

Edenred SA in Financial Cards and Payments (France)

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Date: November 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: EF8FDE73767EN

Abstracts

Edenred's strategy for the forecast period is to seek new areas for growth using improvements in its technology and expanding its partnership opportunities. For example, the company has already withdrawn its old paper-format restaurant vouchers and in March 2014 it launched its Titres Restaurants cards, which are equipped with both NFC technology and pin codes, while the company recently made an announcement that financial cards operator Groupement des Cartes Bancaires would accept Edenred...

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