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CNP Assurances announces the launch of its CNP Seguradora brand in Brazil to drive its open-model development

Following the acquisition at the end of 2022 of 100% of the shares in Holding Saude, Previsul, CNP Consorcios, CNP Capitalizao and Odonto Empresas, CNP Assurances announces the creation of the CNP Seguradora brand, which will call on various partners to market these entities' products. In support of this launch, the "Insuring a more open world" advertising campaign will be broadcast throughout the country from today.

CNP Assurances, Brazil's third-largest insurer, is continuing its expansion in the country by drawing on two distribution models:

- An open model with CNP Seguradora, a wholly-owned subsidiary of the CNP Assurances group, which together with various partners will distribute personal risk-healthcare, dental care, savings and *consórcio* products,
- A long-standing and exclusive partnership with Caixa Econômica Federal, within Caixa Vida e Previdência (individual and group retirement products, consumer loan insurance and personal risk), Caixa Consórcio ("consórcios" business) and CNP Seguros Holding (including Youse in particular).

To mark the launch of its own brand, CNP Seguradora is unveiling its first national campaign from 28 March 2023: "*Insuring a more open world*". This will run in the country's main airports, on TV channels and radio stations, and in the leading print media. The aim of the campaign is to raise public awareness of the company's values of openness, in line with its corporate mission as a responsible insurer that strives for an inclusive and sustainable society and protects as many people as possible.

Asma Baccar

CEO of CNP Assurances in Latin America



"The launch of the CNP Seguradora brand in Brazil is fully aligned with CNP Assurances' international and multi-partnership growth strategy. We know the Brazilian market extremely well and we are convinced that we can offer insurance solutions for every life journey, taking into account the profile and needs of all Brazilians. The 'Insuring a more open world' campaign embodies our corporate mission and our role as a responsible insurer committed to an inclusive and sustainable society."

Over the last two years, CNP Assurances has invested over BRL 8bn in its Brazilian business. The Group is continuing to roll out its multi-partnership model on this fast-growing market, drawing on its long-standing partnership with Caixa Economica Federal and now on its own brand CNP Seguradora. In 2022, CNP Assurances consolidated its position in Brazil with revenue of €7.3bn, up 14.9% (20.3% of the Group's revenue), and net profit of €200m, up 52.7%.

About CNP Assurances

A leading player in the French personal insurance market, CNP Assurances operates in 19 countries in Europe, particularly in Italy, its second largest market, and in Latin America, mainly in Brazil. As an insurance, coinsurance and reinsurance provider, CNP Assurances has more than 32 million insured parties in personal risk/protection insurance worldwide and more than 14 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. As a responsible insurer and investor that is working towards an inclusive and sustainable society and taking action to protect as many people as possible, CNP Assurances included its corporate mission in its articles of association on 16 April 2021. CNP Assurances is a subsidiary of La Banque Postale. It reported net profit of €1,939bn in 2022.

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