

**Second season of “La Minute des aidants” (Caregivers’ Minute) on France 5,
dedicated to the 4 million caregivers* in France**

Crédit Agricole Assurances, in line with the Group project of Crédit Agricole for health and personal protection, is continuing to move forward with its actions to support family caregivers with a second season of “La Minute des aidants”, a short programme with 30 episodes presenting the people who provide care and support each day for dependent family members.

Shown daily on France 5 from May to June and then September to October 2012, this second season once again highlights Crédit Agricole Assurances’ commitment to family caregivers, as demonstrated since 2010. This commitment is also reflected in various corporate citizenship initiatives to support associations which in turn support caregivers. All of these actions are presented online at www.etreaidant.com.

This new series focuses on the importance of caregivers as social agents on the ground and offers them practical solutions and information to give them a break and accompany them in what are often difficult day-to-day situations.

More specifically, the new season will look at the following areas:

- Rallying around care beneficiaries in remote locations
- Online medical information
- Equipping care beneficiaries’ homes
- Caregiver’s educational role
- Holidays for caregivers and beneficiaries
- Relationship between parents and institutions.

* According to the European charter for family caregivers, drawn up by COFACE, a family caregiver or volunteer is defined as “a person who provides help, on a non-professional basis, entirely or partly, to a dependent person (age, illness, accident) or the people around them for activities relating to day-to-day life”. According to a HID-INSEE survey, France has almost four million caregivers today.

Discover “La Minute des aidants” online at www.etreaidant.com

Program features:

Title: “La Minute des aidants” (*Caregivers’ Minute*)
Category: Short programme
Length: 52 seconds of editorial content
Director: Christophe Rivoiron
Producers: Balina Films, Dominique Clément and Valérie Guérin
Schedule: Shown on France 5 at 3pm Monday to Friday from 7 May to 29 June 2012, then from September 2012

About Crédit Agricole Assurances

Number one for bancassurance in Europe and number two for life insurance in France based on the amount of premiums collected, Crédit Agricole Assurances handles all the Group's French and foreign insurance activities. It comprises Predica, a personal insurer, Pacifica, specialised in non-life insurance, Caci for creditor insurance, the various international subsidiaries and Caagis for IT management and services, as well as Spirica and LifeSide Patrimoine, focused on life insurance for wealth management.

Key figures for the Crédit Agricole Assurances Group (at 31 December 2011)

- €25.2 billion in premiums
- €221.5 billion in underwriting reserves
- Over 3,500 employees

www.ca-assurances.com

About Crédit Agricole Assurances' commitment to supporting family caregivers and volunteers

Caregivers and insurers are central to some of the common issues facing society today, from the ageing of the population to long-term-care and solidarity. That is why Crédit Agricole Assurances has chosen to make a concrete commitment to support family caregivers and volunteers. To achieve this, it is carrying out three main actions:

- A call for projects in order to directly fund local support actions carried out by associations;
- "Caregivers' minute": a short television programme providing useful advice for caregivers and raising public awareness of this cause;
- A website, www.etreaidant.com, aimed at both associations and caregivers.

Press contacts

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