

Issy-les-Moulineaux, 3 November 2025

“NOT FOR SALE” – CNP Assurances steps up its efforts to raise public awareness of the difficulties in accessing property encountered by people having suffered from prostate or testicular cancer

A pioneer in March 2024 with term creditor insurance that facilitates access to property for women with breast cancer, CNP Assurances has extended this initiative to prostate and testicular cancers. After Pink October 2024, the “NOT FOR SALE” communication campaign took on a new dimension at November 2025, raising awareness among the general public of the difficulties encountered by the people concerned in their real estate projects.

A major player in term creditor insurance in France, in May 2025, CNP Assurances, together with its shareholder La Banque Postale and its partners (including Banque Populaire/Caisse d'Epargne with BPCE Assurances, BoursoBank and MGEN), launched a term creditor insurance policy with no additional premiums and no reduction in cover linked to prostate or testicular cancers.

Thanks to this initiative, insurance is accessible from the end of the therapeutic protocol, without waiting for end of the five-year right-to-be-forgotten period, for loans up to an initial amount of €3 million. More specifically, for prostate cancers, it benefits memberships up to 80 years of age (covered up to 85 years of age) and cancers under active surveillance if no treatment, other than the active surveillance protocol, is prescribed, ongoing or planned.

More than 3 out of 4 French people are unaware of existing barriers

Today, 1 in 8 men have prostate cancer and 1 in 4 over the age of 65. Every year, around 60,000 new cases of prostate cancer and nearly 3,000 cases of testicular cancer are diagnosed in France. Testicular cancer is most common in young men, while prostate cancer mainly affects an older population.

According to the results of an exclusive survey conducted with Opinionway, the public remains largely unaware of the difficulties encountered by the people concerned¹:

- 73% of respondents are unaware of the existing barriers to obtaining home loan insurance after prostate or testicular cancer,
- 63% of respondents were not familiar with the right to be forgotten, particularly young people and those from lower socio-professional categories

A campaign that steps up the game by subverting real estate cues

To make a difference and encourage collective awareness in an even more impactful way, CNP Assurances has rolled out a male version of its major 2024 campaign on breast cancer, changing scale and this time covering all real estate channels.

For Movember, a month dedicated to raising awareness of male cancers, CNP Assurances is subverting real estate cues with an ambitious campaign taking the form of real estate ads: "Not for sale to men who have had prostate or testicular cancer".

CNP Assurances conveyed this message via:

- A 90 m² tarpaulin covering an entire building on Boulevard Sakakini in Marseille.
- The window displays of more than 210 real estate agencies throughout France.
- A fake ad on the Se Loger and Logic Immo websites, which exclusively relay the testimony of Olivier Jérôme, Chairman of the CER HOM association, who has overcome testicular cancer.
- Inserts in the national and regional press.



A campaign created by The Good Company, distributed on a large scale across all real estate contact points, to raise public awareness of the obstacles experienced by people who have overcome cancer. These fake advertisements refer to a dedicated telephone number and a QR code to access extensive information on term creditor insurance.

An inclusive and responsible approach

CNP Assurances is an inclusive insurer whose corporate mission is to extend its coverage to as many people as possible. This initiative reflects its commitment to pushing back the limits of insurance and draws on its strong capacity to pool risks.

Marie-Aude Thépaut

Chief Executive Officer of CNP Assurances



"This campaign appeals to and raises the awareness of as many people as possible about the possibility of initiating a real estate project despite prostate or testicular cancer."

"Our initiative for people with these cancers is an extension of our initiative launched in 2024 for people affected by breast cancer. CNP Assurances is proud to continue to push the boundaries of insurance in line with its corporate mission as a responsible and inclusive insurer."

About the CNP Assurances Group

The CNP Assurances Group is a property and personal insurer with nearly 8,300 employees. It generated net profit of €1,582m in 2024. 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 17 countries by various partners and insure more than 36 million people in personal risk insurance and protection, and 13 million in retirement savings. CNP Assurances is a responsible insurer and investor (with nearly €415bn invested in all sectors) that works for an inclusive and sustainable society, protecting and facilitating all life paths.

About The Good Company

Founded in January 2019, The Good Company is a creative and responsible agency that targets brands seeking to develop more responsible communication. Because brand communication today is built as much on acts as on words, The Good Company works in two key areas: consulting and creation. As a civic-minded and committed agency, The Good Company is B-Corp certified and also a member of 1% for the Planet. The employees of The Good Company hold 20% of the firm's capital, regardless of their hierarchical level. Firmly convinced that creativity can be a powerful driver of change, The Good Company seeks to strike a balance between the highest creative and strategic standards with the highest societal and environmental standards.

Find out more: www.thegoodco.fr

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ⁱ Opinionway self-administered online survey conducted from 9 to 11 October 2025 among a sample of 1,017 people representative of the French population aged 18 and over.

