

The Luxembourgish fintech Edonys (VIREO) revolutionizes meal vouchers

Edonys (the new official brand of VIREO) has developed cashback technology to serve employers, employees and merchants. LUXHUB, a pioneer in open banking, is the technology partner to bring this made in Luxembourg innovation to life.

With [new regulations](#) on meal vouchers taking effect since January 1 2024, this favorite employee benefit is about to undergo a profound change. With Joybiiz, the new solution from Edonys, employees no longer need a dedicated bank card to spend their vouchers. It's all based on the principle of cashback and automation. An innovative solution that reduces costs for employers and eliminates them altogether for merchants.

With the support of Luxinnovation as part of its innovation program

The Edonys team, completed by its loyal ally, [Technology Partner](#), is far from a novice on the Luxembourgish marketplace. Behind myTax, the digital assistant that enables any citizen to generate his or her tax return by answering simple questions, Edonys is also a partner of KPMG Luxembourg, Spuerkeess and, since 2024, Foyer. With the creation of Joybiiz, the fintech aims to bring a breath of fresh air to the world of employee benefits. Says CEO Jonathan Marroyen: « *Employers and retailers alike are complaining about the fees charged by current meal voucher providers. And the switch to bank cards hasn't solved this problem. We therefore responded to a specific market demand and obtained the highly valued support of Luxinnovation. It was also important for us to go beyond reducing fees. We wanted to bring new added value thanks to our expertise in digitalization.* » Claude Meurisse, CEO of LUXHUB, adds: « *With Joybiiz, Edonys is reinventing meal vouchers by taking advantage of the many opportunities offered by open banking. These are supported by LUXHUB, an open banking pioneer born of the desire of four banks, Spuerkeess - BGL BNP Paribas - Raiffeisen and POST Luxembourg - to pool resources around account aggregation and payment initiation.* »

What's new thanks to the cashback technology applied to meal vouchers?

From now on, employers can simply manage their meal voucher budget in the Joybiiz application dashboard (web + mobile) and allocate it to their employees. Employees are then invited to create a Joybiiz account and securely connect the bank account(s) they use for their daily expenses. Each time they will visit a business eligible to receive meal vouchers, all they will have to do is use their usual means of payment (bank card, Apple Pay, ...). The relevant transactions will then be automatically identified securely and anonymized by LUXHUB and reimbursed by Joybiiz to the bank account from which the expenditure was made. Eligible bank accounts are currently from Luxembourg, France, Belgium, Germany and soon Portugal.

Reduced fees for employers and fees waived altogether for merchants

Where current providers charge employers fees of up to 5%, Edonys has reduced these to a maximum of 2%, adding further value-added features to be discovered on [its website](#). And for merchants, Edonys has chosen to waive all fees, representing a considerable gain for the sector and enabling the fintech to work with 100% of businesses eligible for meal vouchers.

To learn more, go to www.edonys.tech/joybiiz/en

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About Edonys

Edonys is the new brand of VIREO S. à r.l.. Founded in 2018 in Luxembourg City, Edonys is a Luxembourg start-up specializing in the development of innovative digital solutions for businesses, employees and citizens.

Already an official partner of KPMG Luxembourg since 2020 and a member of LHoFT, in 2021 it won the first GovTechLab innovation challenge, launched on the initiative of the Ministry of Digitization and CTIE. It has since developed new partnerships with Spuerkeess, FOYER and its Joybiiz project with LUXHUB and Technology Partner is its first phase of internationalization.

To learn more : www.edonys.tech



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