

Paris, 3 June 2022

CNP Assurances and Konbini's video series "En gros" returns for a second season on term creditor insurance

In November 2021, CNP Assurances partnered with Konbini and Baptiste Lecaplain to launch a first video series called "En gros" ("Basically") on life insurance. The Group is returning with a second season to educate people about the phrase term creditor insurance.

With the Lemoine law on term creditor insurance due to come into force on 1 June 2022, and with 25% of 18 to 34-year-olds saying they "understand absolutely nothing about their insurance policy" (according to a survey conducted by YouGov in 2019 for lecomparateurassurance.com), CNP Assurances, the French leader in term creditor insurance, is continuing its commitment to making insurance universally accessible with its "En gros" series educating about insurance.

The second season on term creditor insurance will provide more insight into terms the general public is not always familiar with, such as termination, the health questionnaire, the AERAS agreement, guarantees, etc.

The goal is still the same: use Baptiste Lecaplain's gift for comedy to take the words of insurance expert Florent and turn them into something everyone can understand through creative videos. The idea is also to appeal to and unite a younger audience around insurance topics.

Having yesterday won the ARGUS D'OR 2022 in the category "external communication campaign" and previously, in May, the COM-ENT D'ARGENT for external digital communication, season 1 on life insurance has proven very popular since it went online on 3 November 2021:

- Over 5 million impressions, 800,000 views, 2,000 video interactions on Facebook
- Over 1 million impressions on the cover and stories formats on Snapchat and Instagram
- More than 1.2 million impressions on the expanded article and 20,000 visits to the Konbini website

The educational series is back in partnership with the communications agency The Good Company and in association with Konbini:

- A five-minute video is hosted on the Konbini website ([link](#)) and posted on Facebook
There are also two short videos for a teaser effect:
- A one-minute video, calibrated for Instagram, TikTok and Snapchat ([add link](#)) with a link to the long video.
- A 30-second story, taken from the long video, also with a link for a teaser effect.



"What is term creditor insurance?" »

The translator, Baptiste Lecaplain (right), and the insurance expert, Florent (left)

CNP Assurances is planning a third season of "En gros" for October, which will focus on a key theme for the insurance ecosystem and the entire financial community.

Stéphane Dedeyan

Chief Executive Officer of CNP Assurances



"Making insurance clear and easy is central to CNP Assurances' commitments. In season 2 of the series "En gros" we aim to explain term creditor insurance in simple language to everyone who still finds insurance terms too complicated." »

About CNP Assurances

A leading player in the French personal insurance market, CNP Assurances operates in 19 countries in Europe, particularly Italy, and in Latin America, where it is very active in Brazil, its second-largest market. As an insurance, coinsurance and reinsurance provider, CNP Assurances has more than 36 million insured parties in personal risk/protection insurance worldwide and more than 12 million in

savings/pension. In accordance with its business model, its solutions are distributed by multiple partners and adapt to their physical or digital distribution method, as well as to the needs of customers in each country in terms of their protection and convenience.

CNP Assurances has been listed on the Paris Stock Exchange since October 1998 and is a subsidiary of La Banque Postale. It reported net profit of €1,552 billion in 2021.

About Konbini

Konbini is the leader in information and entertainment among 15 to 34 year-olds in France, with more than 30 million people viewing its digital content every month. As a reference media outlet, Konbini has persuaded and engaged a whole generation with unique interview and reporting concepts. Through its innovative journalistic proposals and increasingly creative content, Konbini respects the values of progress and diversity that bring young people together while entertaining them.

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