

FOR IMMEDIATE RELEASE

Bancassurance Leader AXA MPS (Italy) Joins Eurofinas as Associate Member

BRUSSELS – 11 June 2014 - Eurofinas, the voice of consumer credit providers at European level, is pleased to welcome AXA MPS (Italy) as its latest associate member.

AXA MPS is the bancassurance company established in October 2007 through a long term strategic partnership between AXA Group and Montepaschi Banking Group. This Company operates in Life, P&C and pension insurance and represents a distinctive model in the Italian bancassurance market, distributing through MPS branches, insurance solutions mainly in Saving, Investments and Protection, leveraging the extensive international experience of AXA Group. Further distinctive elements are: innovative products, wide range of commercial and marketing levers to provide excellent support to the distribution network of the bank and a superior quality customer service, together with a strong and recognised insurance brand, thanks to the presence of AXA Group in 56 countries around the world with 102 million customers.

“Being an Associate member of Eurofinas will allow us to meet peers, share information and best practices and business opportunities. Being a bancassurer based on a joint venture between a global insurer and the third Italian bank - and also the oldest bank ever - we are interested in building bridges of knowledge in our sectors and start exchanging ideas”, stated Roland Raad, Executive Vice President Direct Marketing & Credit Cards Business, AXA MPS.

“Effective interest representation requires joining forces. It also means a fruitful cooperation between all relevant key stakeholders in helping to create the most favorable environment for consumer credit providers and insurers,” said Valentino Ghelli, Eurofinas’ Chairman.

“The unequalled expertise and involvement in bancassurance of AXA MPS (Italy) will definitely be an asset for our Federation and all its Members. It is precisely with the coming on board of such high level and committed partners, who support the industry we represent, that we are able to build a strong platform at European level. It is a key element of our Action Plan, which we intend to develop further going forward, and I anticipate that other credit insurers will want to join us in the coming months as well”, he added.

-End-

Media Contact

Anne Valette
Head of Communications
+32 2 778 05 65
a.valette@eurofinas.org

About Eurofinas

Eurofinas, the European Federation of Finance House Associations, is the voice of the specialised consumer credit providers in the EU. As a Federation, Eurofinas brings together associations throughout Europe that represent finance houses, specialised banks, captive finance companies of car, equipment, etc. manufacturers and universal banks. The scope of



products covered by Eurofinas members includes all forms of consumer credit products such as personal loans, linked credit, credit cards and store cards. Consumer credit facilitates access to assets and services as diverse as cars, studies, furniture, electronic appliances, etc. Eurofinas members financed almost 322 billion euro worth of new loans during 2013 with outstandings reaching 828 billion euros at the end of the year. More information on Eurofinas activities available at www.eurofinas.org

About Eurofinas Associate Members

In addition to AXA MPS the following organisations are also associate member of Eurofinas: ACCIS, BNP Paribas Cardif, CPB, CRIF, Experian, FICO, Genworth, MetLife, PwC and the White Clarke Group.

About the Associate Member Category

The Articles of Association of Eurofinas make it possible for the following organisations to become associate members of Eurofinas: public or private sector companies, organisations or associations/federations representing companies, which have affinities or do business with the consumer credit industry, but are not consumer credit companies themselves. For more information on the Associate Membership Programme, please contact Anne Valette, Head of Communications at a.valette@eurofinas.org