomes children and young people who are exposed to high levels of violence and illiteracy in the south of the city of São Paulo. One of its projects is the Gastronomy Workshop that provides young people with the skills needed to work in restaurants as kitchen hands. “Zezinhos”, as the young people helped by the institution are affectionately known, can also reach the position of chef or work in buffets. The course also trains a production group for the *Casa do Zezinho* itself, for supplying food products for buffets, cafés and events. Ticket supported the project using funds from FUMCAD, and these guarantee 35 places on the daytime course. In 2012, 170 young people took the course and, of this total, 20% managed to get work as either self-employed, temporary or CLT-registered [Consolidation of Labour Laws] workers.



SERVIR [SERVING] PROGRAMME

❖ The *SERVIR* Programme is a Ticket initiative in partnership with the National Federation of Tourism (CNTur) and the Information and Business Telecentre Association (ATN), which takes its inspiration from the Food Programme, a European project for fighting obesity by stimulating supply and demand of

healthy food. Aligned with Edenred's global directive, entitled the “Ideal Meal”, in May 2012 Ticket launched a free, virtual training programme that was administered by various telecentres in the country, for training thousands of people who operate and manage restaurants, including food handling, conservation and preparation techniques, serving customers, complying with ANVISA [Brazilian Health Inspection Regulatory Agency] rules, reducing waste, the rational use of water and power, disposing of waste, cash flow, preparing menus, etc.





EDUCATION & TRAINING FOR THE LABOUR MARKET



A DREAM THAT BECAME REALITY

❖ The “*Sonho de Criança*” Infant Education Centre has a complete teaching infrastructure with ten classrooms, a canteen, an administration office and a playground and is located in the Parque do Gato, in Bom Retiro. It takes children up to three years old, free of charge, offering them protection, education and care with their physical and psychological health. Since it was set up in 2004, the centre has already helped 1,800 children. Ticket was responsible for the initiative, coordination and investing 60% of the funds necessary for building the centre, which cost R\$ 1.5 million. Accor Group companies, Ticket employees, suppliers and partners also contributed. Today, the São Paulo City Administration keeps the school functioning, the São Camilo Society is responsible for the administration and Ticket takes care of the maintenance of the building infrastructure and undertakes campaigns for the 182 children attended by the centre.



182 CHILDREN RECEIVED TEACHING, PSYCHOLOGICAL AND EMOTIONAL HELP IN THE *SONHO DE CRIANÇA* SCHOOL. SINCE IT WAS CREATED IN 2004, 1,800 CHILDREN HAVE ALREADY BEEN HELPED



► Employees from Edenred Brasil celebrate winning 1st and 3rd places in the Human Being Prize of the ABRH (Brazilian Human Resources Association), with the *Sonho de Criança* School and Ticket Culture & Sport Week

THE “*SONHO DE CRIANÇA*” INFANT SCHOOL WAS THE WINNER OF THE OSWALDO CECCHIA HUMAN BEING PRIZE, CREATED BY THE BRAZILIAN ASSOCIATION OF HUMAN RESOURCES (ABRH NACIONAL) TO RECOGNISE THE VALUE OF THE BEST INITIATIVES DEDICATED TO THE DEVELOPMENT OF PEOPLE BOTH INSIDE AND OUTSIDE ORGANIZATIONS.

AUDIO-VISUAL TRAINING

❖ Since 2004, the *Criar* Institute for TV, Cinema and New Media has promoted the professional, social, cultural and personal development of young people who live in a socially and economically vulnerable situation, who are between 17 and 20 years old and live in São Paulo and Osasco. The main project is "Lights, Camera and Social Action", which offers a technical, social and cultural training programme in the audio-visual area. The project, which received support from Ticket with funds from *FUMCAD*, trains 150 young people a year (the funds were earmarked in 2011 for activities in 2012). To measure the effectiveness of the project, every two years the *Criar* Institute carries out a survey into the social and economic impact with those who had finished their training at least two years previously. The main results are: 80% of the young people are working and have an average salary of R\$1350.00 and 70% of them are satisfied and have good prospects of professional growth.



30 YOUNG PEOPLE BENEFITED FROM TICKET'S SUPPORT FOR THE PROJECT

19 YOUNG PEOPLE HIRED

CHANCE OF WORK

❖ The PROF Institute is a social organization, located in Paraisópolis (SP). Among its activities are the Towards the Future Project, the main objective of which is to provide young people between 15 and 18 with the skills they need for the labour market through vocational courses. It also fills gaps in their learning, deals with topics related to human values and employability and arranges cultural visits. The project is undertaken twice a year and there are 30 participants per semester. Since 2007, 12 groups have been trained, with a total participation of nearly 360 young people. At the end of the project the PROF Institute accompanies the inclusion of the participants in the market and points them in the direction of work opportunities. The project received financial support from Ticket through *FUMCAD* in 2011 and the activities were carried out in 2012.



DIET AND HEALTH

FIGHTING HUNGER

- ❖ The NGO, *Banco de Alimentos* [Food Bank] collects items that have not been sold by service providers and donations from companies and redistributes them to 51 institutions. In general terms, the NGO looks for places where there is left-over food and delivers it to places where people do not have enough food. This process, called the “urban harvest”, fights hunger and waste and promotes education and citizenship. The *Banco de Alimentos* also arranges permanent cooking and information workshops on how to take full advantage of food. Ticket contributes in two ways:
 - Financial support for fuelling the vehicles that collect the food from establishments and deliver it to the institutions that are helped;
 - On World Food Day (16 October), various areas in the company got involved in direct marketing and endomarketing actions to collect funds for the Urban Harvest project. As a result, R\$ 30,770.00 (102% of the amount requested) was collected from 61 benefactors and sympathizers with the cause who collaborated financially.



FOOD FOR WORKERS

- ❖ The *Avante* Programme for Quality of Life supports improvements in the quality of life of Brazilian workers, by stimulating good dietary habits. With the support of a strategic partner, the *Nutra e Viva* Institute, training is offered to accredited service providers, in such things as adjustments in the menu, culinary preparations and preparation techniques. In 2012, the pilot project provided four restaurants and a customer company in São Paulo with live classes and practical lessons from a chef, which were of benefit to more than 120 people. “In line with the innovative ‘Ideal Meal’ model, developed by Edenred in France, the *Avante* Programme is one of Ticket’s five strategic projects, offering service providers better value and customers and their employees quality of life”, says Sérgio Oliveira, Assistant Director of Worker Benefit Products.

FIGHTING CHILDREN'S CANCER

❖ Over the last seven years Ticket has made an important contribution to the success of *McDia Feliz* [Happy McDay], a campaign organized by the Ronald McDonald Institute for fighting infant and juvenile cancer, one of whose main benefactors and supporters is Arcos Dourados Brasil, the operator of the McDonald's brand in Brazil. In 2012, the movement reached an all-time record: it collected R\$ 18.3 million and sold 1,657,000 Big Macs. The amount was donated to 59 institutions located all over Brazil by way of 77 projects. Ticket, which was responsible for issuing the campaign vouchers, donated 1.5 million of them in a partnership with Valid, and promoted a major campaign among its



customers, which had an enormous repercussion in the social networks and with employees, resulting in significant internal mobilization. With funds from *FUMCAD*, Ticket also supported the infrastructure expansion project of the new *GRAACC* (Support Group for Adolescents and Children with Cancer) Hospital, with the creation of a new technology park, the modernization of equipment and the installation of a radiotherapy unit in a new wing of the current hospital.



HEALTH FOR THE RIGHT TO LIFE

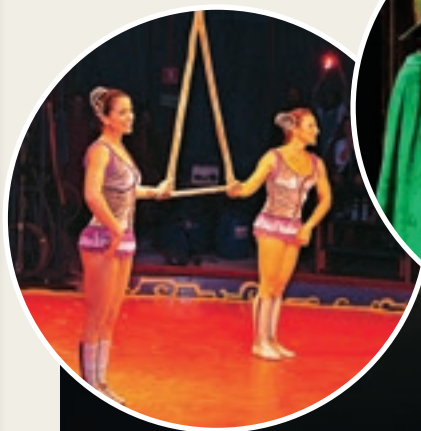
❖ Ticket supported the activities of the *Pequeno Príncipe* [Little Prince] Hospital, the country's biggest paediatric hospital and a benchmark in high complexity cardiovascular, neurological and neurosurgical treatment. In 2012, the hospital dealt with some 340,00 consultations and interventions. The project, which received support from Ticket via FIA, is called "Advances in Health Treatment – For the Right to Life", which helps reduce infant and adolescent mortality, based on new diagnosis, prevention and treatment technologies; it also trains health professionals. Some of the triumphs of the *Pequeno Príncipe* Hospital over the last few decades are:

- A drop of 50% in the mortality rate in 10 years (from 1.61% to 0.86%), comparing the years 2001/2011;
- A drop of 50% in the average stay over the last 20 years (now 3.65 days);
- A reduction of 60% in hospital infection in 10 years (from 3.8% in 2001 to 1.6% in 2011).



CULTURE AND SPORT FOR THE PEOPLE

❖ To celebrate National Culture Day (5 November), Ticket organized the 6th edition of the Ticket Culture & Sport Week. The free programme offered more than 300 cultural and sporting activities, including theatre and circus shows, cinema sessions, the visual arts, storytelling and music at 30 points in São Paulo, among them 26 Unified Educational Centres (CEUs). In 2012, the Week received important recognition from the Brazilian Human Resources Association (ABRH): the bronze trophy of the Human Being Prize, created to value the best initiatives dedicated to the development of people. On 21 November the Chamber of Deputies approved Bill 4682/12, which created the Culture Voucher, one of the pillars of the Worker Culture Programme, which was also instituted. In this context, Ticket is going to promote the official launch of *Ticket Cultural*, a product that is going to contribute to providing Brazilian workers with access to culture.





THE NUMBERS OF THE 6th WEEK

- 180** SHOWINGS OF 8 BRAZILIAN FILMS IN CEUS
- 14** SESSIONS OF THE NEW SHOW BY THE ZANNI CIRCUS
- 54** PRESENTATIONS OF FOUR CHILDREN'S PLAYS BY THE PRIZE-WINNING CIA LE PLAT DU JOUR
- 4** SHOWS AND EXHIBITIONS
- 12** SPORTS' CLINICS WITH OLYMPIC ATHLETES, SUCH AS DIEGO HYPÓLITO, GUSTAVO BORGES AND LEANDRO GUILHEIRO
- 250** THOUSAND PEOPLE BENEFITED

UNIVERSITY CHANNEL

❖ The “Relationship with Teaching Institutions” Project tries to strengthen the relationship of Edenred Brasil with university students. In one of the actions, the Marketing and Institutional Communication Department offers a structured programme involving document requests, referrals, monitoring the area of interest and work filing. In 2012, 50 students benefited from the project. In another support project for public universities, 70 first-year Public Relations students from the Cásper Líbero College formed the “Communicators of Culture” group, a project in which they must cover the Ticket Culture & Sport Week, producing photos and press releases. The project is now in its 3rd year and more than 210 university students have already benefited from it.





CULTURE & SPORT



GOL DE LETRA

Ticket supported a charitable dinner by the *Gol de Letra* Foundation in May in Rio de Janeiro. The objective of the event was to collect funds for the entity's France / Brazil interchange programme, which enabled 180 young people to have the unique experience of getting to know another country. The *Gol de Letra* Foundation was founded by former players Raí and Leonardo to contribute to the cultural and educational formation of children and young people. Currently, 1,300 people have been benefited in the institution's two locations in São Paulo and Rio de Janeiro.

SPONSORSHIP FOR
BRAZILIAN SPORTS'
PEOPLE

- ❖ Ticket sponsored one of the great hopes for a medal for Brazilian judo at the Olympic Games in London, Leandro Guilherme, ranked Number 1 in the world (up to 81kg) according to the International Judo Federation (IJF). Ticket's support for the athlete is part of the company's commitment to encourage sport as a vector of people development. During the Ticket Culture & Sport Week, Ticket organized various types of workshop, among which one on judo for students of the CEUs in São Paulo, in a partnership with the Pinheiros Sports Club. "Being able to rely on a company like Ticket, which is conscious of the fact that sport is a transforming agent of society, is a reason for much happiness", says Guilherme, the holder of two bronze medals that he won in Athens (2004) and Beijing (2008).



INTERNAL ENVIRONMENTAL DIMENSION

GROWING AND PRESERVING THE FUTURE

Edenred Brasil makes a major effort to adopt best practices in environmental management in its offices and in the production and sale of its products.

Besides preparing a Greenhouse Gas Emissions Inventory, Edenred Brasil, via Ticket, introduced an Environmental Policy that guides its environmental management system, which has ISO 14001 certification.

To sustain these initiatives, Ticket undertakes actions for raising the environmental awareness of its employees and partners and adopts strategies for reducing and mitigating impacts.



EARTH DAY 2012

❖ Employees, third parties and guests of Edenred Brasil offered an important contribution to the success of Earth Day, environmental awareness-raising initiatives promoted by the Edenred Group in the 39 countries in which it operates to celebrate 22 April (World Earth Day). In May, 170 people visited the Guarapiranga Ecological Park, the location of Earth Day 2011, to continue with the actions of the previous year and introduce new ones. The initiative received important and active support from social leaders and partner entities (*Pé na estrada* and *Iniciativa Verde*) [Setting Off and Green Initiative]. The highlights of the principal actions were:

A VEGETABLE GARDEN AT HOME

- How employees can have a small vegetable garden at home, with advice on species, planting, care, etc.

SCRAP WORKSHOP

- Transforming what is left over from daily purchases into various objects, like toys and games.

THE FOOD CHAIN GAME

- A light-hearted activity about plants and animals of the Atlantic Rainforest.

PLANET IN FLOWER WORKSHOP (KUSUDAMA)

- Working in a group to make folded paper objects and mobiles, containing messages about what is important for the environment.

PLANTING TREES

- Maintenance for the saplings planted in 2011 and planting new Atlantic Rainforest species.



ENVIRONMENT WEEK

❖ On World Environment Day (5 June), the main objective of the activities was to encourage teams to reflect on sustainability:

- A workshop for making a pen-holder from sustainable materials was attended by 48 employees from Alphaville, Pinheiros, São Bernardo do Campo and Vila Olímpia (Accentiv' Mimética). Besides the workshops – organized in a partnership with the NGO, *Reciclázaro* – the teams received information about conscientious consumption and took part in a raffle of ecological products;
- Disclosure of Edenred City, an Edenred Group environmental project, prepared with the support of the World Social Responsibility committee and the Green Task Force. The city is an on-line platform divided into three blocks (offices, production, and customers and affiliates) which shows the Group's initiatives and what each citizen can do for the environment.



“

THE ACTIONS OF ENVIRONMENT WEEK ENCOURAGED EMPLOYEES TO GET INVOLVED IN A LIGHT-HEARTED AND DYNAMIC WAY, THEREBY REAFFIRMING THE COMPANY'S COMMITMENT TO ENVIRONMENTAL ISSUES”

VERÔNICA MARTINS
SGA Promoter



EMPLOYEE AWARENESS-RAISING AND ENGAGEMENT



BANNERS WERE TRANSFORMED INTO ECOBAGS


❖ The Department of Development, Internal Communication and Social Responsibility donated 20 banners in August to the *Reciclázaro* Association, an NGO that promotes social and environmental actions for reintegrating people in a social risk situation or who are chemically dependent. The banners were used to make ecobags that will contribute to projects for generating income for those who benefit from the entity's services.

TO INFORM AND RAISE THE AWARENESS OF THE TEAMS TO THE IMPORTANCE OF PRESERVING THE FUTURE

❖ Two important dates in the in the world environmental preservation calendar were used by Edenred Brasil to inform and make employees aware of the importance of the conscientious use of natural resources:

- **World Water Day (22 March):** the publication of information about conscientious water use in business and residential environments;
- **Earth Hour (31 March):** support for publicizing the worldwide act on WWF Radio, in which governments, companies and the population put out their lights for 60 minutes, in an act of solidarity against global warming. The area disclosed information so that teams would avoid waste (conscientious consumption).





EXTERNAL ENVIRONMENTAL DIMENSION

Ticket incorporates the environmental theme in the value chain of its products and services, as well as in its new product projects, like Ticket Car® Carbon Control, which supplies detailed information about the volume of CO₂ emissions from the fuel consumption of our customers' fleets and also Ticket Car® Carbon Free, which offers options for compensating CO₂ emissions.

Moreover, Ticket actively participates in the Companies for the Climate platform, organised by the Centre for Sustainability Studies of the Getúlio Vargas Foundation (FGV). The commitment of the company to greenhouse gas emissions management, by seeking to reduce and compensate for emissions in cases in which it is not possible to reduce them, motivated it becoming engaged in an emission compensation project in a ceramics factory in São Paulo.

THE FUTURE
DEPENDS ON
EACH ONE OF US



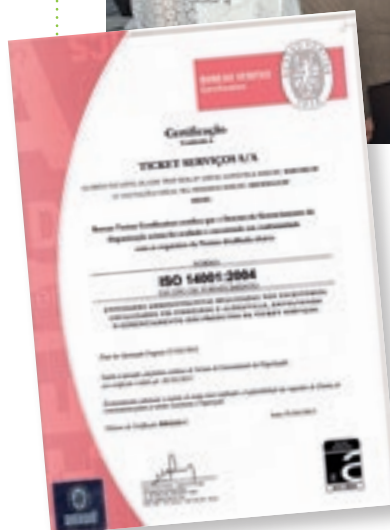
COMMITMENT TO THE FUTURE

ENVIRONMENTAL MANAGEMENT SYSTEM

❖ The Environmental Management System (SGA) was introduced in 2011 to identify, assess and control the environmental aspects and impacts arising from Ticket activities and processes in its offices in Alphaville and Pinheiros. The SGA was certified by Bureau Veritas Certification, with accreditation by Inmetro and international body, UKAS. The environmental policy, as defined by top management, consolidates Ticket's commitment to complying with applicable environmental legislation, preventing environmental pollution, promoting continuous improvement and raising the awareness of employees and other stakeholders. The Environmental Policy also guides the whole of the environmental management system. Various activities were carried out in order to guarantee the introduction and maintenance of the SGA. In reinforcing Ticket's commitment to employee development (People Pillar of the management philosophy), a Promoters and Internal Auditors Programme and an e-learning programme for the whole company were developed and talks were given about selective waste collection and other topics.



► **Edna Bedani**, Human Resources and Social Responsibility Director, **Eloá Ciraulo**, Development, Internal Communication and Social Responsibility Manager, **Eliane Aere**, Director of the Expense Management Business Unit and **Laila Saad**, Social Responsibility Coordinator at the ISO 14001 certification party



**Sistema de Gestão
Ambiental Ticket**

61 PROMOTERS AND INTERNAL AUDITORS TRAINED IN DIFFERENT TOPICS, FOR A TOTAL OF 128 HOURS

368 PARTICIPANTS IN THE SGA E-LEARNING PROGRAMME, TOTALLING 1,375 HOURS OF TRAINING

233 PARTICIPANTS IN THE TALK ABOUT SELECTIVE WASTE COLLECTION

2.013 PARTICIPANTS IN TOTAL IN SGA TRAINING COURSES AND TALKS

OBJECTIVES AND GOALS WERE DEFINED FOR 2012 BASED ON THE COMMITMENTS ASSUMED BY TICKET IN ITS ENVIRONMENTAL POLICY AND FROM THE MAPS OF THE ENVIRONMENTAL ASPECTS AND IMPACTS OF THE AREAS. WITH SUPPORT FROM PROMOTERS, EMPLOYEES WERE MOBILIZED TO CONTRIBUTE TOWARDS ACHIEVING THE RESULTS

- 1** **OBJECTIVE:** to reduce the consumption of energy needed for carrying out our activities
GOAL: a 3% reduction (in KWh) in the 2012 period, compared with 2011



Site	2011	2012
Alphaville	Increase of 3%	Reduction of 14%
Pinheiros	Reduction of 11%	Reduction of 21%

- 2** **OBJECTIVE:** to reduce the environmental impact of our activities
GOAL: a 5% reduction in printing and photocopies in the 2012 period, compared with 2011



Printing	2011	2012
Pinheiros	Reduction of 2%	Reduction of 6.9%
Alphaville	Reduction of 19%	Reduction of 6.7%

IN ADDITION TO THESE TWO OBJECTIVES, OBJECTIVES AND GOALS RELATING TO THE SUPPLIERS WHO OPERATE IN ENVIRONMENTALLY-CRITICAL CATEGORIES WERE DEFINED, AS WAS A REDUCTION IN GREENHOUSE GAS EMISSIONS (EMPLOYEE TRANSPORT AND AIR TRAVEL).



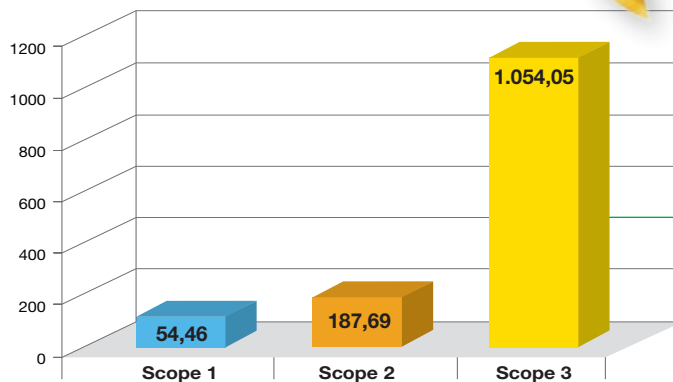
COMMITMENT TO THE FUTURE

GREENHOUSE GAS EMISSIONS' INVENTORY

❖ Ticket is one of the founders of the “Companies for the Climate” platform, a movement organized by private initiative to discuss compAny proposals for a low carbon economy, in partnership with the FGV’s Sustainability Centre and 26 other companies. Through certification by an independent body, a practise that goes further than the compulsory specifications, Ticket’s inventory achieved a Gold Seal in the Brazilian GHG Protocol Programme. As one of the commitments assumed in the platform, in 2011 Ticket produced its first report indicating the amount of greenhouse gases emitted in the Pinheiros and Alphaville locations, by Home Office employees and by teams located in Contax, calculated in accordance with the international GHG Protocol methodology.

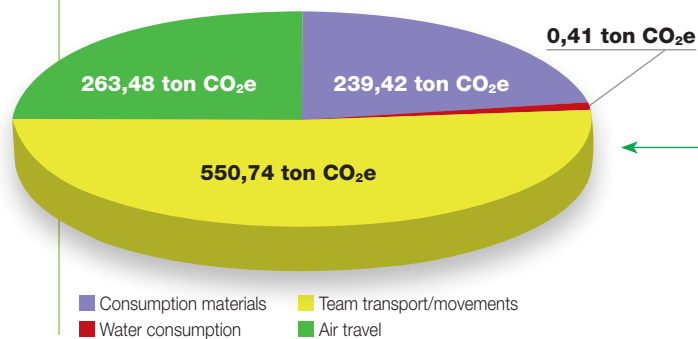
TOTAL EMISSIONS IN 2010 REACHED 1,266.85 TONS OF CO₂E*

* The figures published in the Social & Environmental Report 2011 were adjusted because of a change in the classification of one of the sources (suggested by FGV) and data correction.



- **Scope 1:** direct emissions coming from sources that belong to or are controlled by Ticket (natural gas from the restaurant and cooling system)
- **Scope 2:** indirect GHG emissions from electricity, related to the power consumed within the organizational limits of Ticket (energy and power generators)
- **Scope 3:** other indirect emissions by Ticket

GHG emissions grouped in Scope 3



► We considered the greenhouse gases (GHG) regulated by the Kyoto Protocol: carbon dioxide (CO₂), methane (CH₄), nitrous oxide (N₂O), sulphur hexafluoride (SF₆), hydrofluorocarbons (HFCs) and perfluorocarbons (PFCs). Considering the global warming potential (GWP) of each of the gases, all were converted into CO₂e (carbon equivalent).

THE TOTAL WAS
1.296,19 TONS CO₂e

COMPENSATING FOR GREENHOUSE GAS EMISSIONS

❖ To compensate the emissions identified in the GHG emissions inventory for 2011, Ticket bought carbon credits from the Cerâmica Romana project, which is bringing about a change in the energy matrix of a small ceramics industry located in Presidente Epitácio (SP), on the border with Mato Grosso do Sul. The Irmãos Fredi carbon project proposed and introduced an alternative form of feeding the kilns in the factory that makes bricks and tiles: the technology employed enabled the substitution of native wood for renewable biomass, like elephant grass, sugar cane bagasse and sawdust (all abundant and commonly discarded waste). Before introducing the carbon project the factory used to use around 24,000 tons of native wood from the *Cerrado* [savannahs] biome (more or less 3,500 m³ of wood a month) for burning in its kilns that need to reach temperatures of 900°C to produce around 700,000 tiles and 200,000 bricks every month.



► PROCESS OF STORING RENEWABLE BIOMASS (ELEPHANT GRASS, SUGARCANE BAGASSE AND SAWDUST) AFTER INVESTMENTS IN INFRASTRUCTURE.



► THE PROJECT ALLOWED FOR INVESTMENTS TO BE MADE IN THE COMPANY'S INFRASTRUCTURE, WHICH IMPROVED EMPLOYEE WORKING CONDITIONS.



COMPENSATING FOR **GREENHOUSE GAS EMISSIONS** (CONT.)

Substitution of the energy matrix (wood for biomass) required an adaptation of the existing infrastructure to adjust it to suit the different types of biomass used: kilns, feed equipment and lorries had to be adjusted. The investment in infrastructure and training for the teams involved was carried out without affecting the economic stability of the activity. This is a valuable contribution towards preserving the Cerrado ecosystem and the struggle against climate change. The Irmãos Fredi carbon project meets the demands of SOCIALCARBON®, a standard that certifies projects that reduce greenhouse gas emissions and requires contributions to human, social, economic and environmental development. To obtain this certification the project demanded that local agents and stakeholders commit to assessing and improving the project on a continuous basis, right from the time it was being developed.





QUALITY MANAGEMENT SYSTEM – ISO 9001

❖ In September Ticket was successful in its ISO 9001 certification for the Corporate Operations Department. The standard is the basis of the quality management system (QMS) and supplies a set of requirements that instil more confidence in the organization's capacity for supplying products and services that meet the needs and expectations of its customers. In line with the company's values, renewing the certification is a restatement of the company's commitment to quality and continuous improvement in its services.



CERTIFICATION NUMBERS

140 PEOPLE INVOLVED THE QMS

26 PROCESSES WITH DOCUMENTS WRITTEN AND FORMALIZED

4 TALKS ON ISO 9001

3 AUDITS: (2 INTERNAL AND 1 EXTERNAL)

THE BENEFITS OF THE STANDARD

- It standardizes and formalizes processes;
- It is process, people and service-oriented;
- It establishes a culture of preventive, corrective and improvement actions that attack the root cause;
- It reduces rework costs;
- It registers the memory of the operation to reduce the dependence on people;
- It strengthens the internal and external Customer/Supplier relationship;
- It establishes a virtuous cycle of analysis for improving.





AWARDS AND RECOGNITION

THE BEST COMPANIES TO WORK FOR

- ❖ For the 15th time, Ticket has appeared in the survey, "The Best Companies to Work For in Brazil", carried out by the Great Place to Work Institute and published by *Época* magazine. Ticket was also included in *Você S.A's* Guide "The Best Companies You Can Work For".



OTHER PROMINENT AWARDS

- ❖ 'One of the Best Companies You Can Work For', for the 4th consecutive year, from *Exame* magazine and *FIA*
- ❖ Winner in the 'Specialist Services' category in the Best of Brazil Yearbook, from *Brasil Econômico* newspaper
- ❖ Winner in the 'Specialist Services' category in *Melhores Dinheiro*, from *ISTOÉ Dinheiro* magazine
- ❖ 'One of the Most Innovative Companies in Brazil 2012', from *Época Negócios* magazine
- ❖ Highlight in the meal-agreement category in the 100 Best HR Suppliers, from *Gestão RH* magazine
- ❖ Winner in the ANATEC Award, with Ticket and Business (in the Best Cover and B2B Publication categories)

TOP OF MIND

- ❖ For the 13th time in 15 editions, Ticket was the winner in the meal-agreement segment in *Estadão's* HR Top of Mind, promoted by Fênix Editora and newspaper, *O Estado de São Paulo*. Oswaldo Melantonio Filho, CEO of Edrened Brasil, was selected as one of the five finalists in the category "Outstanding Businessman – Supplier Company".





“THE BEST FROM DINHEIRO” PRIZE

- ❖ Winner in the Specialist Services category in the “Best from *Dinheiro*” Award from *Isto é Dinheiro* magazine.



THE MOST ADMIRIED HR DEPARTMENTS IN BRAZIL

- ❖ Edna Bedani, Human Resources & Social Responsibility Director is included in the survey the “Most Admired HR Departments in Brazil”, promoted by *Gestão RH* magazine.

30 BEST COMPANIES TO START A CAREER WITH

- ❖ This is the only organizational climate survey in the world directed exclusively at young people, which evaluates the working environment and the people management practices and policies for these particular professionals. Some employees from the classified companies were randomly selected by the publication to reply to a questionnaire and take part in a survey. By analysing this content, companies were attributed a final mark, known as the Young People’s Happiness Index (*IFJ*), comprising three indicators: employee perception; company practices and the mark from the publication team.

ABERJE 2012 PRIZE

- ❖ Best Corporate memory project in Brazil from the Brazilian Association of Corporate Communication.



MODERN CONSUMER PRIZE FOR EXCELLENT CUSTOMER SERVICE

- ❖ For the 9th time the company won the most important recognition for the quality of the services offered to consumers by companies in Brazil. The prize is offered by *Consumidor Moderno* magazine.



Partner institutions that benefited

Asas Brancas Home

Rua dos Jasmins, 120 –
Parque Assunção – Taboão da Serra (SP)
Tel.: 4701-5029

MAIS Home

Rua Jandaia do Sul, 58
Vila Guilhermina – São Paulo (SP)
Tel.: 2957-9922

Charitable Association of the Employees of the Allianz Insurance Group

Avenida Alfredo Ribeiro de Castro, 124
Cangaíba – São Paulo (SP)
Tel.: 3171-6278

Associação Desportiva para Deficientes [Sporting Association for the Disabled]

Rua das Pitombeiras, 296
Jabaquara – São Paulo (SP)
Tel.: 5011-6133

14 de Julho French Charitable Association

Rua dos Cafezais, 174
São Paulo (SP)
Tel.: 5563-6852

Casa do Zezinho

Rua Anália Dolácio Albino, nº 30/77
Parque Maria Helena – São Paulo (SP)
Tel.: 5512-0878

Imaculada Coração de Maria do Jardim Princesa Creche

Rua Antonio Susine, 19
Brasilândia – São Paulo (SP)
Tel.: 3921-1943

Sonho de Criança Creche

Av. Presidente Castelo Branco, 5200
Bom Retiro – São Paulo (SP)
Tel.: 3223-4667

Brazilian Red Cross

Avenida Moreira Guimarães, 699
Indianópolis (SP)
Tel.: 5056-8675

Bernardo Higgins School

Rua Palacete das Aguias, 585
Vila Mascote – São Paulo (SP)
Tel.: 5031-8879

Gol de Letra Foundation

Rua Carlos Seidl, 1141 – 2º andar
Caju – Rio de Janeiro (RJ)
Tel.: (21) 3895-9001

Luiz Gonzaga Hospital

Rua Michel Ouchana, 94
Jaçanã – São Paulo (SP) Tel.: 6241-4641

Presbyterian Church of Pinheiros

Avenida das Nações Unidas, 6151
Pinheiros – São Paulo (SP)
Tel.: 3814-2858

by Edenred Brasil

Iniciativa Verde [Green Initiative]

Rua João Elias Saad
Vila Leopoldina – São Paulo
Tel.: 3467-9293

Bom Aluno Institute

Rod. João Leopoldo Jacomel, 4675
conj. A – Jd. Primavera – Piraquará (PR)
Tel.: (41) 3335-6006

Instituto da Criança [Institute of the Child] (HCFMU)

Av. Dr. Enéas de Carvalho Aguiar, 647
Cerqueira Cezar – São Paulo (SP)
Tel.: 2661-8859

NGO Banco de Alimentos [Food Bank]

Rua Atibaia, 218 – Pacaembu
São Paulo (SP)
Tel.: 3674-0080

Guarapiranga State Park

Estrada da Riviera, 3286
Guarapiranga
São Paulo (SP)

Pombas Urbanas

Av. dos Metalúrgicos, 2100
Cidade Tiradentes – São Paulo (SP)
Tel.: 2285-5699

Luz Divina Rest Home

Rua Irmã Maria Lourença, 36
Grajaú – São Paulo (SP)
Tel.: 5933-0726

Velho Amigo [Old Friend] Project

Rua Pedroso Alvarenga, 1046 – cj. 47
Itaim Bibi – São Paulo (SP)
Tel.: 3071-4040

Reciclazzaro

Av. Ariston de Azevedo, 10
São Paulo (SP)
Tel.: 2081-3673

Notre Dame Education Network

Rua Maron, 2279
Centro – Passo Fundo (RS)

169 INSTITUTIONS BENEFIT FROM THE ACTIONS OF EDENRED BRASIL

* includes the national Happy McDay campaign (59 institutions) and the NGO, Banco de Alimentos (51 institutions)

Amounts without cents

ECONOMIC DIMENSION*	
Net operating income	805,602,146
Operating result	400,315,749
Gross payroll**	89,142,361

INTERNAL SOCIAL DIMENSION	
Salaries	65,990,887
Social charges	23,151,474
Meals	7,155,430
Transport	1,095,060
Health, quality of life and safety at work	6,918,744
Education and professional development	2,396,028
Internal valuing and recognition events***	788,180
Private pensions	2,373,326
Share in profit and results (PLR)	12,178,552
Dividends (shares)	56,849
Total – Internal social indicators	122,103,902

EXTERNAL SOCIAL DIMENSION	
Taxes	186,905,274
Tax incentives Law Rouanet	1,756,299
Tax incentives Law of Sports	437,075
Tax incentives FUMCAD Municipal child and adolescent fund	415,000
Total Tax Incentives	2,608,374
OWN RESOURCES	
Meals & Health	233,077
Education & Professional Training	313,323
Culture & Sport	270,600
Solidarity	130,297
Total Own Investment	947,297

EXTERNAL ENVIRONMENTAL DIMENSION	
Investments related to company production / operations	354,796
Investments in internal programmes and initiatives	111,370
Investments in external programmes and initiatives	102,920
Total own investment	569,087

* Edenred Brasil comprises Ticket Serviços S/A, Edenred Brasil Participações S/A, Edenred Serviços e Participações S/A, Accentiv Serviços Tecnologia da Informação S/A, Glog Serviços de Gestão de Distribuição Ltda, Incentive House S/A, TicketSeg, Corretora de Seguros S/A.

** In the figure relating to gross payroll are included the salaries and compulsory social charges presented in the Internal Social Dimension.

*** Choir, end-of-year party, 10, 20 and 30-year service party, football tournament, celebration of those with a birthday in the month, internal awards and the Rumos [Directions] Event.



