



PRESS RELEASE

Paris, 4 June 2015

A new advertising campaign centred around personal protection

“Protecting every business is our business”*, “Protecting a company means protecting those who make it a success”*, “Everyone needs protection”*, and “We protect the most priceless thing of all: your quality of life”*. With these four messages, CNP Assurances is returning with a new multimedia promotional campaign incorporating print and digital components, in addition to its television advertisement “insuring all our futures”, to be broadcast from 18 May to 14 June 2015. This new campaign intends to emphasise CNP Assurances' expertise in personal risk and protection insurance, in line with the Group's strategic objectives.

This new campaign aims to affirm CNP Assurances' position as an expert in the various protection segments, particularly health and personal risk cover. It is designed to leverage the opportunity generated by France's "ANI" agreement, which provides for all employees to be covered by supplementary health insurance. Without overlooking individual customers, the campaign is aimed at companies (SMEs and micro-enterprises), and recalls CNP Assurances' core commitment – providing affordable protection products tailored to individuals' needs.

To illustrate its position in the market, CNP Assurances has chosen a creative, original and highly symbolic angle for its press and internet adverts: professionals and individual customers nestled in a bed of polystyrene beads. This material, which represents the ultimate in packaging protection, is intended to reflect CNP Assurances' skills and expertise while conveying the close relationship between the Group and its customers.

The campaign will feature four different images, two of which are aimed at the SME and micro-enterprise market – *“Protecting every business is our business”** and *“Protecting a company means protecting those who make it a success”**, and two others aimed at individual customers – *“Everyone needs protection”** and *“We protect the most priceless thing of all: your quality of life”**.

Created by the Léo Burnett advertising agency and in partnership with photographer Dimitri Daniloff, the advertising campaign will run in two separate phases in the form of television, internet and print advertisements:

- from 18 May to 14 June 2015: the “insuring all our futures” video clip will be broadcast on national public television channels, as well as news, sports and regional channels, and on websites.
- from 4 to 30 June 2015: print ads will be published in the press (trade and daily regional press) and web banners will be deployed, displaying the promotional images on our partner websites.

* Translation of French campaign slogans for information purposes only.

Credits

Advertising agency: Leo Burnett Paris

Vice president and executive creative director: Xavier Beauregard

Artistic director: Laëtitia Chrétien

Copywriter: Jean-François Le Marec

Managing director: Stéphane Billard

Advertising manager: Anne Legrand

Advertiser: CNP Assurances

Communications and strategic marketing manager: Agathe Sanson

Brand services and corporate communications manager: Florence Pierre

Brand and advertising manager: Eliane Razou

Press

Art buyers: Claire Sougy and Mélina Audoux

Photographer: Dimitri Daniloff

Media: television, internet and print

Print ads



About CNP Assurances

CNP Assurances is France's leading personal insurer with net profits of €1,080 million in 2014. The Group also has operations in other European countries and in Latin America, with a significant presence in Brazil. It has more than 28 million personal risk/protection insureds worldwide and more than 13 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 insurance and protection products (term creditor insurance and health insurance).

- In France, CNP Assurances distributes its individual insurance products through La Banque Postale and the Caisses d'Épargne, as well as through its own network: Amétis. 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.

CNP Assurances has been listed on the Paris Stock Exchange since October 1998 (the first market) and has a stable shareholder structure thanks to the signing of an agreement between its major shareholders (Caisse des Dépôts, La Banque Postale, Groupe BPCE and the French State).

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