

Sodexo the official services provider for the Dakar Rally for second consecutive year



Issy-les-Moulineaux, January 14, 2010 - Sodexo, world leader in Quality of Daily Life solutions, has again been selected by A.S.O. (Amaury Sport Organisation) as the official foodservices provider to 552 participants and 2,000 support team members for the 2010 edition of the Dakar Rally, taking place in Argentina and Chile through January 17, 2010. This year's contest has particular resonance as it coincides with bicentennial independence celebrations in both countries.

Throughout the Dakar, Sodexo provides A.S.O. with 92 employees who are specially-trained and familiar with local conditions, including an international chef, seven Argentinean chefs and 12 cooks. The foodservices area managed by Sodexo is a camp, consisting of several tented structures set up for each race stage. During the 16 days, Sodexo's team operates 24 hours/day, seven days a week, preparing and serving the participants and assistants three meals each day. Four dinner performances also are organized during the race, including a large Argentinean "parilla" during the final camp in Santa Rosa on January 15.

Sodexo joins A.S.O. in a shared commitment to respond to the challenges of sustainable development and environmental protection. To reinforce the event's positive local impact, Sodexo contributes to the region's economic and social development by promoting the active participation of local stakeholders (residents, merchants, producers), while ensuring respect for the environment. Sodexo employs local staff (20 people at each camp), and sources locally many of the daily necessity products (bread, ice, drinks, water, fruits and vegetables), thus contributing to the growth of micro-regional firms.

Beginning in 1988, Sodexo has been a recognized partner at major sporting and cultural events around the world including: the Summer (Sydney, Barcelona) and Winter (Calgary, Albertville, Lillehammer and next month in Vancouver) Olympics, World Youth Day in Paris, Rome and Cologne, the Rugby World Cup (Sydney, Paris), numerous world championships (including track and field and cycling), the French Open at Roland Garros and numerous tennis competitions. Sodexo also has worked closely with A.S.O. since 1991 on another major sporting event: the Tour de France.

The 2010 Dakar in Argentina and Chile: a logistical challenge

The international competition began on January 1 in Buenos Aires, traversing northern Argentina before passing through the Andes into Chile where contestants cross the Atacama Desert, the driest in the world. The rally continues to Iquique, then to the center of the country, before returning to Argentina via San Juan and finishing the 9,000 km race in the capital, Buenos Aires, on January 17.

An event of this size presents a series of logistical challenges for the organizers, all the greater because of conditions related to geographical locations of the trail. One of the most important aspects is organizing the re-supply of race entrants and their support teams.



Sodexo in South America

Sodexo is proud to place at the service of Dakar its experience in competitions and large scale events as well as its vast knowledge of Argentina and Chile, the Dakar 2010 host countries. Sodexo is well-established in Latin America, beginning operations in 1979 and is present today in seven countries with 44,000 employees on 2,119 sites. Clients in Argentina and Chile that have entrusted Sodexo to provide services to their teams include BP, Repsol, Petrobras as well as major international mining companies (including Vale, BHP Billinton, Barrick Gold, Xstrata, Anglo American) with significant remote site operations.



Sodexo and Dakar figures

- **92 employees, a local team** of Sodexo's most motivated, high-performing employees in Argentina and Chile. A specific training program for the team members was developed by Sodexo Human Resources teams in Chile and Argentina. Among the team: 1 international chef, 7 Argentinean chefs and 12 cooks. Services are delivered 7x24 throughout the 16-day race.

- **3 caravans in front of the race**

Sodexo teams are organized into 3 "caravans," each composed of 5 vehicles: 2 kitchen trucks, a food vehicle, a water vehicle and a waste collection vehicle.

- **More than 70,000 meals served during 16 days**

Over **28,350** breakfasts served • **21,700** race meals • **12,050** lunches • **28,350** dinners • **120,000** liters of water • **15,000** liters of beverages.

- **2 specialized** nutritionists have designed special menus for the racers and teams, taking account of caloric needs and conditions.

- **VIP services in camps** (champagne, cocktails, etc.).

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 is 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 design, manage and deliver an unrivaled range of On-site Service Solutions and Motivation Solutions. Sodexo has created a new form of service business that contributes to the economic, social and environmental development of the communities, regions and countries in which it operates and to the fulfillment of its employees.

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
- 7th** largest European employer, **22nd** largest employer worldwide
- 6.4 billion** euro market capitalization (as of January 13, 2010)

Press

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