

Paris, 20 September 2022

CNP Assurances announces Asma Baccar as director of the Latin America business unit

CEO of CNP Seguros Holding Brasil since January 2021, Asma Baccar has also been named director of the Latin America business unit starting 1 October 2022. She will become the head of the CNP Assurances executive committee and will succeed Laurent Jumelle, who decided to focus on other professional endeavours outside of the group.

As the third-largest Brazilian insurer, CNP Assurances has had a presence in Brazil since 2001. On 14 September, the Group announced a decision that would accelerate its multi-partner development in Brazil based on 2 distribution models:

- An open model that would allow for operating with various partners via acquisitions at 100% of shares of Caixa Seguridade and Icatu in CNP Seguros Participações, Previsul, Odonto, CNP Consorcios and CNP Capitalização.
- An exclusive distribution partnership with Caixa Econômica Federal, renewed respectively until 2046 and 2041, within Caixa Vida e Previdência (individual and group retirement products, borrower consumption and personal risk insurance) and Caixa Consórcio (consortium activities).

In total, 1,500 employees work in Latin America, primarily in Brazil and Argentina.

"With a remarkable career at CNP Assurances and CNP Seguros Holding Brasil, Asma Baccar has both the experience and expertise to advance the Group's growth in Latin America. I would like to thank Laurent Jumelle in particular, who, after growing wealth savings in France, played a vital role in developing our subsidiary in Brazil as well as our historic partnership with Caixa Econômica Federal as an open model," said Stéphane Dedeyan, Chief Executive Officer of CNP Assurances.

Biography of Asma Baccar

With degrees from Université Paris Sud, the Institut des Hautes Etudes Commerciales and the Institut Supérieur de Gestion de Tunis, Asma Baccar began her career in marketing and management for large French hotel groups. She joined CNP Assurances in 2006 as a financial controller. From 2008 to 2012, she was responsible for operational cost management. From 2012 to 2018, she was head of the cost analysis and optimisation division at CNP Assurances. In 2018, she became director of management and strategic projects at Caixa Seguradora, the Brazilian subsidiary of CNP Assurances. Since January 2021, she has been CEO of CNP Brasil Holding.

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 is a subsidiary of La Banque Postale. It reported net profit of €1,552 billion in 2021.

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