

Press Release

**«Official 1<sup>st</sup> day» for Credit Agricole Life**

**Emporiki Life becomes Credit Agricole life and aims to further strengthen its position on the Greek life insurance market**

**Athens, 15 February 2011** – After 10 years' presence in Greece, Emporiki Life is changing its name to Credit Agricole Life. Emporiki Life's rebranding as Credit Agricole Life is a continuation of its dynamic development during the last years in the Greek market and stresses its positions as a subsidiary of Credit Agricole Assurances (CAA), the insurance arm of Credit Agricole S.A.

The company, which was founded in 2001 as a joint venture between Emporiki Bank & Predica –the French life insurance company of CAA, became a fully-owned subsidiary of CAA at the end of 2009, but remains the insurance partner of Emporiki Bank.

Crédit Agricole Assurances is present in 19 countries worldwide, is the leader in bancassurance in Europe, while is no 2 life insurance company in France.

The rebranding illustrates the desire of the Group to stress the links between Credit Agricole Life and its parent company with its associated strong insurance know-how and financial solidity and to develop its brand awareness in the Greek market. .

The company shows significant high development rates and posses a market share higher than 6% in the local life insurance market. Credit Agricole Life designs bancassurance products that distributed exclusively by Emporiki Bank' s network by providing integrated pension, investment & protection solutions for the family, small business & professionals, while it is exploiting the field for developing the employee's; benefits offers.

Mr. Richard Sutton, CEO of Crédit Agricole Life, commenting on the rebranding of Credit Agricole Life, stated that: «our new corporate ID is a cornerstone in our route which we create with consistency and a high sense of responsibility for our clients.

*We are aiming in strengthen further our position in the Greek market by providing innovative products & services, that combine the security, the power, the prestige and the high level of knowhow of our parent Group with our long time experience and concrete knowledge of the local insurance market.*

*In Credit Agricole Group the bancassurance products are fully incorporated in the bank's products & services range and that is why we have developed a solid strategic cooperation with Emporiki Bank, thanks to which we are in the position to record a significant growth which will continue further on firmer and more qualitative basis".*

On the occasion of the rebranding Ms. Stamatia Lemonzi, MKT & Sales Manager of Credit Agricole Life stated that: *«our new corporate ID contributes in promoting CASA in the Greek market, a strong 'brand name' worldwide. Our new image will be the vehicle and by exploiting the advantage of the strong name of our parent company, Credit Agricole Life possesses the guarantees to stand with dynamism in front of the new challenges of the market. »*

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**Crédit Agricole Life**

*Crédit Agricole Life (pre "Emporiki Life and with the full name of «Crédit Agricole Life Insurance Company S.A.») is a life insurance company which is activated exclusively to bancassurance and has recorded a substantial development path since its creation by 2001. It is a wholly-owned subsidiary of Crédit Agricole Assurances, member of Crédit Agricole Group and European Leader to Bancassurance, by December of 2009. Crédit Agricole Life disposes a full range of insurance solutions for individuals and businesses which are solely available through the sales network of Emporiki Bank branches.*

**About Credit Agricole Assurances**

Crédit Agricole Assurances is now the European leader in bancassurance and handles all the Crédit Agricole Group's French and foreign insurance activities. Crédit Agricole Assurances was set up in January 2009, and comprises Predica, a life insurer, Pacifica, specialised in non-life insurance, CACI for creditor insurance, the international insurance activity, and Crédit Agricole Assurances Gestion, Informatique et Services (Caagis), formed on 1 January 2010.

Key figures for Crédit Agricole Assurances (at 31 December 2009)

- €25.9 billion in premiums
- €203 billion in underwriting reserves
- €951 million in net income, Group share
- 2,700 employees