

Press release

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Sofinco wins the 2019 “Trophée de l’innovation participative” in the “innovation through use” category

On 28 November 2019, during the “Carrefour de l’innovation participative 2019”, a French event where debates and exchanges of experience are held on the challenges of innovation and creativity in organisations, the Innov’Acteurs association awarded the trophy in the “innovation through use” category to Sofinco, a Crédit Agricole Consumer Finance brand in France.

The “Trophée de l’innovation participative” (Participatory Innovation Trophy), organised since 2004 by the Innov’Acteurs association, recognize companies that implement transformation projects, thanks to their innovative capacities.

At this event, the jury awarded seven trophies in four categories: “management transformation”, “operational excellence”, “intercultural innovation” and “innovation through use”.

In this latter category, the trophy was awarded to Sofinco in recognition of its innovation ecosystem. This is made up of a community - the Sofinco Lab - which proposes and develops prototypes, based on several ideation devices or calls for start-up projects. The jury highlighted Sofinco's structured approach and the clarity of the process for conducting its innovations, its willingness to test them quickly and its ecosystem focused on efficiency.

“This trophy embodies one of our company's values: innovation. Among the various trophies awarded during this competition, CA Consumer Finance won the one that - in my opinion - counts the most: “innovation through use”, because the innovative solutions we develop are always in the interest of our customers, partners and employees, said Laurent Cazelles, Chief Executive Officer France of CA Consumer Finance. Innovation is an integral part of our strategic plan, CA CF 2022, through which we can enhance the customer experience and contribute to the Crédit Agricole Group's Customer Project.”

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About Crédit Agricole Consumer Finance:

Crédit Agricole Consumer Finance, Crédit Agricole SA's consumer credit subsidiary, distributes a broad range of consumer credit and related services (in France, principally through its commercial trademarks Sofinco, Viaxel and Creditlift Courtage) for distribution channels as a whole: direct sales, point-of-sale financing (automotive and home appliances) and partnerships. Present alongside major distribution, specialised distribution and institutional brands in the 19 countries where it operates, CA Consumer Finance offers its partners solutions that are flexible, responsible and ideally suited to their needs and those of their customers. Excellence in customer relationships, empowered teams for customers and commitment to society are the pillars that make CA Consumer Finance a group that works every day in the interest of its customers and society. At 31 December 2018, CA Consumer Finance managed €88.5 billion in outstanding loans.

Learn more: www.ca-consumerfinance.com