



PRESS RELEASE

Paris, 25 June 2019

CNP Assurances trusts in The Good Company

Following a widespread consultation orchestrated by Pitchville council, CNP Assurances chose The Good Company as its lead agency to design and roll out its *Off* and *Online* communication.

The Good Company will implement a multichannel communication system for CNP Assurances' BtoB and BtoC targets. Its aim will be to promote the insurance company's positioning and values as well as its multi-partner business model.

"I am thrilled about this future collaboration with The Good Company, an agency that shares our desire to change the game rules to highlight the CNP Assurances group's profound transformation in the interest of its partners and customers," says Agathe Sanson, head of strategic marketing, communication and philanthropy at CNP Assurances.

"As a company, CNP Assurances has put social responsibility at the heart of its action. As a brand, CNP Assurances has developed iconic communication campaigns that form part of French advertising legacy. We are therefore proud to be able to work with its teams and assist them in their future developments," explains Luc Wise, CEO and founder of The Good Company.

About CNP Assurances

A leading player in the French personal insurance market, CNP Assurances operates in 19 countries in Europe and Latin America, where it is very active in Brazil, its second largest market. As an insurance, coinsurance, and reinsurance provider, CNP Assurances designs innovative provident/protection and savings/retirement solutions. It provides over 37 million people with provident and health insurance worldwide and provides over 14 million people with savings products and pension policies. In line with its business model, these solutions are distributed by numerous partners according to their distribution methods, both physical and digital, and clients' needs in each country.

CNP Assurances has been listed on the Paris Stock Exchange since October 1998 and relies on a stable shareholder base (Caisse des Dépôts, La Banque Postale, Groupe BPCE and the French government). The Group declared a net income of €1,367M in 2018.

About THE GOOD COMPANY

The Good Company is a committed and independent entrepreneurial adventure, founded by a group of talented people from different horizons: passionate professionals recognised in their fields of expertise (creativity, strategic planning, corporate communication, public relations, digital communication, influence and social media). The Good Company works with companies, organisations and managers who want to create more responsible products, services, experiences and communications. It operates mainly in the areas of "goodvertising", "communication for good" and responsible communication. The Good Company's offer is based on two pillars: Consulting and Creativity. Its multidisciplinary, multicultural teams are able to support brands from the preliminary consulting phase (business, brand and innovation) through to the final creative assets (paid, owned and earned).

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