



Press release

July, 3<sup>rd</sup> 2017

Edenred Japan Co.,Ltd.

## MALIK ROUMANE APPOINTED AS CEO OF EDENRED JAPAN

**Edenred Japan Co., Ltd (formerly Barclay Vouchers, Co., Ltd, Location: Chiyoda-ku, Tokyo, hereinafter "Edenred Japan"), which provides "Ticket Restaurant®" employee benefit meal support solution, announced that Malik ROUMANE has been appointed as CEO of the Japan subsidiary, as of July 3rd 2017.**

Malik ROUMANE, appointed as the new CEO of Edenred Japan Co., Ltd, has a 20 year experience in Japan. He has been leading the business development of European companies in Japan, and has extensive experience and achievements in business growth and marketing strategies. Prior to joining Edenred Japan, he was the President and Representative Director of French F & B Japan Co., Ltd. (Classic Fine Foods Group) since 2012, a company engaged in importing and selling high-end food products. He oversaw the business and reformed the organization. Prior to that, in addition to having experiences as CEO of high-jewelry brands, such as Van Cleef & Arpels Japan and Carrera y Carrera, he also developed business strategies, optimized organizations, improved brand image through media strategies, etc. in the Japanese market at various companies such as Cartier.



Malik ROUMANE commented his ambition as follows: « It is an honor to be appointed as CEO at this timing, when the company name has changed to Edenred Japan, and reforms toward establishing a strong brand with its renewal of corporate identity is progressing on a global scale. Ticket Restaurant®, the employee benefit solution offered by Edenred Japan, is unique and meets the needs and satisfaction of many employees and employers of all industries nationwide. Now that Ticket Restaurant® also exists in a digital format, we will strive to further promote the enhancement of the service so as to make this employee benefit as popular in Japan as it is in Europe. »

Laurent GACHET, who has served as CEO and led the transformation of Edenred Japan for the past 5 years, will be returning to Edenred headquarters in France. He will continue from there to support the Japanese subsidiary and its new CEO to grow the operations in the country and better serve its customers.

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### **【About Edenred Japan】**

Edenred Japan (formerly Barclay Vouchers), a 100% Edenred subsidiary, has been a pioneer and market leader in Japan with its "Ticket Restaurant®" employee benefit meal solutions. Edenred is the world leader in transactional solutions for companies, employees and merchants. Whether delivered via card, mobile app, online platform or paper voucher, all of these solutions mean increased purchasing power for employees, optimized expense management for companies and additional business for affiliated merchants.

The Group brings together a unique network of 43 million employees, 750,000 companies and public institutions, and 1.4 million affiliated merchants.

Listed on the Euronext Paris stock exchange, Edenred operates in 42 countries, with close to 8,000 employees. In 2016, the Group managed almost €20 billion in transactions, of which 70% were carried out via card, mobile device or the web.

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URL: <http://www.edenred.jp>

Ticket Restaurant site: <http://www.ticketrestaurant.jp>

Official Facebook account : [www.facebook.com/TicketRestaurantJapan](http://www.facebook.com/TicketRestaurantJapan)

Official Twitter account : @Ticket\_RestJP



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