



JOYEUX
SERVI AVEC LE CŒUR

Café Joyeux



WHO WE ARE

The first international family of café-restaurants and a brand of coffee that employs and trains people with intellectual and development disabilities.

OUR MISSION

The inclusion of people with disabilities through work, professional training, and encounter.



OUR OBSERVATIONS IN FRANCE

700 000
PEOPLE WITH AUTISM

65 000
PEOPLE WITH DOWN SYNDROM

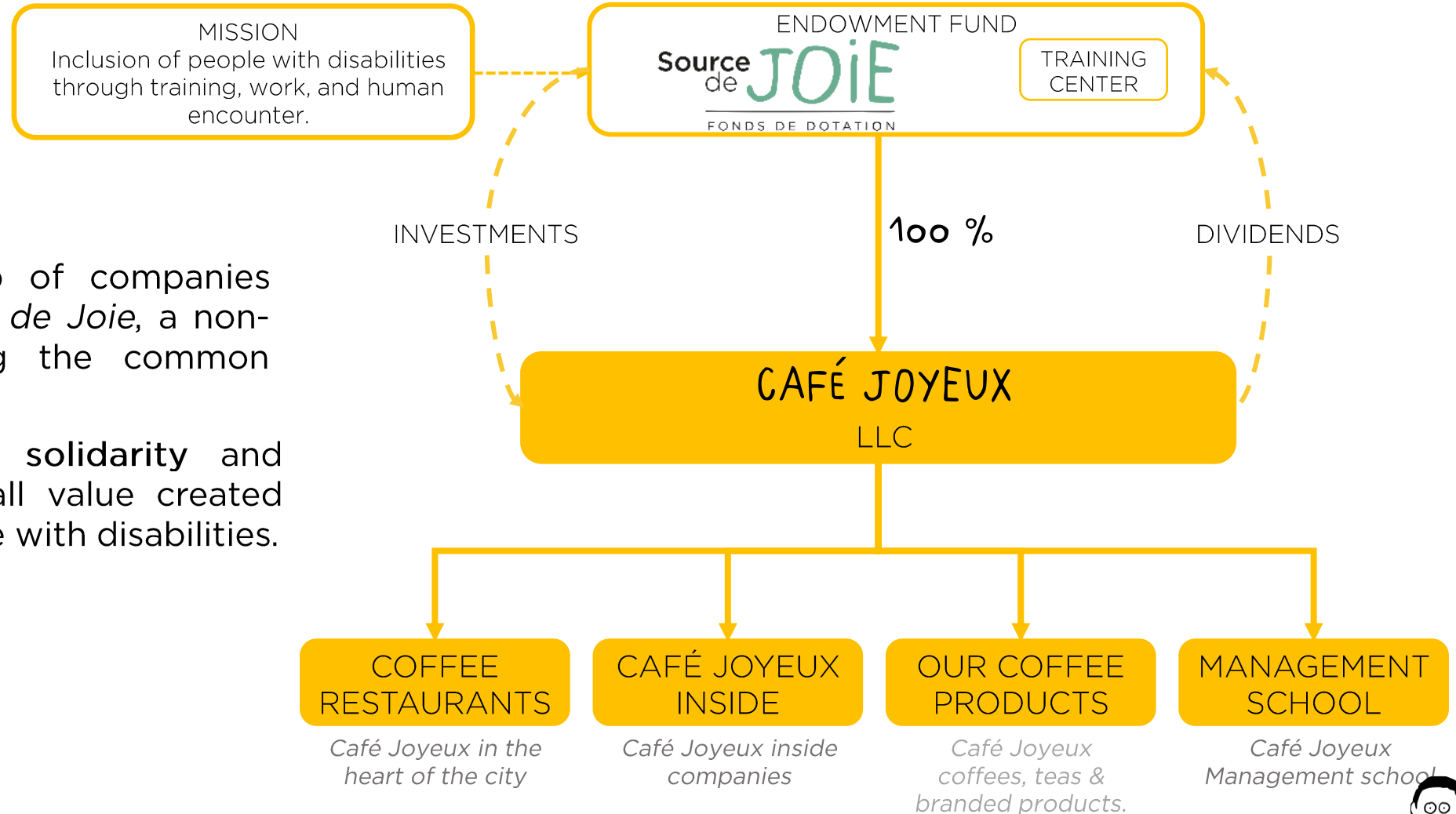
MORE THAN TWICE
THE UNEMPLYMENT RATE



AN INNOVATIVE AND PURPOSE-DRIVEN BUSINESS MODEL

Café Joyeux is a group of companies entirely owned by *Source de Joie*, a non-profit foundation serving the common good.

Our model is built on **solidarity** and **selflessness**, reinvesting all value created into the inclusion of people with disabilities.



OUR VALUES



BEAUTIFUL

Inviting spaces, carefully designed with a warm and joyful atmosphere.



GOOD

Delicious, fresh and seasonal products, with homemade recipes prepared on site.



AUTHENTIC

A one-of-a-kind team, professional and proud to welcome you with joy.



4 MAIN ACTIVITIES TO FULLFILL OUR MISSION

CAFÉS-RESTAURANTS

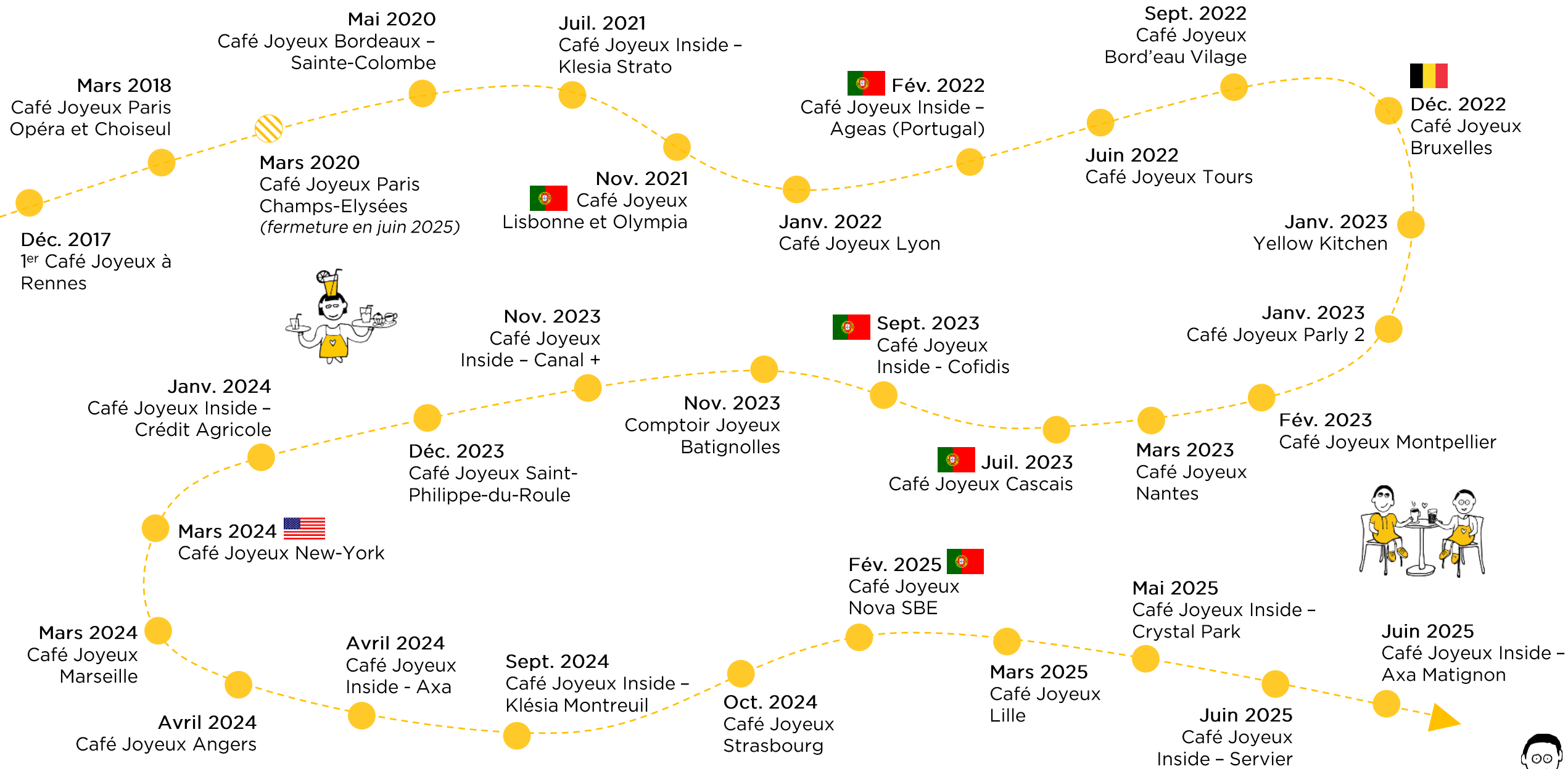
CAFÉS-RESTAURANTS
WITHIN COMPANIES (INSIDE)

COFFEE, TEA AND INFUSION
BRAND

TRAINING AND SCHOOL
CAMPUS



30 CAFÉ JOYEUX OPEN WORLDWIDE AS OF AUGUST 2025



OUR TRAINING CENTER FOR OUR JOYFUL ÉQUIPIERS

- Launch of the training center in 2021.
- 75 équipiers graduated in august 2025 (State diploma for a polyvalent equipiers in the restaurant sector)
- Launch in 2025 of a **School of Management Joyeux** to develop management competences in inclusive recruitment for external companies.



OUR COFFEE OFFER : THE FIRST EUROPEAN COFFEE BRAND FULLY DEVOTED TO ITS MISSION



➤ 100% arabica

➤ Specialty coffee



➤ Available in 27 varieties of whole-bean, ground, and capsule coffee for individuals and businesses.

➤ A selection of 8 recipes of teas and herbal infusions in sachets.

Le Sénat - Présidence de la République - Pierre & Vacances - BNP Paribas - CIC - Crédit Agricole - Caisse d'épargne - Axa - ADP - Valeo - L'Oréal - Richemont - LVMH - Chanel - Groupe Barrière - Hermès - Engie - ACCOR - Pernod Ricard - Bollinger - Pathé - Valeo - Chateaufort - Vinci - Natixis partners - Dyptique -

MORE THAN 2500 COMPANIES SUPPORT OUR MISSION

AIRBUS - Faguo - Veja - Doctolib - PMU - Groupama - Cegedim - Groupe Bel - Nexity - Nespresso - Décathlon - Allianz - Toyota - Junot - Sodexo - Elix - Kompass - Serenest - Tradirest - Api - Samsic - Bouygues - Manomano - Le slip français - UBS - Ignition program - Masteos - Beanstock - Salesforce **ET BIEN D'AUTRES !**

OUR PRIZES AND ACHIEVEMENTS

2020



2021

Prix DE
l'Entrepreneur
Social^{by BCG}



2022



EY Prix de l'Entrepreneur
de l'Année™

*In the social
engagement category*



2024



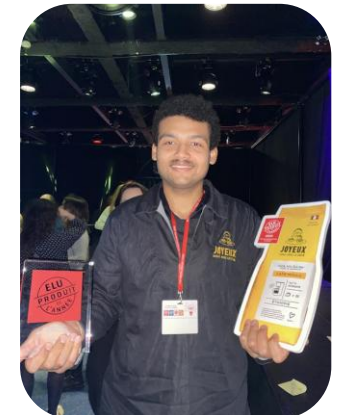
2024 &
2025



Impact
40/120

Indicator for future impact unicorns

2025



OUR KEY PARTNERSHIPS TO MEET OUR STANDARDS

MAISON SARAH LAVOINE



In partnership since November 2021:
Maison Sarah Lavoine's design across all
our café-restaurants.

THIERRY MARX



In partnership since May 2022: seasonal
menus with **recipes created by Thierry
Marx**



A HIGH QUALITY DESIGN

THE BEAUTIFUL



Café Joyeux Saint-Philippe-du-Roule, notre dernier café-restaurant

ACCESSIBLE BUT DELICIOUS AND SAVORY DISHES

THE GOOD



OUR SOCIAL IMPACT AS OF AUGUST 2025

220

Equipers in full time
contract in France (154)
anf globally (66)

40

Equipers in training
through our CFAJ

30

Cafés-restaurants
in France (23) and globally
(7)
– *en septembre 2025*

75

Equipers graduated from the
CFAJ



THE SOCIAL IMPACT OF CAFÉ JOYEUX

HOW CAFÉ JOYEUX CONTRIBUTES TO WELL-BEING
AND THE CHANGE OF OUTLOOK ON DISABILITIES?



**AUTONOMY,
SELF-CONFIDENCE,
PROFESSIONAL SKILLS
AND SOCIAL INTERACTION**

91% of crew members* have developed **professional skills** that reassure them for their integration and their future.

Café Joyeux also has an impact on crew members' daily lives by increasing their:

social interaction 99%

autonomy 93%

self-confidence 90%

*crew members are persons with intellectual or developmental disabilities (IDD) employed by Café Joyeux.



**WELL-BEING AND AWARENESS
OF THEIR LOVED
ONE'S ABILITIES**

Since starting work at Café Joyeux, families say they are:

92% **prouder** of their loved one's

94% **less worried**

83% **happier**

94% of families became aware of their loved one's **abilities** to achieve things that they could not imagine before.



**A POSITIVE CHANGE OF OUTLOOK
AND PERCEPTION TOWARD
PERSONS WITH DISABILITIES**

81% have **changed their outlook** on persons with disabilities.

92% of guests became aware of the **abilities** of persons with IDD.

85% demonstrate more **acts of solidarity** towards persons with disabilities after visiting Café Joyeux.



**IMPROVED SKILLS, WELL-BEING
AND A POSITIVE OUTLOOK
ON DISABILITIES**

Improved skills:

91% on **managerial adaptation** and **crisis management**.

100% on managerial aspects such as **pedagogy**.

Real positive impact on their **well-being**:

95% have seen an impact on their **motivation**.

100% recognize the **learning abilities** of persons with disabilities, **95%** recognize their **effectiveness**.

**the managers are called skippers: managers, supervisors, assistant managers and kitchen managers.



**PROFESSIONAL INCLUSION
IN THE COMPETITIVE
WORKFORCE**

83% of employees say they have become more aware of the **abilities** of people with disabilities.

67% report feeling a **greater sense** of pride in working for their company since the launch of Café Joyeux Inside.

59% of employees feel that **conversations** around disability have become **more open** within their workplace.

93% of employees feel that Café Joyeux inspires hope for a **more inclusive** future for people with disabilities.

***companies hosting Café Joyeux Inside.

Study conducted by the ESSEC Laboratoire E&MISE among 376 people from August to December 2023 for the crew members, families, guests, managers, and among 269 employees from companies where Café Joyeux Inside are located (Kléria, Axa, Crédit Agricole and Canal+), in November and December 2024. Crew members panel: 108 respondents with an average age of 27 years old, including 47% women and 52% men (1% abstained). Families panel: 48 respondents with an average age of 56 years old and 68% were women. Guests panel: 175 respondents. Managers panel: 45 respondents, mainly young women between 20 and 30 years old (62%). Inside employees panel: 269 respondents, 80% of whom come more than once a week to the Café Joyeux Inside.



THANK YOU !



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