



## PRESS RELEASE

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### CNP Assurances partner at the first Parisian edition of La French Touch Conference

**After New York and San Francisco, the first La French Touch Conference to be held in Paris will begin on 14 June 2017 at WeWork La Fayette. As a partner of this edition, CNP Assurances has chosen to showcase its experience with Youse, its 100% online direct insurance sales platform launched in September 2016 in Brazil.**

La French Touch Conference is intended to celebrate the dynamism of the French start-up ecosystem internationally and to showcase French success stories from around the world. It is therefore a good opportunity to put the spotlight on Youse, the 100% online platform that sells insurance direct to consumers, launched in September 2016 by CNP Assurances in Brazil. With three products sold (car insurance, multi-risk home insurance and a personal risk product), Youse has grown rapidly and had already sold more than 32,000 policies by January 2017.

Eldes Mattiuzzo, CEO of Youse, will speak in the morning following the opening session (at 11 am) on the topic *"Youse and CNP Assurances: a story of acculturation"* to set out the specific features of the Brazilian insurance market and present Youse's growth strategy in Brazil. Magali Noé, CDO of CNP Assurances, will conclude this presentation by explaining how the Youse model is an inspiration for the rest of the CNP Assurances Group. She will also explain how France's leading personal insurer is speeding up its digital transformation and is building on the working methods of start-ups to streamline the customer experience and become more agile.

La French Touch Conference events enable commercial relationships between France and other dynamic ecosystems around the world. Every year, La French Touch Conference enables numerous trade partnerships and synergies to be formed between investors and start-ups (growth, fund raising, acquisitions etc.). Since its creation in 2014, the event has enabled start-ups to raise more than EUR 12 million.

## About La French Touch Conference:

Founded in 2014 by Gaël Duval, CEO and founder of JeChange, a serial entrepreneur and digital pioneer in France, La French Touch Conference is an international business event focused on entrepreneurship, creativity and innovation. It has a dual objective: to promote interaction between French and international start-up ecosystems, and to promote France as a place of innovation for entrepreneurs and foreign investors. After three successful editions in 2014, 2015 and 2016 in New York, the city will be hosting a fourth edition on 27 & 28 June 2017. La French Touch Conference was also held in San Francisco for the first time on 9 & 10 January, with an additional event planned in Paris on 14 June.

For more informations : [www.lafrenchtouchconference.net](http://www.lafrenchtouchconference.net)

## About CNP Assurances:

CNP Assurances is France's leading personal insurer with net profits of €1,200 million in 2016. The Group also has operations in other European countries and in Latin America, with a significant presence in Brazil. It has more than 35 million personal risk/protection insureds worldwide and more than 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 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 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/en](http://www.cnp.fr/en)

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## 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](mailto:servicepresse@cnp.fr)

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