

## **Crédit Agricole Consumer Finance launches "Start & Pulse", a European "open innovation" challenge for start-ups**

*Key element of its CACF 2020 strategic plan, Crédit Agricole Consumer Finance, a major player in consumer credit in Europe, has implemented a digital transformation project whose goal is to accelerate in this area to better serve its customers and partners. Following this, after a successful first experience of the Sofinco start-up competition last year, Crédit Agricole Consumer Finance launches "Start & Pulse", its first international competition open to young innovative companies that are less than five years old, operating in sectors that are linked with its activities.*

### **An international scale**

"Start & Pulse", the Crédit Agricole Consumer Finance innovation programme started in September. The French subsidiary Sofinco kicked off other calls for projects that will take place in several Crédit Agricole Consumer Finance entities by the end of the year: Agos (Italy), Credibom (Portugal), CreditPlus (Germany) and the Corporate Center (central body of CA Consumer Finance).

The Crédit Agricole Consumer Finance Start & Pulse challenges are intended to offer innovative services to customers and solutions adapted to new consumer trends concerning credit. Their goal is clear: innovate faster and be more daring to better serve customers. *"With this programme, the Crédit Agricole Group is strengthening its ambitious open innovation approach and cooperation with fintech companies,"* highlights Bertrand Corbeau, Deputy CEO in charge of the Development, Client Services and Innovation of Crédit Agricole SA.

### **A new stage in digital acceleration**

*"In a rapidly changing world, innovation is key for our customers, for our partners and therefore for Crédit Agricole Consumer Finance. We want to make innovation a key competitive advantage for our company. This "Start & Pulse" challenge relies on our group's knowledge of the markets and the knowledge of the start-up ecosystem of our partner Cap Digital. It also participates in the Crédit Agricole Group initiative for innovation and powers its Customer Project,"* explains Philippe Dumont, CEO of CA Consumer Finance.

Crédit Agricole Consumer Finance is looking for solutions to develop its business by improving the customer experience and optimising its operational or commercial efficiency. Any small or medium-sized business that is able to experiment quickly and provide real innovation (technology and/or use), directly linked to the activities of Crédit Agricole Consumer Finance and its partners can participate in the selection process. Crédit Agricole Consumer Finance is committed to launching an experimental project with the winning start-up of each entity that could lead to a business opportunity.

### **Competitions with the theme of collaborative discussion**

*"With this first international programme for Crédit Agricole Consumer Finance, we want to focus on a collaborative exchange, listening and sharing process to generate disruptive ideas for our customers, partners and employees",* explains Laureline Serieys, Chief Digital Officer of Crédit Agricole Consumer Finance.

Crédit Agricole Consumer Finance will bring its teams to work in a collaborative manner with the start-ups throughout the competitions.

**CA Consumer Finance Press:** +33 (0)1 60 76 93 99 / 88 60 - [presse@ca-cf.fr](mailto:presse@ca-cf.fr)

**About Crédit Agricole Consumer Finance:**

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