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CNP Assurances – Press Release

CNP Assurances launches its new baseline : “insuring all our futures”

CNP Assurances is affirming its position as the leader in personal insurance with a new advertising campaign, a new visual identity, and a new website. Because life is full of change, the Group is committed to “insuring all our futures.”

On 12 May 2014, CNP Assurances will launch its new French advertising campaign as part of a wider revamp of its communication territory, with an updated logo, new brand baseline and new website.

These various communication components resonate with a broader social context, in which it is important to encourage the public to take an interest in savings and personal risk issues, so that they can take action today to better prepare for the future.

More than just a baseline, “insuring all our futures” encapsulates CNP Assurances's mission. The leading personal insurer in France, the Group is renewing its promise to meet the needs of everyone, without exclusion. With 160 years of experience and deep roots in the public sector, it intends to build on its heritage and strength to offer its customers and partners a comprehensive, innovative range of personal risk and savings solutions. In this way, CNP Assurances is reaffirming its commitment to acting as a responsible insurer and investor, in line with the strategic vision defined in 2013ⁱ.

A new television campaign

Designed by the Leo Burnett agency, CNP Assurances's new advertising film will be broadcast from 12 May to 3 June on major national channels and DTT. To a re-orchestrated version of Shostakovich's famous Waltz No. 2, men and women of different ages dance with curves and graphs representing the risks of everyday life. In this way, the film serves as an allegory of modern man's confrontation with the new issues raised by changes in society. The combination of real footage and 3D images creates a surprisingly harmonious choreography, which engages the public on the need to prepare for their future and that of their children and parents. Experts at CNP Assurances have identified and analysed these data and found the best protection and personal risk solutions for “insuring all our futures.”

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An updated logo

Along with the refreshed advertising, the brand territory has been updated, starting with the logo. Easier to understand with a more contemporary look, the new logo distinctively expresses CNP Assurances's commitment to protection with a protective arc. It signals a clear shift, while capitalizing on the structural elements of the old version.

There have also been changes in colours, shapes and typography. The colours are more vivid, with a deeper blue, a more vibrant turquoise and a warm raspberry red. The arc design, symbolising protection, has been simplified. This balanced and harmonious composition emphasizes the robustness of CNP Assurances.

A new website

To support its revamped image and visual identity, CNP Assurances has announced the launch of its new www.cnp.fr website on 12 May 2014. Its new architecture enables each user – individuals, professionals, job applicants, journalists, shareholders or analysts, customers or prospects – to quickly find qualitative information tailored to their needs by directly accessing their dedicated section. As a corporate showcase, the site also enables users to keep up to date with brand news, the latest innovations, publications and press releases. It encourages them to discover the Group's activities, commitments, partners and financial performance, allowing them to find out more about CNP Assurances's solutions and expertise, and to find answers to frequently asked questions covering life insurance, pensions and personal risk. CNP Assurances's website had to offer outstanding accessibility for disabled people, seniors and every user, with easier-to-understand text and graphics, improved ergonomics and facilitated keyboard access. Available in both English and French to cover CNP Assurances's global footprint, the site is user friendly on every platform (tablets, smartphones, etc.).

About CNP Assurances

CNP Assurances is France's leading personal insurer, with net profit of €1,030 million in 2013. The Group also has operations in other European countries and in Latin America, with a significant presence in Brazil. It has 27 million personal risk/protection insureds worldwide and 14 million savings and pensions policyholders.

For 160 years, CNP Assurances has been protecting people against the risks of everyday life. The Group designs and manages life insurance, pension, personal risk and protection (term creditor insurance and health insurance) products.

In France, CNP Assurances distributes its individual insurance products through La Banque Postale and the Caisses d'Épargne, as well as through its own CNP Trésor network. In Brazil, its second largest market, the Group's partner is Caixa Econômica Federal, the country's second-biggest state-owned bank.

In group insurance, CNP Assurances crafts tailor-made personal risk, pension and term creditor insurance products that are aligned with the needs of companies, local authorities, mutual insurers, non-profit organizations, and banks in Europe and Latin America.

Listed on the first market of the Paris Bourse since October 1998, CNP Assurances enjoys the backing of a core group of four major shareholders (Caisse des Dépôts et Consignations, La Banque Postale, Groupe BPCE and the French State) united by a shareholders' agreement.

** Increase the value added delivered to bancassurance partners in France (La Banque Postale and BPCE) ; Step up the pace of distribution channel diversification in Europe, through the open-model distribution of premium savings, term creditor insurance and personal risk solutions ; Develop and promote CNP Assurance's longstanding expertise in personal risk, social protection and services ; Drive sustained, faster growth in Brazil and Latin America.*

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