

Press release – 21 March 2017

Carrefour Banque is breaking new ground and has launched **C-zam**

The first self-service current account that anyone can open, and which is not subject to income conditions.



Starting on 18 April 2017, consumers will have access to a **completely new type of product**:

- C-zam, the first self-service current account that anyone can open and activate online, and which is not subject to income conditions.
- The first account of its kind in France – where customers are increasingly connected and on the lookout for simple, fast, intuitive and effective solutions.
- This innovation is result of Carrefour Banque's banking expertise and is based on a multi-format, multi-channel model.

C-zam is ushering in a whole new era in banking!

On sale at the price of **€5**, this account – together with an international MasterCard that customers can set up and activate online – will be sold at more than 3000 Carrefour stores (hypermarkets, supermarkets and convenience stores), as well as on rueducommerce.com.

C-zam is a **completely digital** current account with no overdraft facility. It's a simple product that customers can use to manage their budgets and what they want to do with their money autonomously and with complete peace of mind.

It takes **10 minutes** to activate the account using the C-zam application or by logging onto the compteczam.fr website

Anyone over the age of 18 can open up a C-zam account, regardless of income. No minimum deposit is required and all banking fees are simple and completely transparent: **€1/month** without any obligation to keep the account open for a minimum period.

With C-zam, Carrefour Banque has created a new way of "consuming" banking services – both in terms of its distribution mode and in the way it is used.

A major innovation which families can use to open an account for various purposes – such as managing a holiday kitty or a leisure budget, shopping or providing millennials with their first bank accounts.

According to a survey conducted by the ObSoCo* for Carrefour Banque, more than a third of all people in France have several current accounts.

Two-thirds of people with several current accounts have one for their everyday expenses, and 20% have an account that they use as a kitty for financing specific projects (major purchases, travel, etc.).

With C-zam, we're giving our customers a useful and innovative product that improves their day-to-day lives and simplifies things for them. **We want to create a whole new customer experience with the emphasis on positive relations with the bank, making it simple and accessible to everyone.**


Julien Jaillon,
Managing director of
Carrefour Banque and Insurance

ObSoCo survey for Carrefour Banque* March 2017

- ▶ **Two-thirds** of people with several current accounts have one for their everyday expenses.
- ▶ **71 %** of people would like simplified banking services (current account and bank card only) at a reduced price.
- ▶ High banking fees are the principal source of dissatisfaction and people changing bank for **90%** of people in France.

About Carrefour Banque and Insurance

For more than 35 years, Carrefour Banque and Insurance, the Carrefour Group's banking subsidiary, has been innovating and providing its private customers with a wide range of banking products (savings, insurance products, credit and payment cards, etc.). More than 2.5 million customers use its services and trust it.

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et assurance

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*Survey conducted by the ObSoCo in March 2017 for Carrefour Banque "French people and current accounts: uses, practices and expectations", based on a sample of 1000 people in France aged 18 to 70.

Everyone can open up a

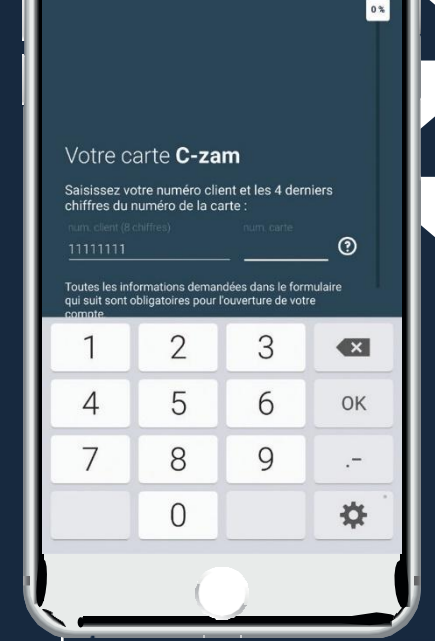
C-zam

With C-zam, there's no need to provide a salary slip or a minimum deposit. You just need to be 18 years old or over to open up a current account. In a bid to make its services as accessible as possible, Carrefour Banque has gone one step further: **for the first time, customers can pick a current account up off the shelf and activate it online.**

A breakthrough innovation that brings together the best of both worlds: **Carrefour Banque and Insurance's banking expertise and Carrefour's retail business.**

In 10 minutes

Once they've purchased the box and downloaded the C-zam application or logged on to the compteczam.fr website, customers can sign up for a C-zam account quickly and simply in **3 key stages:**

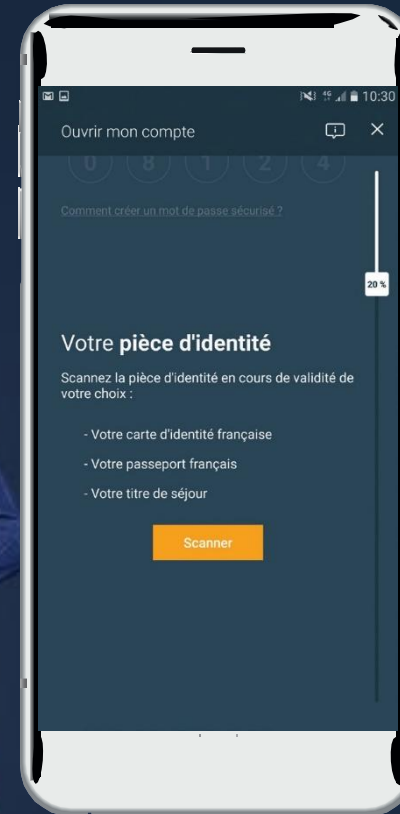


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SCAN

French ID* (national identity card, passport, residence permit) **and a second supporting document** (energy supplier bill, tax notice, or another form of ID, etc.)

2



ADD FUNDS immediately by bankcard or direct transfer

3

Customers can then use their C-zam account and card instantly. They'll also receive details of their bank account.

*Carrefour Banque is intending to extend this service to all European citizens by the end of 2017.



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