



**Nick Burns**  
CEO Welcome



December 2022

**Nick Burns**

CEO, Reward Gateway





*Make the world a better place to work*





# Find immediate support to **help employees** with the cost of living

Reduce employees' everyday expenses through discounts, benefits, financial resources, wellbeing solutions and more

[See our solution](#)[Schedule a demo](#)

## Stand out as an employer of choice with our powerful Employee Engagement Platform

[Discover our spotlight features:](#)



### Employee Discounts

Extend your people's pay and save them money on everyday expenses

[Learn more >>](#)

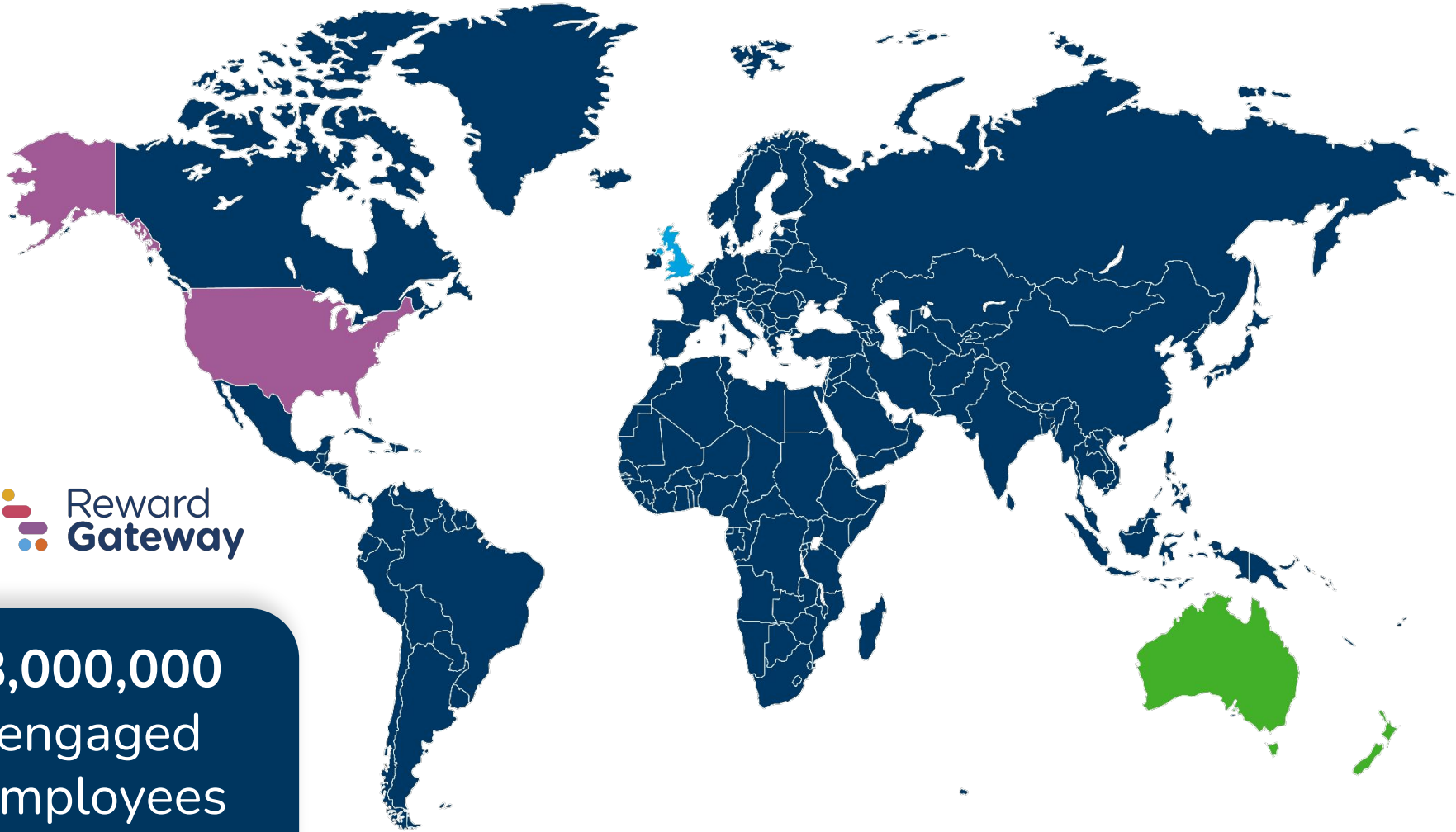
# External Brand - Internal Reality?







8,000,000  
engaged  
employees





6 weeks later....





8 weeks later....



16th May 2023....



Reward  
**Gateway**

*Make the world a better place to work*

The Edenred logo icon is a large, solid red circle. The word "Edenred" is written in white, bold, sans-serif font across the center of the circle.

**Edenred**

*Enrich connections for good*

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# Building stronger connections with employees, customers, sales teams, and channel partners to drive higher engagement and performance.

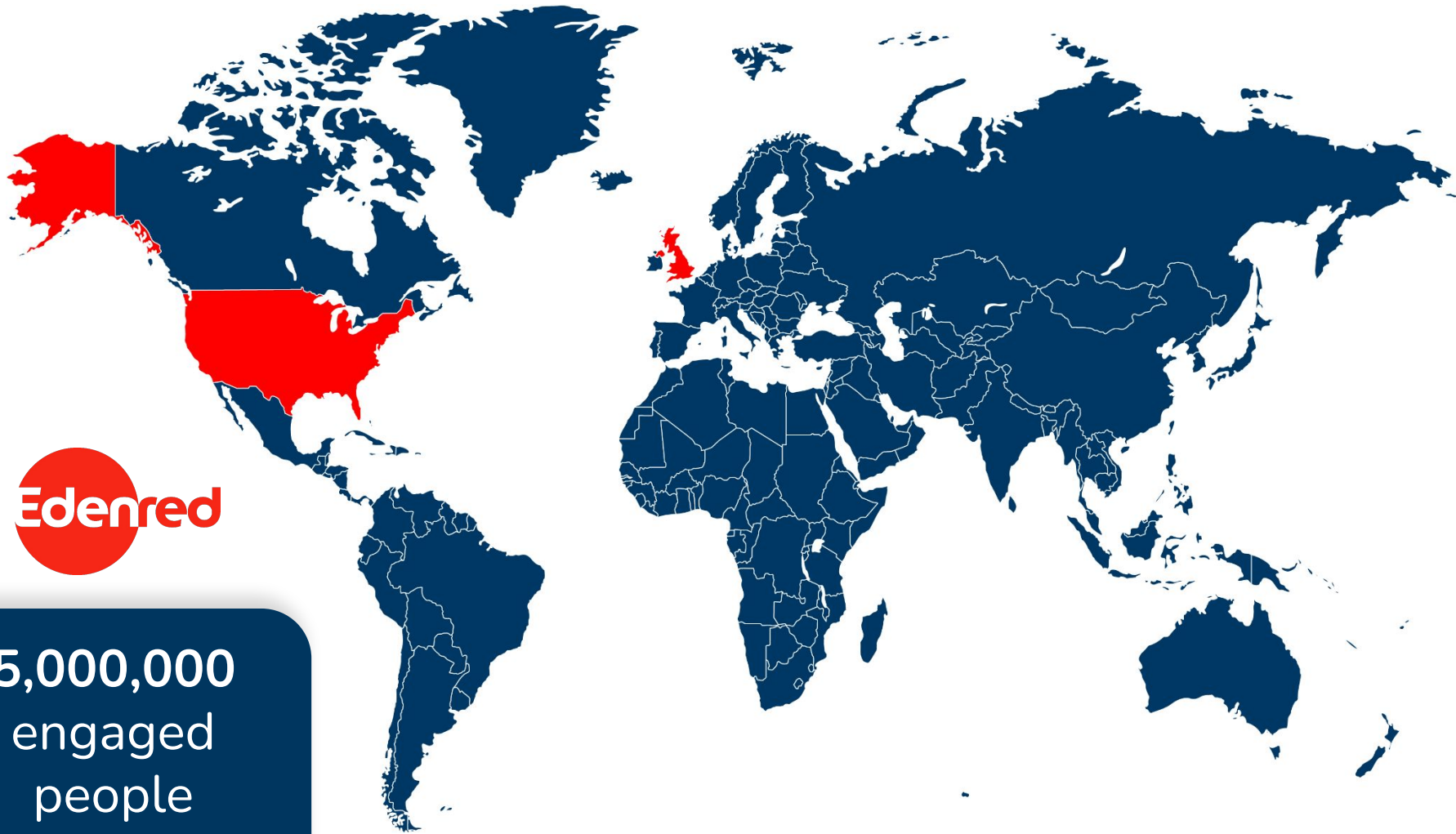
Offering you innovative digital platforms, prepaid cards, and wrap around customer success services to deliver incentives, rewards, recognition, and employee benefits.

[Find out how we can help you](#)



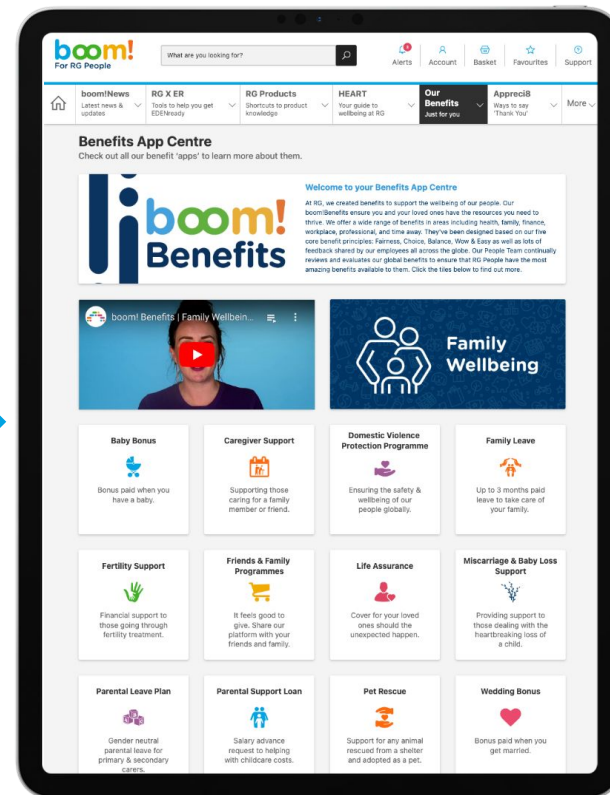
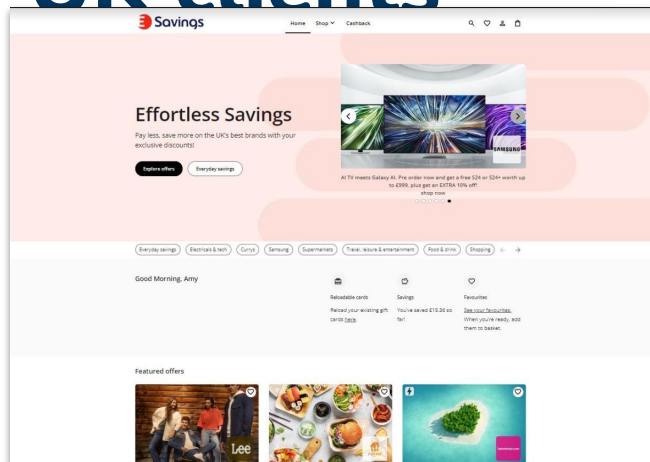
# External Brand - Internal Reality?





5,000,000  
engaged  
people

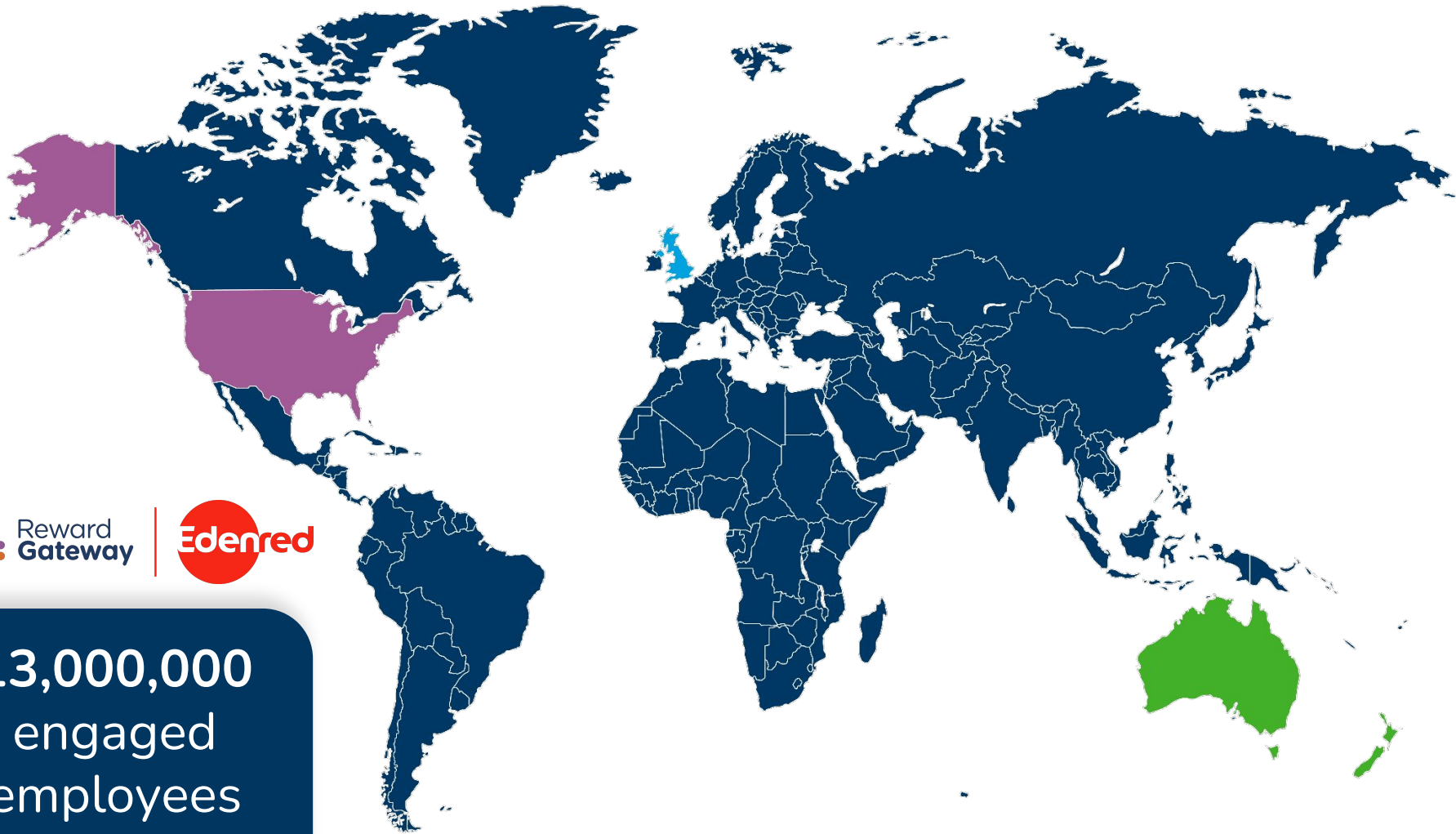
# Upgrading existing Edenred UK clients







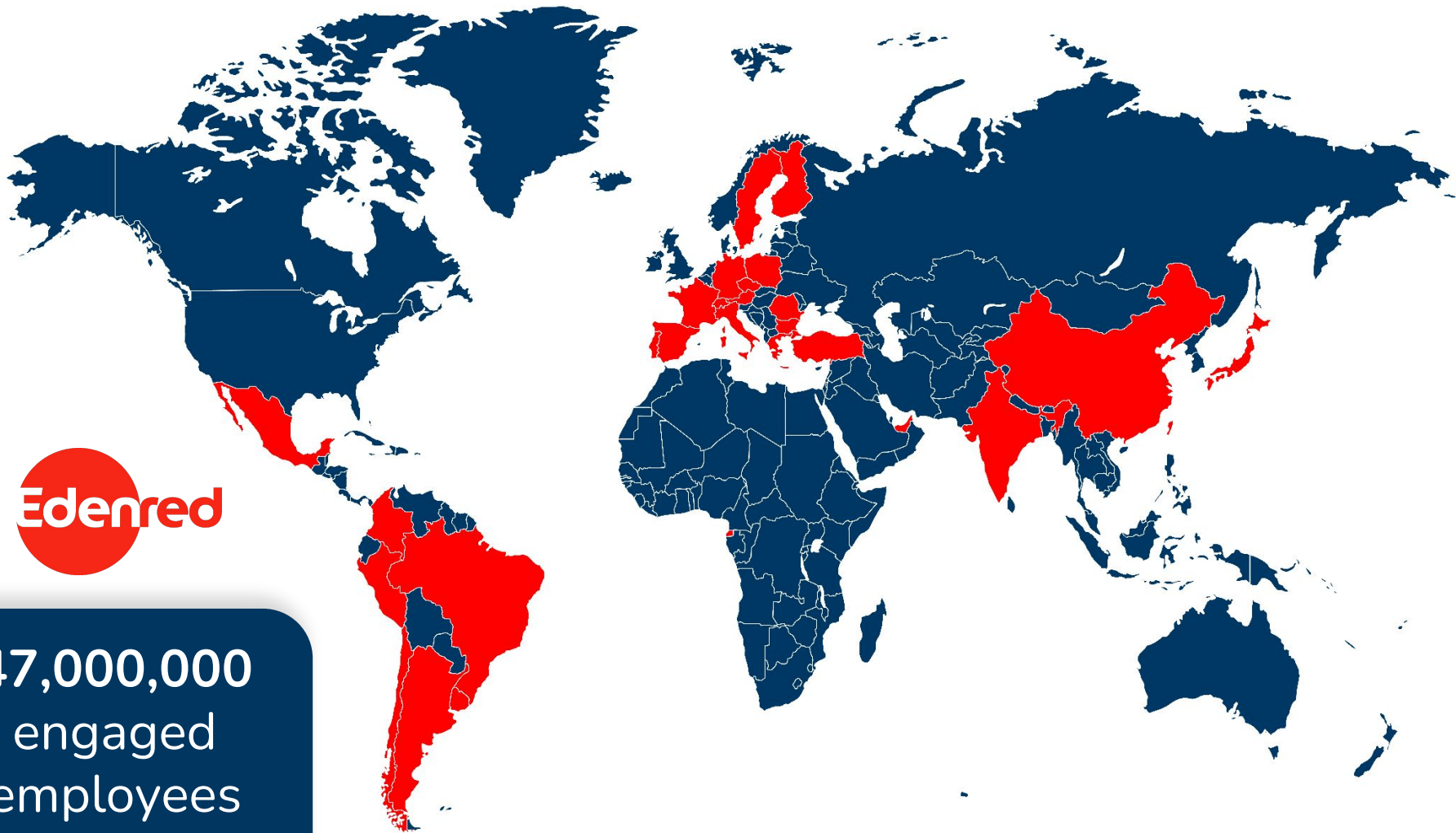
13,000,000  
engaged  
employees





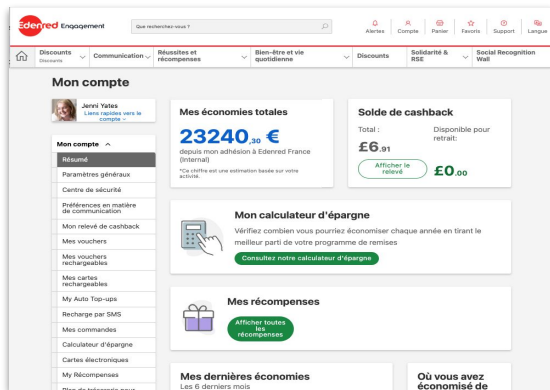


47,000,000  
engaged  
employees



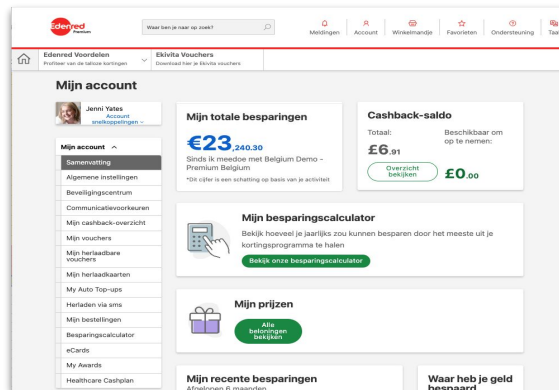


# Global expansion underway...



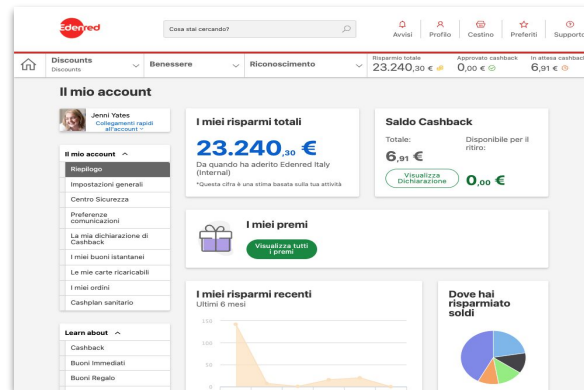
10 Million

1300 Edenred employees



2 Million

200 Edenred employees

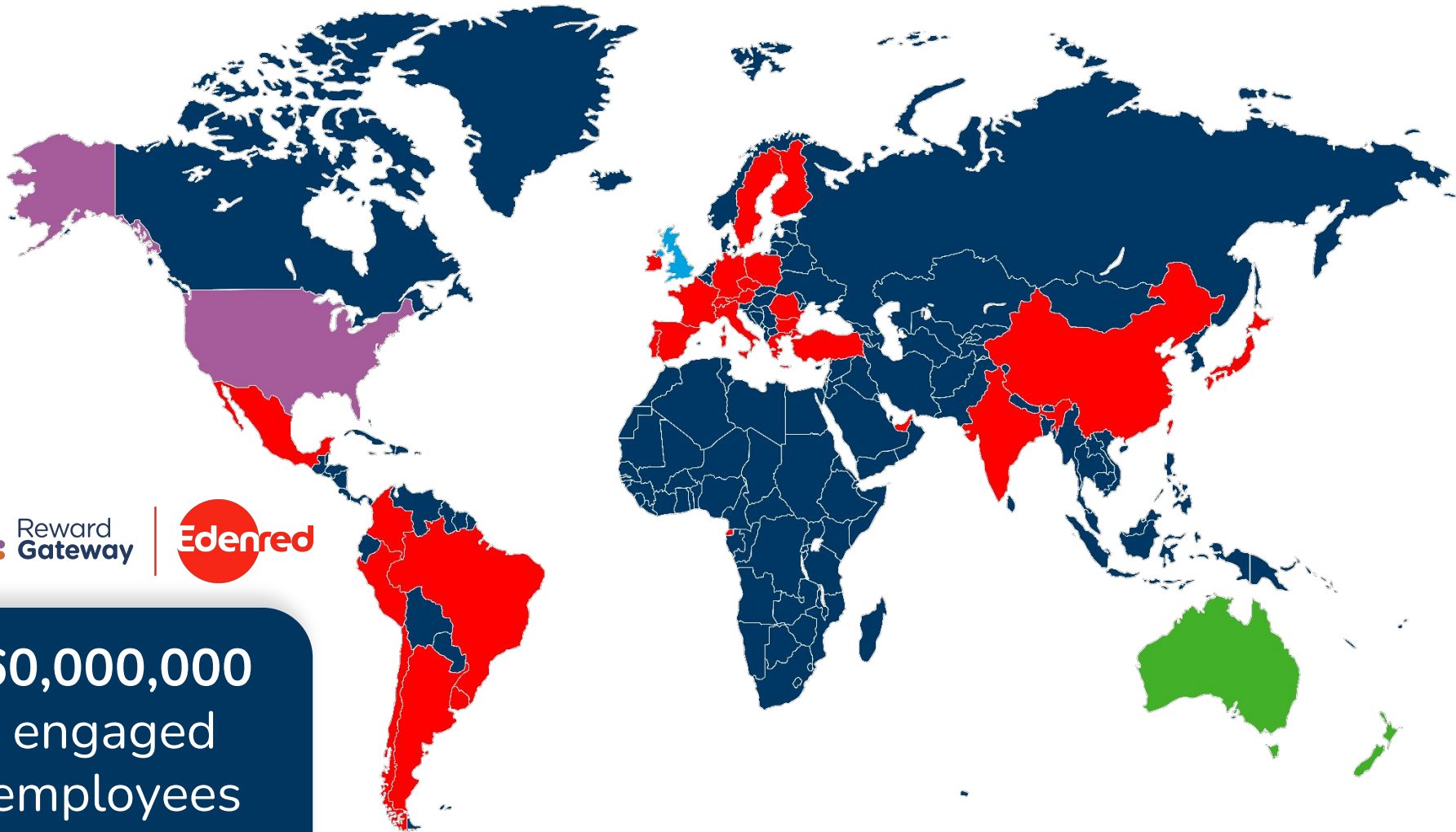


3 Million

800 Edenred employees



60,000,000  
engaged  
employees



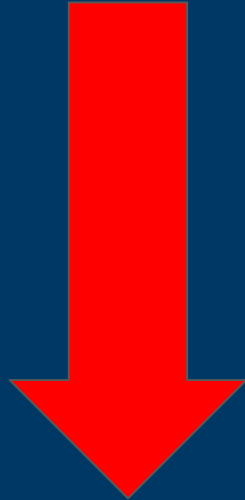
How do we help our  
HR & People  
leaders to **attract**,  
**retain** and **motivate**  
their people to  
**power** business  
**performance**?





2022  
UK economy GDP 4.3%

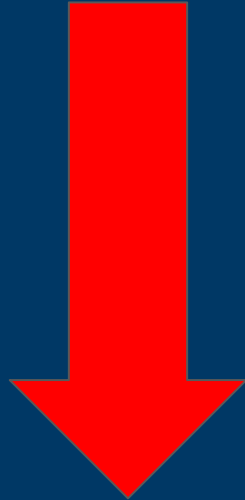
(8.7% in 2021)



Source: Treasury

2023  
UK economy GDP 0.1%

(4.3% in 2022)



# Forecast 2024 UK economy GDP 0.5%

(0.1% in 2023)







# Abraham Maslow

(1908 - 1970)

The Hierarchy of Needs

# Physiological Needs



*Clothing / Shelter / Water / Food*

# Physiological Needs

**Grocery £0.5bn** (£1.2bn total)

**Saved £25m**

**£80m PSP supermarket vouchers**

*Clothing / Shelter / Water / Food*



# Physiological Needs



**Grocery £0.5bn** (£1.2bn total)

**Saved £25m**

**£80m PSP supermarket vouchers**

*Clothing / Shelter / Water / Food*

# Safety & Security Needs



*Health / Employment / Property / Family*

# Safety & Security Needs



Wellbeing views 1m+  
Financial & Mental +25%  
2,300 mortgage enquiries

*Health / Employment / Property / Family*



# Love & Belonging Needs



*Friendship / Family / Inclusion / Community*

# Love & Belonging Needs



**90,000**  
digital communications

*Friendship / Family / Inclusion / Community*

# Self Esteem Needs



*Achievement / Confidence / Recognition / Respect*



# Self Esteem Needs



**7.5m** digital recognition moments

**£90m** rewards issued

*Achievement / Confidence / Recognition / Respect*

# Self Esteem Needs



23%  
more effective  
and productive

Source: HAAS School of Business Research, Forbes

# Self Actualisation Needs



*Acceptance / Authenticity / Purpose / Motivated*

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# Self Actualisation Needs



# APPRECIATION

*Acceptance / Authenticity / Purpose / Motivated*



# Self Actualisation Needs

## APPRECIATION

Connection  
Resilience  
Team dynamics

Inclusion  
Satisfaction  
Cultural boost

# Self Actualisation Needs

## APPRECIATION

Connection	Inclusion
Resilience	Satisfaction
Team dynamics	Cultural boost

## POWERS

Attraction, Retention, Motivation  
+ Business performance

# Self Actualisation Needs



43%  
more effective and  
perform better

Source: HAAS School of Business Research, Forbes

# Appreciation



*It's not just about what we do...*



# Appreciation

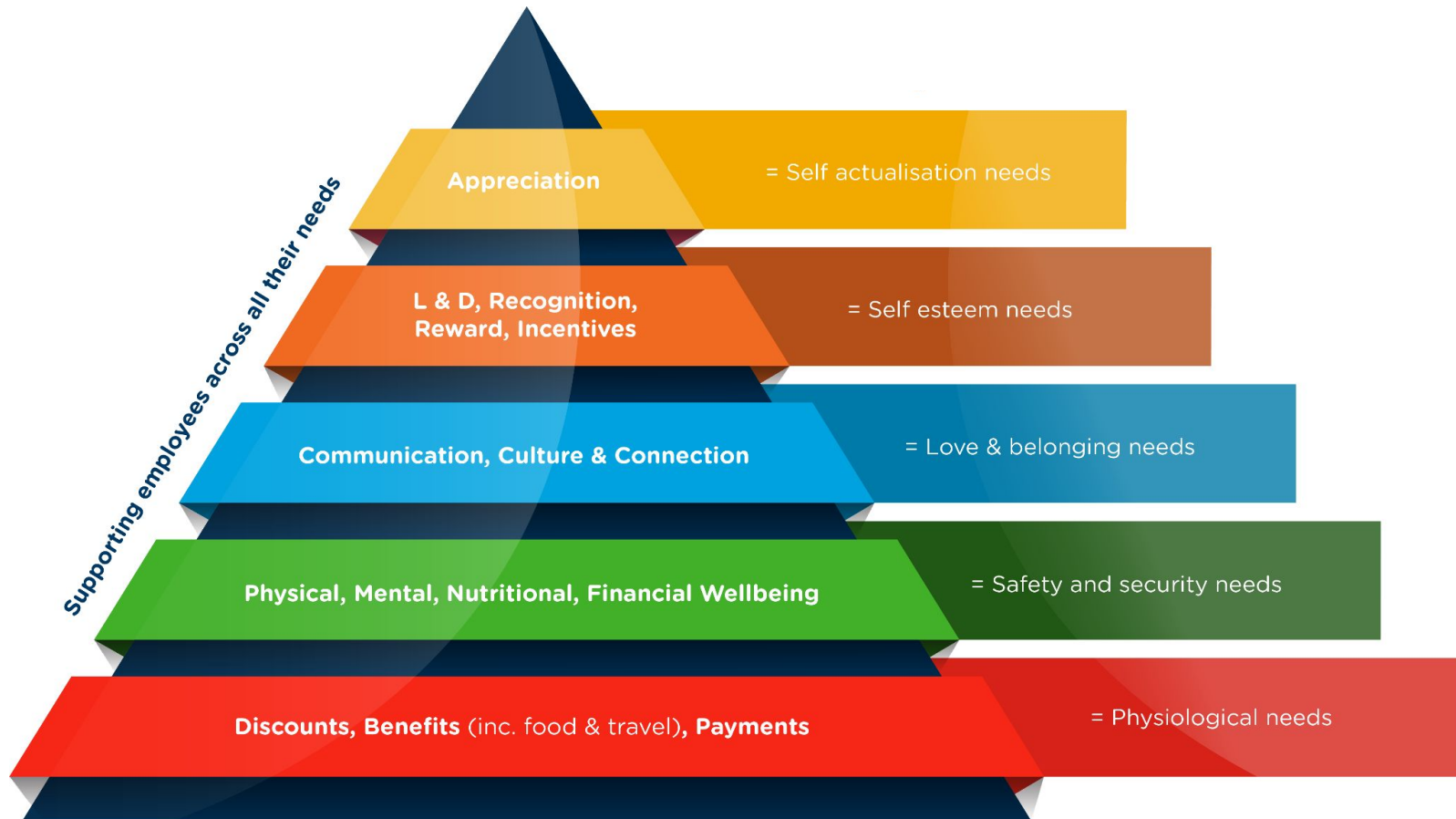
A diverse group of people, including men and women of various ethnicities, are standing in a line. They are illuminated by horizontal bands of blue and orange light, creating a sense of unity and appreciation. The background is a solid dark blue.

*It's about who we are*

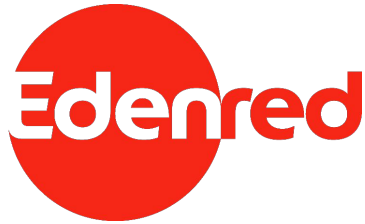
How do we help our  
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leaders to **attract**,  
**retain** and **motivate**  
their people to  
**power** business  
**performance**?



# Total Employee Experience Platform



# THE POWER OF APPRECIATION





# Appreciation Appreciates

Capture the power of appreciation



Thank you's...



