



PRESS RELEASE



BNP PARIBAS CARDIF CELEBRATES 40th ANNIVERSARY

1973: Compagnie Bancaire, one of France's leading lenders, was granted authorization to create a life insurance company. **CARDIF¹ is born.**

2013: the company has become **a worldwide specialist in personal and property insurance.**

Today, BNP Paribas Cardif has developed **a far-reaching international presence and solid foundations**, illustrated by several key figures: **24.3 billion euros in gross written premiums, 1 billion euros in pre-tax net income, 90 million policyholders and 10,000 employees² at year-end 2012.**

A pioneer in the bancassurance market, BNP Paribas Cardif has built its business model on continual diversification of partners, distribution channels and products, while expanding in Europe, Latin America and Asia. Today the company operates in 36 countries, meeting the needs of 90 million customers.

BNP Paribas Cardif develops savings and protection insurance products and services, **working with a large and varied range of partners** for distribution. These partners include banks, credit companies, the auto financing arms of automakers, phone companies, brokers, retail chains and others.

By successfully anticipating trends in a changing world, BNP Paribas Cardif regularly enriches its offering with products like unit-linked life insurance investments, health insurance, property and casualty insurance and more. This forward-thinking approach has made the company a **benchmark in personal and property insurance** and a global leader in creditor insurance.

BNP Paribas Cardif, a case study in success

The success of BNP Paribas Cardif is **anchored in the entrepreneurial spirit of its management and employees.**

"BNP Paribas Cardif is a major global insurer that recorded over one billion euros in pre-tax net income in 2012. When I look at the current position of our company, I share the great pride I know all our employees legitimately feel. We have a well-established strategy and an agile organization that lets us continually adapt to meet the challenges facing the insurance industry today. BNP Paribas Cardif is characterized by a very collegial corporate culture and the remarkable quality of the collaboration among our teams is what enables the company to

¹ Compagnie d'Assurances et d'Investissements de France

² Headcount for legal entities controlled by BNP Paribas Cardif: 8,000 employees



consistently move forward to achieve our ambition of **being the global benchmark in insurance partnerships and a leader in personal insurance solutions,**” says Eric Lombard, Chairman and Chief Executive Officer of BNP Paribas Cardif.

From Cardif to BNP Paribas Cardif, a proud history of serving customers

In **1973**, Cardif became one of the first life insurance companies in France. It was a subsidiary of the banking group Compagnie Bancaire, which subsequently merged with Paribas.

In **1986**, BNP created and began marketing several long-term savings products via its retail banking network under the Natio Vie brand. At the same time, the link-up between BNP and UAP (Union des Assurances de Paris) led to the creation in **1991** of a joint subsidiary, Natio Assurance, which sold property and casualty insurance to the bank’s customers.

Following the merger of BNP and Paribas in **2001**, teams from Cardif, Natio Assurance and Natio Vie all came together at Cardif headquarters in Rueil-Malmaison. In **2004**, BNP Paribas insurance companies were consolidated under a single name, BNP Paribas Assurance.

In 2010, BNP Paribas Assurance became BNP Paribas Cardif, combining the **solid foundations and dynamic momentum** represented by BNP Paribas with the **expertise** of Cardif. The company’s new name capitalizes on complementary components that are synonymous with value and emblematic of the company’s vision.

“The alliance of entrepreneurial innovation, with Cardif, and powerful recognition, with BNP Paribas, is one of the secrets behind the success of BNP Paribas Cardif. Today we’re beginning an exciting new chapter in our history, a new episode in a compelling success story that we will continue to write together,” concludes Eric Lombard, Chairman and Chief Executive Officer of BNP Paribas Cardif.

[Watch 40 years of BNP Paribas Cardif history](#)

About BNP Paribas Cardif

BNP Paribas Cardif (www.bnpparibascardif.com) integrates the life and property & casualty insurance subsidiaries of BNP Paribas. It develops savings and protection products and services which are distributed via a wide range of channels. Present in 36 countries with a diversified geographic footprint, BNP Paribas Cardif has strong positions in Europe, Latin America and Asia.

In 2012, it had gross written premiums of 24.3 billion euros, with 56% of gross written premiums generated outside France. BNP Paribas Cardif counts nearly 10,000 employees², of whom 68% work outside France.

With a strong commitment to exemplary Corporate Social Responsibility, BNP Paribas Cardif develops responsible products and services, supports diversity within the company, deploys an internal environmental policy and supports economic and financial education.

BNP Paribas Cardif is marking 40 years of operations in 2013.

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