



Press release

Banque Casino develops insurance policies with Groupama

Banque Casino, a banking subsidiary of the Casino group, has selected Groupama to partner its range of non-life insurance policies.

Having swiftly developed a range of consumer-lending solutions, Banque Casino is pursuing a growth strategy that runs the gamut of basic needs in payment, credit, provident savings and insurance.

Banque Casino currently offers payment and credit solutions, life insurance and health insurance. The partnership with Groupama—drawing on the industry expertise of its subsidiary Amaline Assurances—will allow Banque Casino to extend its range of non-life insurance (fire, accident and risk) policies to span both “classic” insurance (motor insurance, multi-risk home insurance and personal accident insurance) and more basic “pocket” insurance packages, such as travel insurance.

The new range of insurance policies is scheduled for release by the end of first six months of 2010.

Catherine Vidal, Managing Director of Banque Casino: “The ability to offer insurance policies is a cornerstone of our strategy. Through the partnership with Groupama, Banque Casino will be in a position to provide customers with a comprehensive offering tailored to their needs.”

Thierry Martel, Managing Director of Groupama Insurance and Banking in France: “The partnership with Casino marks the beginning of a new approach in insurance through mass retail and reflects Groupama’s drive to pursue a strategy underpinned by partnerships and innovation.”

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About Banque Casino

Banque Casino is a banking subsidiary of the Casino group and Laser Cofinoga, set up in 2001. It employs 225 people and has one million customers, representing loans worth €1 billion. Its range of services spans store cards, credit cards, health insurance and life insurance. Banque Casino also distributes its solutions through 20 branches in major Casino shopping centres.

About Groupama

Groupama continues to pursue a long-term profitable growth strategy. Since its creation in the late 19th century to meet the needs of the farming community, Groupama has evolved in step with socio-economic changes. The Group posted total premium income of over €17 billion in 2009 and now has 16 million customers and 39,000 employees in 14 countries around the world, mainly in Europe.

In France, a wide-ranging, well-situated distribution network puts Groupama in a position to offer members and customers (private individuals, professionals, institutions and companies) solutions that span insurance, services and banking solutions.

Groupama also aims to capitalise on its expertise and best practices to promote international growth, drawing on extensive experience to pursue opportunities in every area of the insurance market.

Groupama has set out clear strategies and goals with a view to combining growth and profitability to enhance its value and ranking among the top ten insurance companies in Europe.

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