

Press release

Crédit Agricole Assurances democratises life insurance, attracting more than 100,000 customers with Cap Découverte

Paris, 3 march 2008 - **Cap Découverte**, the new life insurance policy from Crédit Agricole Assurances, has already attracted 115,000 investors and generated premium income of €50 million since it was launched on 3 January this year.

This multi-fund policy has brought life insurance to a broader, younger demographic. With the lowest minimum investment on the market, at 20 euros, and two simple, secure allocation solutions with a capital guarantee of up to 75 per cent, **Cap Découverte** has inaugurated its concept of life insurance for all. It is making headway in a product universe that is reputedly difficult to penetrate (1).

The launch of **Cap Découverte**, which is offering an interest rate of 4 per cent on the euro fund until 31 March 2008, is consistent with Crédit Agricole Assurances' target of marketing 300,000 policies in 2008. The investor profile matches the one described in the product design brief, namely young people (35 per cent young professionals) who are discovering life insurance as a savings vehicle, and half of whom are seeking capital growth.

At the end of 2008, new versions of **Cap Découverte** will enable parents and grandparents to invest for their children or grandchildren.

Cap Découverte is the latest addition to the range of life insurance products from Crédit Agricole Assurances, whose motto is: "the right product for the right customer at the right time — and with the right advice". The range is carefully segmented: **Cap Découverte** for the retail market, **Predissime 9** for midrange customers, and **Floriane** and **Espace Liberté** for a high-end clientele. This segmentation makes the products clear and easy to understand, both for the distribution networks and for customers themselves.

A special website www.decouvrirelassurancevie.com provides user-friendly documentation about life insurance, and has already received 15,000 visitors. The information is tailored to consumers, enabling Internet users to discover life insurance in a fun, interactive way.

(1) sources: CSA *Quali Clients* survey, May 2007 and Predica's *Actéa* survey, May 2007

Product details

- Launch date: 3 January 2008
- Type of contract: multi-fund life insurance vehicle
- Insurer: Predica – Crédit Agricole Assurances
- Distribution: Crédit Agricole branches
- Minimum premiums (up-front or scheduled): €20 (€15 for the 16-30 year age group). A premium holiday is possible at all times on request.
- Front-end fee: 2%
- Management fee: 0.85% per year (euro and unit-linked funds)
- Switching fee: maximum 0.5% of the amount switched
- Investment vehicles: 3, i.e. one euro fund (Euro Sécurité), and two unit-linked funds: Atout Prem's Actions and Atout Pulsactions
- Premium allocation: 2 possibilities: **Cap Découverte**: 75% to the euro fund, 25% to Atout Prem's Actions; or **Cap Découverte 2**: 50% to the euro fund, 25% to Atout Prem's Actions and 25% to Atout Pulsactions.
- Options: automatic annual revaluation of regular payments (€1 minimum per year)
- Partial surrender: starting from €100
- Surrender: lump-sum or annuity

About Crédit Agricole Assurances

Insurance is now Crédit Agricole Group's second business. The Group is already the French leader in bancassurance in terms of premiums collected. By bringing all its insurances activities together in the same business segment, Crédit Agricole has enhanced its bancassurance model and provided greater visibility for the business.

Crédit Agricole Assurances was established in January 2006, and includes Predica, a life insurance company, and Pacifica, non-life, credit insurance and international insurance.

Crédit Agricole Assurances in figures (at 31/12/2006)

- €25.9 billion in premium income
- €168.5 billion in the book of business
- 24.1 million policies outstanding
- €834 million in net income Group share
- 2,090 employees

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