



Press Release

Massy, March 30th 2021

Sofinco supporting Sidaction for the fourteenth year.

On 26th, 27th and 28th March 2021, Sidaction organised its Appeal for donations in the fight against AIDS. Despite a difficult context due to the health crisis, Sofinco was determined to maintain its commitment to the association, collecting 62,727 € of donation pledges thanks to the action of its colleague volunteers.

An unparalleled event for this fourteenth year of support.

2021 marks Sofinco's fourteenth year of support for Sidaction. For the first time, in a volatile public health context, our colleague volunteers gave their support from their own homes, using their professional computers especially configured for this occasion. This virtual Sofinco team switchboard was the first to take calls from the prime-time T.V audiences for the Saturday evening show.

Strong involvement from our colleague volunteers.

On Saturday 27th March from 6 pm to midnight, 106 Sofinco employees volunteered their services over the equivalent of 180 hours to help collect donation pledges from the Sidaction T.V audiences. In addition to the technical means rolled out for this event, Sofinco also supports Sidaction by donating 10 euros for every volunteer hour.

"Sofinco has given unfailing support to Sidaction, since 2007. We thank all the volunteers for their involvement, despite the unusual situation this year", said Florence Thune, CEO of Sidaction.

"Sofinco is proud to have supported Sidaction over all these years and it was important for us to play our part this year, after the cancellation of the 2020 event. Our colleague volunteers' enthusiasm was once again plain to see", announced a delighted Stéphane Priami, CEO of Crédit Agricole Consumer Finance.

All donations are made to Sidaction in the fight against AIDS.

To make a donation go to www.sidaction.org.

Sofinco Press Office : +33 (0) 1 87 38 11 81 - presse@ca-cf.fr

About Sofinco and Crédit Agricole Consumer Finance

In France, Sofinco is the commercial brand of Crédit Agricole Consumer Finance, the consumer credit subsidiary of Crédit Agricole S.A. offering a wide range of individual consumer credit solutions and associated services across the whole of the retail distribution channels such as: direct sale, direct retail financing (automobile and household goods) and partnerships.

Working alongside major retailers, specialist retailers and institutional clients in the 19 countries where we are present, CA Consumer Finance offers flexible, responsible credit solutions tailored to our partners' needs and to their customers'. Customer relation excellence, social responsibility, closeness and commitment are the pillars making CA Consumer Finance a group which acts in the interest of 15 million customers and society, every day. By December 31st 2020, CA Consumer Finance was managing 91 billion € of outstanding loans.

For more information visit: www.sofinco.fr and www.ca-consumerfinance.com

About Sidaction

Created in 1994, Sidaction has one founding principal: to unite scientific research and charity. In this way, both in France and abroad, Sidaction finances research and prevention programmes as well as associations caring for AIDS sufferers, to an equal degree. Sidaction is the only AIDS association in France supporting research. The association collects donations through its unique, annual, 3-day Sidaction event, made possible thanks to the involvement of 30 media contributors and thousands of volunteers in every region of France.

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