

Press release

Paris, 17 May 2019

## **Pacifica further strengthens its contribution to regional development and announces that a claims management unit will be opening soon in La Roche-sur-Yon**

To support its growth, Pacifica, Crédit Agricole Assurances' property and casualty insurance subsidiary, is announcing that it will be opening a new claims management site in La Roche-sur-Yon at the end of 2020. This will be the 19<sup>th</sup> site of this type, all based in France, and the second opening in one year following the centre in Saint Etienne announced in March.

The Crédit Agricole Group, France's leading insurer, is also the market's most dynamic operator for property and casualty insurance. With this project, Pacifica is supporting this development by confirming its strategy to ensure close links with its policyholders and partner banks, while creating jobs as close as possible to its customers.

Since it was founded, Pacifica has innovated with customer satisfaction positioned as a core focus throughout its organisation. Its performance is built around its quality of service, responsiveness and personalisation for relations with policyholders, as well as effective control over management and technical costs. Thanks to the employees from its 17 units spread across all of France's regions, Pacifica managed over 1.2 million claims in 2018, with a 94% satisfaction rate.

For Nicole Gourmelon, CEO of Crédit Agricole Atlantique Vendée and Chairwoman of Pacifica:

*"The opening of this Pacifica claims management unit in La Roche-sur-Yon represents an outstanding opportunity for the Vendée area and will contribute to the region's dynamic development. We are delighted that around 100 jobs will be created. With this structure, our customers will benefit from an increasingly close relationship, even in their most difficult moments. Crédit Agricole Atlantique Vendée has been supporting its customers with insurance for nearly 25 years, and it is continuing to build on this robust development, with the Regional Bank achieving record growth in the number of new policies in 2018. Today, nearly 306,000 of our retail customers trust us to protect their family and property. We also provide protection for almost 30% of our professional customers and 40% of our farmers. Crédit Agricole Atlantique Vendée covers some of the area's most beautiful farms, positioning it as a major player in our region. These figures also reflect the outstanding synergies that we have established with Pacifica for many years, firmly focused on satisfying our customers".*

Thierry Langrenay, Deputy CEO of Crédit Agricole Assurances and CEO of Pacifica, concludes: *"Following the announcement, in March this year, of the opening of a site in Saint Etienne, we are very proud to reveal today this new centre in Vendée, which clearly illustrates the dynamic development of Crédit Agricole and Pacifica in property and casualty insurance. Thanks to our collective approach, together we are becoming the preferred choice for customers, with increasingly high-quality advice, cover and services, particularly digital. This creation of jobs illustrates our robust development and our investment in the regions, alongside the Regional Banks. We are committed to accelerating progress with this roadmap each day".*

### **About Crédit Agricole Assurances**

Crédit Agricole Assurances, France's leading insurer, unites together Crédit Agricole's insurance subsidiaries. The Group offers a range of savings, retirement, health, personal protection and property insurance products and services. They are distributed by the Crédit Agricole Group's banks in France and in nine other countries around the world by financial advisers and multi-line insurance agents. The Crédit Agricole Assurances companies serve individuals, professionals, farmers and businesses. Crédit Agricole Assurances has 4,600 employees. It reported 2018 revenues of €33.5 billion (IFRS).

[www.ca-assurances.com](http://www.ca-assurances.com)

### **About Crédit Agricole Atlantique Vendée**

As a major economic partner for its region, Crédit Agricole Atlantique Vendée aims to meet the specific expectations of its customers, from individuals to entrepreneurs, professionals, farmers, municipalities and associations. Thanks to its 2,150 employees, 930 administrators and 73 Local Banks, Crédit Agricole Atlantique Vendée is able to operate at the

heart of its region. With its 170 branches, it has one of the largest networks of bank branches in the Loire-Atlantique and Vendée area. Today, Crédit Agricole offers all the expertise of an international group committed to serving regional development, with respect for local stakeholders.

**[www.ca-atlantique-vendee.fr/](http://www.ca-atlantique-vendee.fr/)**

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