Press Release

Credit Agricole Life - strategic targets 2011

Athens , 21 March 2011 –
The Greek insurance market is extremely sensitive because of the current changes in the financial environment, but also because of the coming changes in the Social Security System in all European countries.

The activation in Pension Solutions provision is one of the strategic goals of Credit Agricole Assurances Group, but for Emporiki Bank also, which is the exclusive provider of the insurance programs of Credit Agricole Life in Greece.
The over 25 years' Group experience in Pension products in France, but also in other European countries, such as Portugal, along with its knowhow and reliability are stated as "success factors" for this activation.

For 2011, Credit Agricole Life has already started to develop pension products that are targeted to the needs of the modern consumer, who demands to have a personal control on his own savings, to adjust his savings according his future target and his financial situation.
Of course, we have already a strong presence in providing private pension products, single & regular premiums, but the enhancement of the specific product range has as a primary target to cover Emporiki's Bank existing clientele by building strong relations with them, but also to position us as a provider that a customer can trust for his long term pension planning.

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.