

> 2.4.3 CONSUMERS

Through its study of consumer trends, the Group has identified 14 trends of which four demonstrate the increased awareness of consumers of the links between services provided by Sodexo, sustainable development and health.

- **Mind & Body You.**
Growing focus on body fitness, body performance, encompassing, physical, emotional and spiritual dimensions to insure a more balanced and meaningful life.
- **Ethical Consciousness.**
Make a difference in a world in which ethics are increasingly relevant and actionable.
- **Search for Authenticity.**
New desires to get back to basics and regain lost benefits of past times.
- **Self-Preservation.**
Strategies for looking after oneself in an increasingly uncertain world.

The Group has further researched the impact of these trends on consumers on its sites through its marketing and consumer satisfaction survey tools.

Sodexo empowers consumers to improve their health and wellness by sharing educational, topical and consumer friendly information through traditional and digital

outreach means. Content provided, such as through Registered Dietitians in the United States, demonstrates Sodexo's commitment to reaching beyond client sites to improve consumers' Quality of Life. Regular health and wellness information and tips throughout the year helped make the Company's "Health & Wellness" blog the most visited and popular area of Sodexo's U.S. web site. Based on this success, this initiative will be expanded to other countries.

■ INTERNATIONAL – WasteLESS Day

In October 2012, 1,813 client sites in 26 countries participated in Sodexo's first ever WasteLESS Day, working to engage consumers to make pledges to help reduce waste, primarily food waste. Experiences and lessons learned from this event were incorporated into planning for an expanded WasteLESS Week for October 2013 focused on supporting Sodexo's commitments to reduce both organic and non-organic waste throughout the entire year.

KEY FIGURE

95% of Sodexo's workforce interacts on a daily basis with clients and consumers.

> 2.4.4 SUPPLIERS

Sodexo partners with suppliers on its commitments to local communities (STOP Hunger), reducing environmental impact (sustainable seafood) and health and wellness (developing menu items that are lower in salts, sugars and

fats). This collaboration throughout the value chain was cited by RobecoSAM* as one of the hallmarks of Sodexo's continued leadership for its industry.

* RobecoSAM is an asset management company specializing in sustainable investment in collaboration with the Dow Jones Sustainability Indices. RobecoSAM's "Sustainability Yearbook" is considered the world's leading publication for corporate social responsibility.