



Press release

Paris, 28 June 2021

“Mon Assurance Décès” Crédit Agricole Assurances launches its new death and personal protection plan

Crédit Agricole Assurances is pleased to unveil “*Mon Assurance Décès*”, a unique death and personal protection plan to suit all market segments (individuals, high-net-worth customers, the self-employed and farmers).

Personal protection is a core focus at Crédit Agricole Group, with a broad range of cover for customers, their families and their assets. With this new solution, Crédit Agricole Assurances has simplified the customer experience, introducing digital journeys.

A fully tailored solution that includes:

- ✓ **Guaranteed death benefits** starting from €30,000 and **up to €6 million**;
- ✓ **Acceptance of applications up to the age of 75** and death cover up to the age of 85;
- ✓ **The possibility of staggering payments** to the beneficiaries (children aged under 25);
- ✓ **An immediate online or in-branch acceptance procedure** based on the results of a simplified health questionnaire, for amounts up to €400,000 and people aged 45 years and under;
- ✓ **A simulation tool** for financial advisors to offer tailored advice and come up with the right solution for each customer;
- ✓ **Optional cover that includes a supplementary payout** for accidental death and **assistance cover**.

The assistance option includes 18 services to support surviving dependants in the 12-month period following the death of the policyholder. A single point of contact is assigned to surviving dependants to arrange a wide range of services, drawing on the expertise of various Crédit Agricole Assurances partners:

- **Previséo**, a Crédit Agricole Assurances subsidiary, which can provide support relating to funeral services;
- **Via Vita**, a Crédit Agricole Assurances subsidiary, which can provide home help services (cleaning, childminding, repairs, etc.);
- **Europ Assistance**, which can provide a wide range of social care and psychological care services, as well as personalised support services for children.

“Personal protection is key focus for us, as it meets a universal need for our customers to protect themselves, their family and their assets. Our bancassurance model and the close ties that our advisors forge with their customers bring a very personal touch to their relationship, which is so important when broaching such difficult topics. “Mon Assurance Décès” is a straightforward and clear solution to help our

customers prepare for such events”, explains Alain Roussel, Deputy Director in charge of borrower protection plans at Crédit Agricole Assurances.

About Crédit Agricole Assurances

Crédit Agricole Assurances is France’s leading insurer and comprises the insurance subsidiaries of Crédit Agricole. The Group offers a range of savings, retirement, health, personal protection and property insurance products and services. They are distributed by Crédit Agricole Group banks in France and in 9 countries worldwide, by wealth management advisors and general agents. Crédit Agricole Assurances companies serve individual customers, the self-employed, farmers and businesses. Crédit Agricole Assurances has 5,100 employees. It reported 2020 revenues of €29.4 billion (IFRS). www.ca-assurances.com

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