

Press Release

Paris, 23 July 2010

Pacifica offers home service credits to policyholders affected by flooding in the Var region

From 5 July Crédit Agricole customers, particularly those of the Provence Côte d'Azur Regional Bank and LCL who suffered flood damage in the Var region and who are insured by Pacifica (a Crédit Agricole Assurances subsidiary), have been offered credits worth €380 to pay for home services. This is yet another measure taken by the Group to help customers affected by the recent flooding.

Valid for one year, the offer allows Pacifica policyholders who have filed a claim to choose from a range of services, including childcare, house cleaning, ironing and reinstallation of a home computer/Internet system.

During July, an advisor from Viavita, a Pacifica subsidiary specialised in home services, will contact customers to explain how they can benefit from these services and to answer questions. A toll-free number (0 800 830 860) has also been made available for this purpose. This exceptional measure has been put in place to help Crédit Agricole and LCL customers through this period of reorganisation. It demonstrates once again Pacifica's ability to assist customers by providing a quality service.

About Crédit Agricole Assurances

The Group is now the French leader in bancassurance and second for insurance in terms of premium income. Crédit Agricole Assurances handles all the Group's French and foreign insurance activities.

Crédit Agricole Assurances was established in January 2009, and comprises Predica, a life insurer, Pacifica, specialised in non-life insurance, CACI for creditor insurance, the international insurance activity, and Crédit Agricole Assurances Gestion, Informatique et Services (Caagis), formed on 1 January 2010.

Key figures for Crédit Agricole Assurances (at 31 December 2009)

- €25.9 billion in premiums
- €203 billion in underwriting reserves
- €951 million in consolidated income
- 2,700 employees

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