



Making Nutritious  
Grocery Shopping Easier

GPBCH Wellness Summit  
July 9, 2014



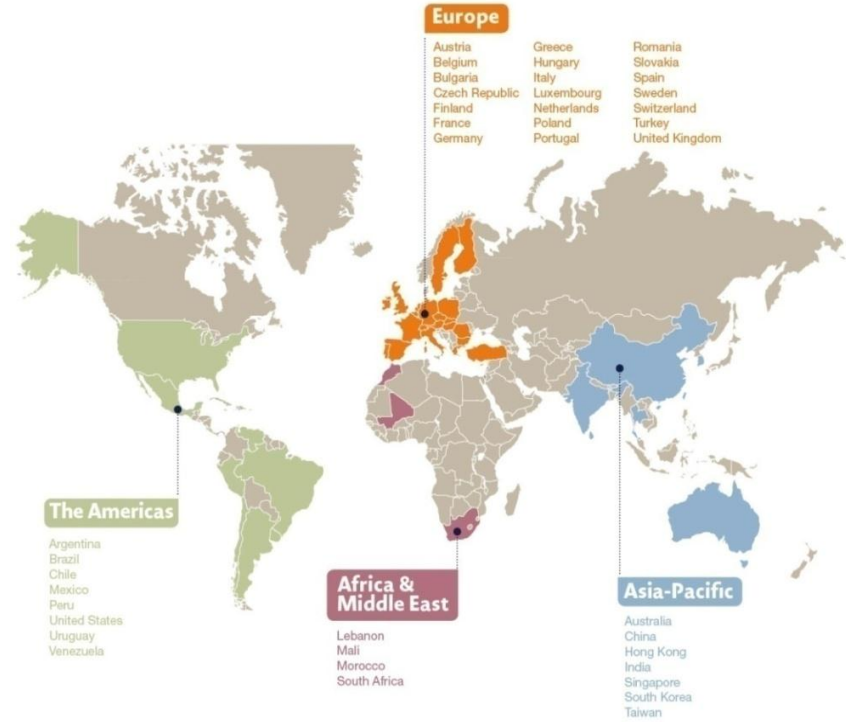
# Part of a Global Leader

## Edenred Global Figures 2014

- 50-yr old company
- 41 Countries
- 580,000 Customers
- 36.2 Million Individual Beneficiaries
- \$1.5 Billion Revenue



*Edenred, the world leader in prepaid corporate services, designs and delivers solutions that make employees' healthier and improves the efficiency of organizations.*





# Implementing an Effective Change in Your Nutritional Behavior



**Eating Healthier**

**Physical Activity**



**Long-Term Adherence**



# Obstacles to Eating Healthier



**Establish a baseline**

**Set a goal**

**Control the cost**

**Engagement every  
step of the way**



# What is NutriSavings?



## Wellness Program

- Designed to **educate participants** on proper nutrition
- Promote better health and reduce the risk of **chronic disease** through a better diet
- Designed to be integrated with other wellness initiatives



## Everyday Savings

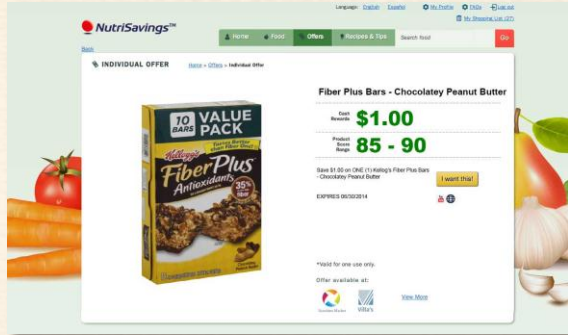
- Designed to make a healthy diet more affordable
- Provides incentives to make healthy choices
- Supported by relationships with retailers, consumer product manufacturers, growers and wellness program sponsors



## Measurable Solution

- Measures changes in participants' behavior
- Real-time nutritional value scoring
- Drives participant engagement and education

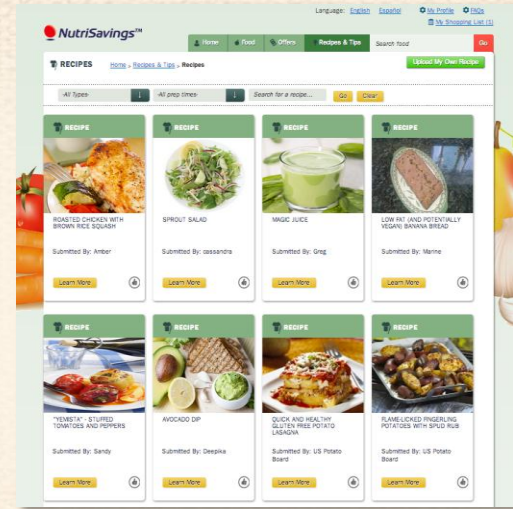
# Small Behavior Changes = Long Term Adherence



Offers and incentives



“In the grocery aisle”  
real-time guidance



Recipes for healthy  
food items



# Thank You



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