

Issy-les-Moulineaux, 21 May 2024

CNP Assurances demonstrates its ambitions in affinity insurance by joining *Fédération des Garanties et Assurances Affinitaires*

CNP Assurances is today announcing that it has joined *Fédération des Garanties et Assurances Affinitaires* (federation of affinity guarantees and insurance, FG2A), which brings together all the players in the affinity insurance market. This approach is part of CNP Assurance's multi-partner development strategy. The Group is seeking to diversify its distribution channels and meet new consumer protection needs.

With strong growth ambitions in the affinity insurance market, CNP Assurances has joined *Fédération des Garanties et Assurances Affinitaires*. FG2A was created in April 2012 to promote affinity products and services and strengthen their legitimacy. Bringing together the major players in the sector, FG2A plays an essential role in promoting affinity insurance in France, Canada and the Iberian Peninsula. Affinity insurance is a cover taken out on an ancillary basis complementary to the sale of a product or service.

A comprehensive personal and property insurer, CNP Assurances is drawing on its leadership in borrower insurance and personal protection insurance and continuing to develop its multi-partner model. The Group is seeking to diversify distribution channels to reach a wider audience and forge powerful positions in the affinity insurance market. It could thus form new partnerships in France and around the world with companies in various sectors, including large-scale retailers, telecommunications groups, energy companies, tour operators and carmakers.

Building on its initial commercial successes, CNP Assurances is now stepping up its affinity insurance business by marketing useful products with high added value for its customers and partners. This development will involve innovation and the creation of new affinity insurance solutions, all of which will be consistent with the Group's corporate mission of protecting as many people as possible in all their moments of life.

Thomas Chardonnel

Director of the Partnership and Development, Europe business unit of CNP Assurances



*"CNP Assurances has joined *Fédération des Garanties et Assurances Affinitaires* as part of its drive to further improve best practices and strengthen the relationship of trust with consumers. Building on our multi-partner business model, we are looking to expand in the affinity insurance market in France and around the world. We will offer consumers new and useful guarantees when purchasing a product or service. Informed by our corporate mission, our objective is to build broadly accessible and innovative protection solutions on a proprietary basis or together with our partners."*

About CNP Assurances

Present in 19 countries around the world, the CNP Assurances group is a leading player in the insurance industry with more than 7,000 employees and net profit of €1.550 billion in 2023 (IFRS 17). A subsidiary of La Banque Postale, CNP Assurances is a member of the major public financial group. In France, CNP Assurances is No. 1 in property loan insurance, No. 2 in life insurance* and, in 2023, will have integrated the property insurance activities of La Banque Postale, making it a comprehensive insurer of property and persons.

CNP Assurances is the 5th largest insurer in Europe, with particularly strong presence in Italy, and the 3rd largest insurer in Brazil. Its solutions are distributed as part of long-term strategic partnerships or as part of an "open" model. Over 36 million people worldwide are insured by CNP Assurances for personal risk/protection and 14 million for savings and pensions. CNP Assurances is a responsible insurer and investor (€400 billion invested in all sectors of the economy). It works to promote an inclusive and sustainable society by providing solutions that protect and facilitate all life journeys.

*France Assureurs 2022 key data.

About FG2A

Created in April 2012, *Fédération des Garanties et Assurances Affinitaires* (federation of affinity guarantees and insurance, FG2A) unites all the stakeholders in the sector to promote affinity products and services and strengthen their legitimacy. FG2A members are divided into five colleges – insurers, brokers, assistants, distributors and service providers – to foster virtuous practices across the entire value chain.

The federation promotes the development of affinity business in France and internationally by establishing a relationship of trust with consumers.

FG2A has more than 160 members generating some €20 billion in revenue in the affinity market.

For more information

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