



CARDIF
A BNP PARIBAS company

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PRESS RELEASE

CARDIF PUBLISHES GROUNDBREAKING BOOK ON “VISIONS OF A WORLD IN SEARCH OF PROTECTION”

- ✓ 11 world-renowned professionals share their insights
- ✓ 18,000 consumers in 18 countries reveal their behavior and expectations towards the need to guarantee protection of their budget

Cardif, the insurance subsidiary of BNP Paribas, distributes creditor insurance¹ products in 34 countries, providing coverage for more than 35 million individuals around the world. Cardif products are distributed via banks and credit establishments.

Cardif is No. 2 worldwide in creditor insurance. This leadership position led it to conduct a major study in 2005/2006 covering 18,000 consumers in 18 countries, in order to identify consumer behaviors and expectations linked to the need to protect their budget.

The study revealed three main phenomena: **people share feelings of vulnerability towards “life contingencies”, they have a distinct appetite for consumption, and they feel a need for protection.**

Cardif decided to ask 11 prominent professionals of different nationalities from a variety of backgrounds—some of them world-renowned in their fields—for their viewpoints, providing a counterpoint to the quantitative data and the three fundamental themes identified by the study. The results of the survey and the 11 commentaries have been published in a book entitled **“Visions of a world in search of protection”**.

The 11 specialists who share their insights in the book are: French philosopher François Ewald, Mexican politician Jorge Castañeda, Infosys India founder and CEO Naranaya Murthy, French sociologist Gilles Lipovetsky, Lenovo China head Yang Yuanqing, Catalan chef Ferran Adria, French advertising executive Mercedes Erra, Spanish designer Jaime Hayón, French aquatic adventurer Maud Fontenoy, Iranian lawyer Chirine Ebadi and French photographer Yann Arthus-Bertrand.

“As a leader in its market, Cardif wants to share insights with its partners on trends in consumer expectations, as well as on underlying social currents that influence its business,” notes Eric Lombard, Chairman and Chief Executive Officer of BNP Paribas Assurance.

¹ Creditor insurance: enables individuals who receive a loan from a bank or credit establishment to benefit from guaranteed repayment of the credit in the event of job loss, disability or death.

² Data was gathered and analyzed by the Corporate Communication department of TNS Sofres, a specialist in public opinion surveys. Opinion surveys focus on subjective information (satisfaction, evaluation, judgments, tastes, attitudes, etc.), as opposed to factual surveys, which gather objective information (purchasing behavior, audience measurement, product and service ownership, etc.).

³The study covered a sample population of 18,000 people in 18 countries: Argentina, Belgium, Brazil, Chile, Czech Republic, France, Germany, India, Italy, Japan, Mexico, Poland, Portugal, Spain, Switzerland, Taiwan, the Netherlands and the United Kingdom.

Cardif (www.cardif.com), the life insurance unit of BNP Paribas Assurance, develops and markets savings and protection solutions which are distributed via diverse channels. With operations in 34 countries, Cardif enjoys strong positions in Europe, Asia and Latin America. Cardif's roster of partners now includes 35 of the world's top 100 banks.

BNP Paribas Assurance (www.assurance.bnpparibas.com) is the life and property & casualty insurance unit of BNP Paribas. It counts over 5,000 employees, more than half of them outside France. BNP Paribas Assurance's 2005 gross written premiums totaled €13 billion, including 27% from business outside France and 44% from business with partners outside the BNP Paribas group. BNP Paribas Assurance is the fourth-largest life insurance company in France and No. 2 worldwide in creditor insurance.

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