

PRESS RELEASE

BNP PARIBAS CARDIF APPOINTS NEW HEAD FOR ASIA

BNP Paribas Cardif has announced the appointment of Vincent Sussfeld as Head of the Asia Zone. He reports to Jean-Bertrand Laroche, Chief Operating Officer, International Markets, and replaces Xavier Guilmineau, who is taking up a new role within the BNP Paribas Group.

Vincent Sussfeld becomes a member of the Executive Committee of BNP Paribas Cardif.

Within the scope of his responsibilities Vincent Sussfeld will continue to drive the growth of BNP Paribas Cardif's business in this strategic region. His in-depth knowledge of the insurance business and deep experience will allow him to strengthen and expand the distinctive structure deployed by BNP Paribas Cardif in Asia. He will leverage the assets of six joint ventures and partnerships with leading distribution partners in the six markets where BNP Paribas Cardif is present in Asia: China, South Korea, India, Japan, Taiwan and Vietnam.

Vincent Sussfeld, 43, is a graduate of the EM Lyon Business School (1995), the Institut d'Etudes Politiques de Paris (1997) and the Ecole Nationale d'Administration (2001 - Mandela graduating cohort). He began his career at Allianz France in 2007 as head of CSR, subsequently leading the insurer's transformation and innovation project as part of the property and casualty insurance claims department.

He joined BNP Paribas Cardif in 2007 as head of public affairs. He then became deputy head of the SBI Life joint venture in India (2009) and subsequently head of international sales development (2012). He has been deputy head of Asia alongside Xavier Guilmineau since the beginning of 2015.

Photo available on request from BNP Paribas Cardif press office

About BNP Paribas Cardif

BNP Paribas Cardif creates innovative savings and insurance solutions designed for performance.

A subsidiary of BNP Paribas, the company has a unique business model anchored in partnerships to meet the continually changing needs of consumers. It co-creates solutions with distributors in a variety of sectors, who then market the products to end customers.

Serving 90 million clients present in 36 countries with strong positions in three regions – EMEA, Asia and Latin America – BNP Paribas Cardif has become a recognized global specialist in personal insurance.

With nearly 10,000 employees¹ worldwide, BNP Paribas Cardif had gross written premiums of €27.5 billion in 2014, with 62% generated outside France.

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¹ Headcount of entities legally managed by BNP Paribas Cardif: nearly 8,000

