



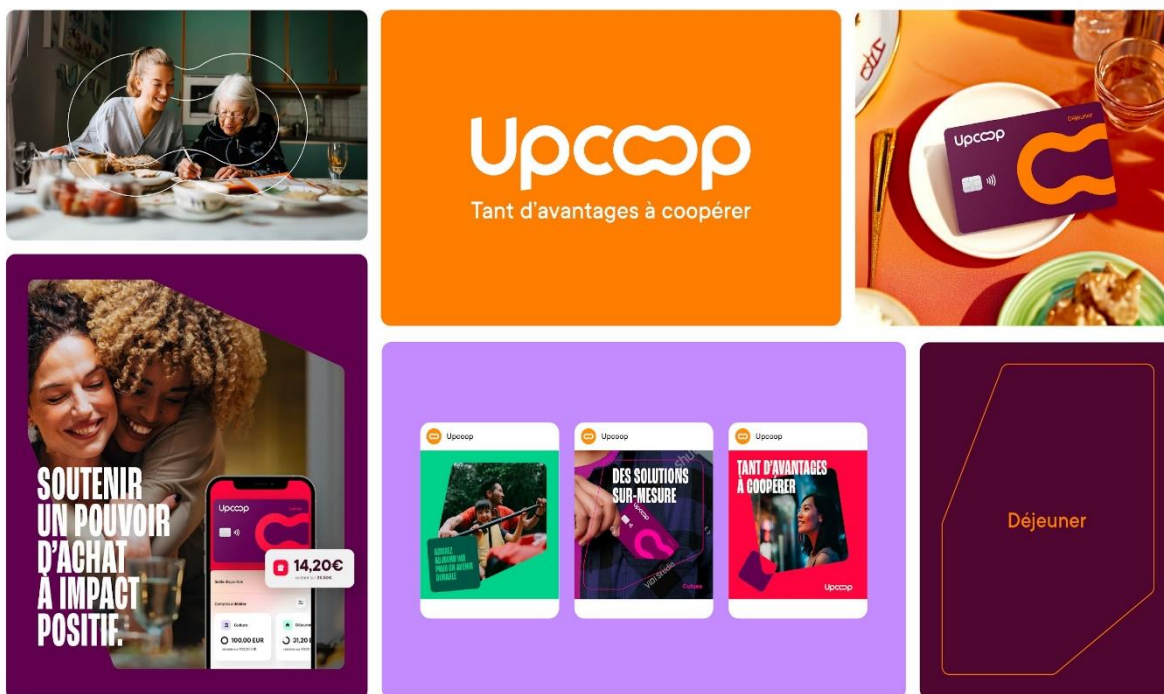
Press Release

Gennevilliers, March 27, 2024

New Identity : The Up Group becomes Upcoop Group and reaffirms its cooperative DNA.

Present in 25 countries, the Upcoop Group, whose parent company is a cooperative of employees and a mission-driven company, designs payment solutions and innovative services for employees and citizens.

After 60 years of existence, the Group claims a sustainable business model and reaffirms its uniqueness with a new identity and brand promise : **"So many advantages to cooperate"**



Upcoop: a brand of social and local utility

As a major player in the social and solidarity economy in France, Upcoop is an advocate of *social tech*, creating digital payment solutions with social and local impact. Meal vouchers, gift vouchers, cultural vouchers, social aid payment systems... Upcoop's solutions, developed in cooperation with companies, public authorities, and associations, improve the

quality of life of citizens. They support the activity of hundreds of thousands of local businesses.

"So many advantages to cooperate": a meaningful signature.

By affirming cooperation as a lever for action and change in its identity and signature, Upcoop reaffirms several fundamental principles that resonate with contemporary societal issues and expectations.

Cooperation is first evident in the democratic governance of the parent company, which is entirely owned by its employee-members and in the equitable distribution of the value created. This spirit of collaboration is also reflected through meaningful partnerships aimed at fostering a more ethical, solidarity-based, and equitable society. Ideas transform into concrete actions that drive positive and lasting changes in behavior. For example, the Up+, Vit'alim, and Mieux Man'Gers for All programs facilitate access to healthier food and encourage users of Upcoop solutions to adopt more sustainable and responsible consumption habits.

"This new identity reaffirms the values of cooperation that our Group has upheld since 1964, in all the countries where it operates. With this new, more modern and digital identity, we reaffirm that business can be done differently, as embodied by our mission: to cooperate sustainably for social and local purchasing power. And yes, let's say it, there are so many advantages to cooperate!"

Youssef Achour, Chairman and CEO of the Upcoop Group

A cooperation work with the agency The Good Design - The Good Company

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ABOUT UPLOOP

A major player in the social and solidarity economy and the first cooperative and participatory company (Scop) to become a mission-driven enterprise, Upcoop is present in 25 countries. The group develops payment solutions and services with social and local utility, enabling companies and communities to improve the purchasing power and quality of life of employees and citizens. Historically recognized for its brands such as UpDéjeuner (formerly Chèque Déjeuner), Cadhoc, Culture voucher, Cohésia, in France, Upcoop embodies a sustainable and innovative alternative in the field of social benefits

and social aid payment. The Group, composed of 3,200 employees, achieved a turnover of 670M€ in 2023.

For more information: up.coop

ABOUT THE GOOD DESIGN

Founded in 2023, The Good Design is a branding agency that advocates a humanistic approach to brand design. In two words? It helps brands do good—and do it well. Specializing in strategy (positioning, architecture, and platform), identity (visual, verbal, and sound), and brand experience, the agency supports companies committed to building useful and inclusive brands. Brands willing to solve problems and make life easier, inspire, provoke reactions, and bring people together. The Good Design already supports LVMH, Monoprix, Valrhona, the Pasteur Institute, Macif, Boulanger, Sodexo, or Bouygues Immobilier. Committed to responsible practice, The Good Design prioritizes eco-social design and shares the commitments of The Good Group, including its membership in 1% for the Planet.

For more information: www.thegooddesign.fr

ABOUT THE GOOD COMPANY

Founded in January 2019, The Good Company is a creative and responsible agency from the start that addresses brands wishing to develop more responsible communication. Since brand communication today is as much about actions as words, The Good Company's offering is structured around two pillars: Consulting and Creation. As a citizen and committed agency, The Good Company is B-Corp certified and also a member of 1% for the Planet. Employees hold 20% of the agency's capital, regardless of their hierarchical level. Convinced that creativity can be a powerful lever for change, The Good Company aims to reconcile high creative and strategic requirements with high social and environmental requirements.

For more information: www.thegoodco.fr