



## PRESS RELEASE

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# CNP Assurances launches [cespetiteschoses.fr](http://cespetiteschoses.fr), a digital platform on “living better for longer”

Life expectancy is increasing and living to be one hundred years old is very quickly going to become a reality for many French people. The healthy life expectancy curve remains stalled in the majority of developed countries, however. Meanwhile, there are a number of “little things” in everyday life that could help extend your life expectancy and keep you healthy.

Stemming from this observation, CNP Assurances is today announcing the launch of [cespetiteschoses.fr](http://cespetiteschoses.fr), a digital information platform<sup>(1)</sup>, to raise awareness and to provide support on the theme of “living better for longer”, developed in collaboration with the agency 5<sup>e</sup> rue/Datagif.

Both fun and educational, the [cespetiteschoses.fr](http://cespetiteschoses.fr) web platform has been designed to work in stages and in a personalised way to raise awareness about the many small, simple, and perhaps seemingly trivial everyday actions which can have a significant impact on life expectancy and quality of life. By interactive contents - games, simulators, dataviz - we learn, for example, that a nap that is at least 10 minutes long stimulates the memory, that listening to music boosts the immune system, or even that the simple act of brushing one’s teeth two or three times a day can add two years to one’s life...and much more. The platform will be expanded over the coming months with new information and awareness contents, particularly around project funding.

In order to share this data and these good practices on health, innovation and quality of life, CNP Assurances is continuing this initiative by hosting a community on its social networks on Facebook, Twitter, YouTube and Google+.

- As the discussion forum of the [cespetiteschoses.fr](http://cespetiteschoses.fr) community, [the Facebook account](#) created by CNP Assurances presents a selection of unusual tips on longevity, well-being or innovation.
- Alongside the Group news, [the CNP Assurances Twitter account](#) relays all news and information on *#innovation* *#santé* and *#datas* (innovation, health and data), that could make it possible to improve life expectancy and quality of life.
- Finally, [the CNP Assurances YouTube channel](#) and [Google+ account](#) provide the video content from the platform.

<sup>(1)</sup> All the data presented on the [cespetiteschoses.fr](http://cespetiteschoses.fr) site come from scientific foresight or studies.

## 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).

[www.cnp.fr](http://www.cnp.fr)

 @CNP\_Assurances

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