

Sodexo announces the creation of the ESSEC-Sodexo Chair in “*Innovation and Quality of Daily Life*”

Issy-les-Moulineaux, December 17, 2009 – Sodexo, world leader in **Quality of Daily Life** solutions, announced today the creation of the Chair in “*Innovation and Quality of Daily Life*”, in partnership with leading French business school, ESSEC. The initiative reflects Sodexo’s conviction that services improving the **Quality of Daily Life** play an important role in the progress of individuals and the performance of organizations. Sodexo serves as the strategic partner for companies and institutions that place a premium on performance, as it has since Pierre Bellon founded the company in 1966.

Sodexo is creating the Chair with ESSEC to enable the in-depth exploration of issues associated with Quality of Daily Life. The ESSEC-Sodexo Chair represents a program of scientific study encompassing teaching, research work and business projects.

Establishment of the ESSEC-Sodexo Chair was formalized at a signing ceremony with ESSEC Dean and President, Pierre Tapie, and Jean-Paul Fitoussi, President of the French Observatory of Economic Studies (OFCE) and coordinator of the Stiglitz Commission on the Measurement of Economic Performance and Social Progress.

Sodexo CEO, Michel Landel, said, “*Sodexo’s 380,000 employees around the world apply their talents in delivering services that enable our clients to concentrate fully on their profession. Providing 365 days a year a multitude of large and small services at a high standard, this is Sodexo’s “raison d’être.” It is at the heart of a new profession that carries the name of Quality of Daily Life Solutions, based on a concept about individuals and the conditions under which they can give the best of themselves...whether at work or away from work. It is for all of these reasons that we are creating this Chair with ESSEC focusing on the theme of Quality of Daily Life. This partnership will enable us to blend our respective expertise to advance and innovate on this fundamental subject.*”

Objectives of the ESSEC-Sodexo Chair

- Identify, understand and express the challenges and drivers of Quality of Daily Life and their influence on organizational performance;
- Integrate innovation in services as a means of improving Quality of Daily Life;
- Develop applied research and communications on improving Quality of Daily Life;
- Adapt and improve conventional indicators of living standards and well-being to reflect the intangible elements that characterize the Quality of Daily Life.

This chair is under the auspices of **The Institute for Service Innovation & Strategy (ISIS)**, ESSEC Business School’s center of excellence for service economy innovation and knowledge, chaired by Hervé Mathe, Professor in service management.

Teamwork and a four-year commitment

A permanent team supports the ESSEC-Sodexo Chair with a program of activities organized around the theme of **Quality of Daily Life** (including specialized workshops, seminars and field work).

Through the Chair program, selected students will:

- Take courses focused on the management of services and globalization and innovation in services;
- Participate in a research seminar at which expert researchers will present;
- Conduct a research project on Chair in-depth research subject areas.

About Sodexo

Quality of Life services play an important role in the progress of individuals and the performance of organizations. Based on this conviction, Sodexo serves as the strategic partner for companies and institutions that place a premium on performance and well-being, as it has since Pierre Bellon founded the company in 1966. Sharing the same passion for service, Sodexo's 380,000 employees, in 80 countries around the world, design, manage and deliver an unrivaled array of comprehensive On-site Service Solutions and Motivation Solutions. In this, Sodexo has invented a new form of service business that promotes the fulfillment of our employees and contributes to the economic, social and environmental development of the communities, regions and countries in which it operates.

Sodexo key figures (as of August 31, 2009)

- 14.7 billion** euro consolidated revenue
- 380,000** employees
- 33,900** sites
- 50** million consumers served daily
- 80** countries
- 6.2 billion** euro market capitalization (as of December 16, 2009)

About ESSEC

The ESSEC Group, Ecole Supérieure des Sciences Economiques et Commerciales, founded in 1907, is a major actor in management education on the world scene. With 4,200 students, a wide range of academic programs offered in management, partnerships with the most prestigious universities in the world, a network of 35,000 alumni, and a faculty composed of 135 permanent professors, renowned for quality and influential research, ESSEC has an established reputation for academic excellence and an innovative socially and economically aware, open-minded culture. For more information, visit: www.essec.edu

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