



INNOVATION FOCUS FIRST WORLDWIDE SHOP SHIP CARD

Journalist: We start today our series of Innovation Awards 2009 talking about one of the products and services prize given to personal finance and Findomestic Banca in Italy for a world premiere: the instant in-shop chip card delivery. Hello, Nora GIANNINI. You are Head of card delivery for Findomestic Banca, which is part of BNP Paribas Personal Finance. So, can you remind us what BNP Paribas Personal Finance is?

Nora GIANNINI: Personal Finance is one of the six operational entities of Retail banking. It is a global force in consumer and mortgage credit, present in thirty countries over four continents. The group was formed in 2007, following the merger of UCB and Cetelem. In Italy, Cetelem operates under the brand named Findomestic.

Journalist: Can you present us the project which was awarded and what was innovative about it?

Nora GIANNINI: Findomestic developed an innovative solution to enable them to instantly issue multi-application EMV chip cards. The system is able to instantly personalise a chip card with two applications: an EMV payment application and a loyalty application. The retailer is therefore able to instantly issue a card that is active immediately and that allows the instant use of the creditor and of the reward. This world first was piloted with two retailers in Italy: Conforama for MasterCard and for Visa.

Journalist: And what are the advantages the clients get?

Nora GIANNINI: For the partners, increased business, more account opening, the increase of card rate and spending. It can also be integrated with the Findomestic loyalty programme. For the cardholders' side an increase of satisfaction. Cardholder is able to benefit immediately from advantages and an increase of trust. Face to face explanation means cardholders better understand the advantages of the card.

Journalist: Finally, what are the benefits of this project for BNP Paribas Personal Finance and for the whole group?

Nora GIANNINI: Reduced cost, saving of five Euros for a card issued as there is no postal delivery required. The on-site issues reduce even test, loss and fraud. There is even a potential increase in resolution. We estimate it between 50% and 120%, according to our estimation. And even a decrease in the resolution rate of 25%.

Journalist: Hello, Nora GIANNINI, thank you.

Nora GIANNINI: Thank you.