

PRESS RELEASE

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Generation Y by CNP Assurances building insurance with and for digital natives

In order to reinforce its presence among digital natives and respond to their newfound needs in terms of protection and accompaniment, CNP Assurances has implemented a test-and-learn approach to co-construct innovative solutions by launching an online community platform.

The Group has set up a dialogue with 400 young people by launching an ideas-exchange and discussion platform covering the themes of protection and customer services.

The platform, which is accessible 24/7 during an initial seven-month period, via tablet, pc or smartphone, enables the creation, hosting and sharing of all types of content through forums, chats, mini-polls, etc. by proposing creative tools and tests to its 400 members, students, young professionals (employees, jobbers, entrepreneurs, etc.) and young families, which will help define the future services offered by CNP Assurances.

Initial observations:

This generation is relatively wary of insurance, which it mainly considers as a constraint.

The results of the work carried out by the **Generation Y by CNP Assurances** observatory highlights that this generation's insurance needs, above and beyond mandatory cover, are closely linked to digital usage.

A survey of their insurance needs reveals that representatives of the Y generation are primarily interested in protection against cyber-risk (69% declare an interest in this type of cover), damage protection, loss or theft of digital equipment (62%) and insurance covering sharing-economy practices, with 55% interested in insurance cover for apartment exchange or rental via internet platforms and 53% in car-share insurance.

A more detailed observation distinguishes four typical profiles for each of these needs, with distinct requirements in terms of insurance:

- **“Proactive optimists”** (22% of the Y generation) are professionally established, confident in the future and have the impression that they can contribute towards improving their situation.

This is also the most connected category and the most active on social networks, interacting more readily with brands, and the most involved in sharing practices. This category's needs for insurance and associated services are logically the greatest: its members state that they are particularly interested in insurance products covering digital risks (cyber-risk, personal data pirating, damage to their e-reputation, etc.) and risks associated with participating in the sharing-economy (problems with car-sharing, or in the event of people-to-people loans or rental, etc.).

- **“Driven”** (13%): believe that they can change society through their actions, although they are in a challenging situation, i.e. somewhat concerned for their future but without being fatalistic. They are highly driven and creative.

In terms of insurance, this category - composed mainly of students or the unemployed - is particularly attached to the simplicity of a contract and its adaptability to their own needs, as well as the quality of the relationship with their advisor.

- **“Traditionalists”** (39%) are comfortably established in life, confident in their personal and professional future, and have the impression (or the desire) that they are unable to change society.

Less active on social networks and in sharing-economy practices, this category is characterised (like the “resigned” category) by a lower level of interest for insurance in general. However, this category, along with the “driven” type, would consider a cyber-risk insurance offer from an insurer to be more credible than the same offer from a banker.

- **“Resigned”** (26%): in a precarious situation, filled with doubt regarding their future and society. Members of this category have only vague projects and the impression that they have no way of changing their situation through their actions.

This category, characterised by more restricted use of smartphones, less interaction with brands but a stronger presence on discussion forum-type social networks, is the least demanding in terms of insurance.

About CNP Assurances

CNP Assurances is France's leading personal insurer with net profit of €1,130 million in 2015. The Group also has operations in other European countries and in Latin America, with a significant presence in Brazil. It has more than 36 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 savings, 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'Epargne, 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 organisations, 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

 @CNP_Assurances

Press contacts :

CNP Assurances :

Florence de Montmarin | +33 (0)1 42 18 86 51

Tamara Bernard | +33 (0)1 42 18 86 19

servicepresse@cnp.fr

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