Press Release

Paris, 21 July 2026

Crédit Agricole Assurances accelerates the development of its distribution partnerships with the launch of Crédit Agricole Insurance Partners

As France's leading insurer and Europe's leading bancassurer, Crédit Agricole Assurances is taking a new step forward in its corporate project with the launch of Crédit Agricole Insurance Partners. Led by Éric Féron, this new entity is designed to accelerate the development of distribution partnerships in France and internationally, leveraging the Group's insurance expertise, global footprint, and the strength of Crédit Agricole's bancassurance model.

A new ambition for distribution partnerships

Drawing on nearly forty years of bancassurance expertise, Crédit Agricole Assurances leverages the strength of Europe's leading bancassurer, its international footprint, and a comprehensive range of solutions spanning property and casualty insurance, health, protection, savings, and retirement products for the benefit of its partners.
This expertise in large-scale distribution, developed through the Crédit Agricole Group's networks, now enables the company to support partners seeking to offer simple, innovative, and rapidly deployable insurance solutions to their customers.

Making insurance more accessible throughout everyday customer journeys

In a fast-evolving embedded insurance market, driven by the growth of digital platforms, mobility providers, retailers, and technology companies, Crédit Agricole Insurance Partners relies on three core strengths: a partnership-driven approach based on aligned interests, a multi-product and multi-country offering tailored to each partner's needs, and a digital model powered by data and artificial intelligence.
Designed to support businesses across a wide range of sectors, Crédit Agricole Insurance Partners enables companies to integrate insurance solutions directly into their customer journeys. Whether in mobility, retail or services, partners can choose the level of support that best meets their needs, from product design to distribution and servicing, with an advisor ensuring high-quality execution throughout.
Crédit Agricole Insurance Partners brings together teams and expertise already established across the Group, in France and internationally, offering a unified approach, seamless coordination and enhanced execution capabilities.

"With Crédit Agricole Insurance Partners, we are taking a new step forward in our corporate project, Shape Tomorrow. Companies are looking for insurance solutions that are easy to integrate, quick to deploy, and aligned with their customers' expectations. By leveraging the strength of our bancassurance model, we aim to offer them a partner capable of combining insurance expertise, innovation, and execution capabilities to support their growth in France and internationally." **Nicolas Denis, Chief Executive Officer of Crédit Agricole Assurances.**

Éric Féron appointed Head of Crédit Agricole Insurance Partners

Crédit Agricole Insurance Partners, which also relies on a dedicated brokerage company, is headed by Éric Féron, who took up his position on 1 July. With extensive experience across the Crédit Agricole Group, a strong track record in transformation management and business development, and significant international exposure, Éric Féron will lead the development of new distribution partnerships in France and internationally.
This appointment reflects Crédit Agricole Assurances' ambition to strengthen its presence in the embedded insurance market and make distribution partnerships a major driver of growth for both its partners and their customers.
"Our ambition is to become the partner of choice for all companies seeking to seamlessly integrate high-quality insurance solutions into their customer journeys. The creation of Crédit Agricole Insurance Partners responds directly to this market need. It allows us to support a growing number of partners and customers across an increasing range of customer journeys, with solutions that are useful, responsible, and tailored to local needs."
Éric Féron, Head of Crédit Agricole Insurance Partners.

Biography

Éric Féron began his career in 1993 at CISI, the IT subsidiary of CEA-Industrie. In 1994, he joined the AXA Group within the French Information Systems Division, where he managed projects and later departments responsible for IT development. In 2006, he joined the Covéa Group as Head of IT Development at MMA. In 2011, he was appointed Chief Information Officer of Malakoff Médéric.
In 2013, he joined AXA Emerging Markets EMEA-LATAM in Spain as Regional Chief Transformation Officer. In 2017, he was appointed Deputy Chief Executive Officer of Pacifica, serving as the company's second executive officer, and joined the Executive Committee of Crédit Agricole Assurances. Since 2022, he had held the position of Deputy Chief Executive Officer in charge of Transformation.
Éric Féron holds a postgraduate degree (DESS) in Management Information Systems and Decision Support from Paris-Dauphine University. He also holds the Corporate Director Certificate from Sciences Po / IFA.

About Crédit Agricole Assurances
Crédit Agricole Assurances, France's leading insurer, is the Crédit Agricole Group entity that brings together all of Crédit Agricole S.A.'s insurance businesses. Crédit Agricole Assurances offers a comprehensive range of savings, retirement, health, protection, and property & casualty insurance solutions. These products and services are distributed through the Crédit Agricole Group's banking networks in France and across nine countries worldwide, serving individual customers, professionals, farmers, and businesses.
At the end of 2025, Crédit Agricole Assurances employed more than 7,100 people. In 2025, its non-GAAP revenue amounted to €52.4 billion.
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