

Press release

Sodexo Benefits & Rewards Services becomes Pluxee: more than 80.000 Luxembourgers will switch gradually to new Pluxee meal & gift vouchers

Luxembourg, October 17th

As announced globally last June, Sodexo Group is introducing Pluxee, a new autonomous brand gradually replacing its “Benefits & Rewards Services (“Sodexo BRS”)” activities around the world. Pluxee will be launched on October 17th in Luxembourg. Having a leading position in the Luxembourg market of employee benefits, this means 80.000 beneficiaries of meal & gift vouchers (paper and digitalised) – or 1 out of 5 employees in Luxembourg - will switch gradually to the new Pluxee branded cards. By the end of 2023, Pluxee will also launch a new virtual card, linked to your mobile device.

Over the next few months, employees affiliated with Pluxee through their employer will receive new cards. All products in Luxembourg, previously branded “Sodexo BRS” (Sodexo Lunch Pass card and Lunch Pass vouchers, Gift Pass vouchers) can still be used during their validity period. All merchants accepting the Sodexo BRS products as means of payment will de facto accept their “Pluxee” products counterparts. The objective of this global rebranding is threefold: to better support companies in the face of changes at the workplace, and individual expectations of well-being and fulfilment; to support its growth strategy, by creating more value for all its stakeholders; and to prepare the spinoff and listing project announced by Sodexo on April 5th, 2023.

"The growing popularity of social vouchers is a clear signal that employers see the added value in this to both support and encourage their employees in their pursuits outside work. With a solid 34-years presence in Luxembourg, Pluxee is determined to further explore the opportunities within these extra-legal benefits and continue to grow to meet the needs of employers, employees and local merchants. Our strong local team remains unchanged and will continue to support, advise and act to provide our clients, beneficiaries and affiliates the outstanding and customized service they are used to."

Sven Marinus, CEO of Pluxee Belgium and Luxembourg

Virtual cards

The transition of Sodexo Benefits & Rewards Services to Pluxee coincides with a change of legislation in Luxembourg. From January 1st 2025, meal vouchers in digital format will become the norm and it will no longer be possible to issue meal vouchers in paper format. As a result, paper vouchers will disappear from use. As an innovative player, Pluxee even goes one step further, introducing virtual cards at the end of this year. These cards use the financial software of Pluxee Pay (mobile payment solution for Android) and Apple Pay on smartphones, making the use of physical cards unnecessary. However, the physical (digitalised) cards will still remain available to all users.

“People prefer to pay digitally. That’s why Pluxee invests as much as 10% of its turnover in digital innovations. This is how we prepare Pluxee for the future with a tailor-made digital ecosystem. Pluxee wants to be a strong partner. We look for innovative ideas so that employees, employers and local merchants can make the most of their buying power.”

Sven Marinus, CEO of Pluxee Belgium and Luxembourg

Social responsibility

Pluxee continues Sodexo’s social and sustainability ambitions as a renewed organisation. In the last couple of years, the company has reduced its environmental footprint by digitising contracts, offering cardless payments, working with eco-conscious vendors, and using clean energy sources. Moreover, the company is also committed to supporting individuals and communities by promoting diversity and inclusion and partnering with numerous NGOs. In Luxembourg, Pluxee partners with Caritas since 2009, and more than €275.000 have already been collected thanks to the lunch vouchers donations from Pluxee consumers.

What’s in a name?

- ✦ The name Pluxee refers to a number of elements on which the company wants to focus more strongly. **Plux** suggests positivity – the opportunities to make life more joyful.
- ✦ The **‘X’** symbolises personalised and sustainable experiences – the commitment to stay stakeholder-first.
- ✦ The double **‘ee’** represents ‘employee engagement’ – empowering the workforce to choose how they live, work, and play.

FAQ: What will change for consumers?

More than 80.000 Luxembourg employees are affiliated to Sodexo through their employer. They will gradually switch to the new Pluxee card. Pluxee already answers the most frequently asked questions about this.

When will you get a new card?

Pluxee will gradually send new cards to all their affiliated employers from now on. As soon as you receive a new card from your employer, it will be one with the Pluxee logo on it.

How long can you pay with your Sodexo Lunch Pass card?

As long as you have a valid Sodexo Lunch Pass card, you can continue to pay with it.

Can you still pay at Sodexo BRS merchants with the new Pluxee card? And vice versa?

Merchants who accept Sodexo BRS payments will automatically also accept Pluxee payments. And vice versa. For the next few months, there will be a Pluxee sticker next to the Sodexo BRS sticker among the payment options. Over time, that Sodexo BRS sticker will disappear from shops. You will always find the latest info on where to go with your vouchers in the mobile app.

Can you continue to use the MySodexo Luxembourg app?

The app MySodexo Luxembourg will become Pluxee app from October 17th. Consumers will be able to download this new Pluxee App, select Luxembourg as country and then connect to their account with the same login information they were using on the previous app.

About Pluxee

Pluxee is the global leading employee benefits and engagement partner that opens up a world of opportunities to help everyone enjoy more of what really matters to them. Through a full range of innovative and digital solutions deployed in 31 countries, Pluxee creates meaningful, engaging, and personalized experiences to contribute to the well-being of individuals at work and beyond. From meal and food, culture, gifts to wellness and mobility, Pluxee's products and services are designed to bring more value to people. Pluxee supports the purchasing power and promotes the well-being of more than 36 million consumers. Pluxee accompanies 500,000 clients to develop more meaningful relationships with their employees and improve their engagement. Pluxee simplifies the life of 1.7 million merchants every day. Strengthened by its historical ties with Sodexo, Pluxee with its 5,000 employees is committed to increase its influence as CSR leader by giving its clients, partners and consumers the means to make more sustainable choices every day.

For more information: www.pluxee.lu

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