

Press release

La Médicale de France asserts its position as the partner for healthcare professionals

Paris, 10 June 2008 — La Médicale de France is an insurance company specialising in self-employed healthcare professionals. A key player in its market, it counts 195,000 clients, or more than one in three self-employed practitioners and offers a broad range of non-life insurance, savings and personal risk insurance products. With revenues of €310 million in 2007 and a network of 102 general agents divided between 40 regional branches, La Médicale de France has supported clients in all stages of their professional and private lives for the last 60 years.

In 2008, on the back of its strong performance and with a view to building its future, La Médicale de France launched a medium-term strategic development plan with the aim of boosting sales and marketing efforts on three main areas: distribution, the product offering and advertising.

This ambitious plan entails in particular a revamped product range, enhanced management, stronger sales teams and major advertising campaign. As regards this campaign, La Médicale de France is strengthening its position as a general insurer with a new visual identity intended to update its image, develop its reputation and promote its extensive range of professional and private insurance products.



A new logo will help to capitalise on the brand's strengths while also providing new impetus. It also intends to launch a media plan from June to September 2008 in a selection of eight professional press titles, as well as online via e-advertising and search engine optimisation and paid inclusion. The creation of a new institutional website favouring a specialised business approach and personalised information will help to assert La Médicale de France's leading position in its market. Cooperating with Pratis Santé, France's No. 1 website for doctors, will enable La Médicale de France to improve its reputation and visibility among its target market.

To accompany this change, Henri Le Bihan, Executive Director of Predica, has been appointed Chairman of La Médicale de France. René Paris, former Commercial and Development Director at Pacifica, is now CEO of La Médicale de France.

About Crédit Agricole Assurances

La Médicale de France is a subsidiary of Crédit Agricole Assurances, part of the Crédit Agricole Group, France's No. 1 bancassurer and No. 2 insurer in terms of premium income. By pooling all its insurance activities, Crédit Agricole has improved its bancassurance model and visibility on these activities.

Crédit Agricole Assurances was set up in January 2006 and encompasses life insurer Predica, La Médicale de France, property/casualty insurer Pacifica, loan insurance and bank-related risk insurance and international insurance.

Key figures for Crédit Agricole Assurances (at 31 December 2007 — includes France and international, life insurance, property/casualty and loan insurance)

- €24.3 billion in premium income
- €182 billion in in-force business
- 25.6 million policies
- €941 million in net income (Group share)
- 2,294 employees

Press contacts

Crédit Agricole Assurances

Brigitte Cachon - ☎ + 33 (0)1 57 72 31 25

Elise Bouteiller - ☎ + 33 (0)1 43 23 80 71