

Issy-les-Moulineaux, 26 September 2024

“PAS À VENDRE”

For Pink October, CNP Assurances is looking to engage the public on the difficulties of women who have had breast cancer in accessing homeownership

As Pink October gets under way again, CNP Assurances is launching an awareness campaign on the barriers faced by women who have overcome breast cancer in becoming homeowners. By creatively subverting real estate conventions and ads with the message “Not for sale”, CNP Assurances draws attention to these little-known challenges and informs women who have had breast cancer that they can now obtain loan insurance without surcharges or reductions in coverage related to their cancer, starting right after completing their treatment.



A difficult journey for women who have overcome breast cancer

More than 60,000 women are diagnosed with breast cancer in France every year. Behind this figure are countless disrupted lives and postponed life plans. A lesser-known issue is that women who have had breast cancer and wish to buy property face difficulties in accessing homeownership: they may have to wait, sometimes for several years, before embarking on the process, insurance companies may deny part or all of the coverage, or these women may have to pay significantly more.

An unprecedented initiative to remove barriers to accessing homeownership

In March 2024, CNP Assurances became the first insurer to facilitate access to insurance for individuals who have overcome breast cancer. They can immediately take out a borrower's insurance policy as part of a real estate or professional project, without surcharges or reductions in coverage, even partial, right after completing their treatment protocol and without having to wait for the legal five-year period of the right to be forgotten. This group insurance policy is offered by CNP Assurances, notably with La Banque Postale, Groupe BPCE (BPCE Assurances, Caisse d'Épargne and Banque Populaire) and Boursobank.

A campaign that subverts real estate conventions to raise awareness

At the beginning of Pink October, a month dedicated to raising awareness about breast cancer, CNP Assurances is furthering its commitment. To engage women who have had breast cancer, their loved ones and the general public, CNP Assurances has chosen to subvert signs and real estate listings to spread a message as striking as the reality: "Not for sale to women who have had breast cancer". These fake adverts – devised by the agency The Good Company – will direct to a dedicated telephone number and a QR code for accessing comprehensive educational information on the subject of borrower insurance.

An initiative that draws on real estate media and the commitment of CNP Assurances employees

Throughout October, the campaign will be shared by employees of the CNP Assurances group on social media. It will also be visible in the classifieds sections of the regional press and on the real estate research platform SeLogger.com. CNP Assurances will also be attending the Odyssey race on 5 and 6 October to promote its initiative to participants.

Marie-Aude Thépaut

Chief Executive Officer of CNP Assurances



"As a responsible and inclusive insurer, true to our purpose of protecting as many people as possible, we believe it is necessary to push the boundaries of insurance, including by helping people who have overcome breast cancer to realise their life plans. This campaign aims to engage and make as many people as possible aware that, yes, you can now embark on a real estate project immediately after treatment. The CNP Assurances teams are very involved and proud to share this message."

About CNP Assurances

The CNP Assurances Group is a property and personal insurer with more than 7 000 employees. Its net income amounted to €1.550bn in 2023. A subsidiary of La Banque Postale, the Group is no. 2 in property loan insurance and life insurance in France. It is the 5th largest insurer in Europe and the 3rd largest insurer in Brazil. Its solutions are distributed in 19 countries by various partners and insure more than 36 million people in personal insurance and protection, and 14 million in retirement savings. CNP Assurances is a responsible insurer and investor (€400bn invested in all sectors) that works for an inclusive and sustainable society, protecting and facilitating all life paths.

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