



PRESS RELEASE

Levallois-Perret, 26 January 2010

Cetelem (BNP Paribas Group) sets up the first in-company mediation system for private customers by a specialised credit institution

Marie-Pierre de la Gontrie is to be Cetelem's new mediator

Cetelem creates its own mediation system

Cetelem, a BNP Paribas brand and the leader in personal finance in France and Europe, has created an in-company mediation system. **It is the first specialised credit institution to do so.**

This initiative, which is in line with Cetelem's commitment to develop responsible credit®, is aimed at increasing the quality of the service that it provides its customers even further.

Cetelem's mediation will have two main remits:

- Meet a new customer relationship challenge by offering to refer non-resolved claims to an independent third party who will arbitrate and express an opinion on the cases concerned,
- Take advantage of the decisions rendered by the Cetelem mediator to identify and implement improvements that can be made to cut down on the number of disputes.

Thierry Laborde, Member of the Board and Chief Executive Officer of BNP Paribas Personal Finance:

"In creating its own mediation system, which it has entrusted to an independent personality, Cetelem is pursuing the customer support system that it has launched as part of its commitment to developing responsible credit® and customer satisfaction. We're counting on this first ever function of this type in our sector to send a strong message to the market."

Cetelem's Mediator: a strong, independent personality with hands-on experience

The first mediator is a woman, **Marie-Pierre de la Gontrie**, who is recognised for her independence and involvement in cases very close to the ground. A lawyer to the Paris Bar from 1988 to 2005, Marie-Pierre de la Gontrie has been first Vice-Chairman of the Ile-de-France regional council, in charge of finance and the planning contract since 2004. She is a Councillor of Paris, and is also the national secretary of the Socialist Party in charge of public freedom and justice.

As a consultant from outside the company, **Marie-Pierre de la Gontrie** will act as **Cetelem Mediator** for 2 years. The terms of her work will be governed by the "BNP Paribas Personal Finance Mediation Charter / Cetelem" that will, inter alia, guarantee the independence of the Mediator and compliance with its decisions.

Marie-Pierre de la Gontrie, Cetelem mediator:

"I accepted the job of Cetelem mediator with great interest. It will bring customers an independent and responsive recourse that will be an equitable round-up to the solutions that already exist at Cetelem in the event of disputes. I hope to place my years of hands-on experience at the service of customers and provide Cetelem with an outside view of its business."



The raison d'être of Cetelem's Mediation

This initiative comes to add to the customer claims system already in place at Cetelem (customer service, consumer service) and seeks the opinion of an independent third party in the event of a dispute.

Another major objective of independent mediation is to take advantage of an outside and critical view on the reasons behind customer complaints and how they are dealt with in order to improve the company's commercial mechanisms: Reception, customer relationship, offering, communication, etc.

How Cetelem's Mediation works

Cetelem Mediation is meant for all private customers in France, whenever they do not receive satisfaction. It is implemented when no other solution has been found and all **recourse within Cetelem has been exhausted**.

Moreover, although credit refusal is not included in the scope of Cetelem Mediation, an agreement has been signed with the Mediator to draw Cetelem's attention to cases that she will deem worth reconsidering after listening to the customer.

**Customers may refer cases to the Cetelem Mediator by post to the address below:
The BNP Paribas Personal Finance / Cetelem Mediator
FCL 9065
92595 Levallois Perret Cedex**

An independent look at the customer relationship

The Cetelem Mediator will have all discretion in examining cases and the company will have to abide by its opinions.

The information collected during the examination of the mediation may not be used in legal proceedings. The Mediator's decisions are sent to the company and to the customer.

A much more visible mediation system

This mediation, which falls within the "**customer satisfaction policy**", will be integrated into the sales communication disseminated to Cetelem customers. The Mediation Charter will be published online on the www.cetelem.fr and www.moncreditresponsable.com websites.

Up till the end of 2009, Cetelem customers in France could refer their cases to the sector-based mediator (French Association of Finance Companies) as a last resort amicable settlement. Today, Cetelem has decided to **enter a new stage of its customer satisfaction policy** by creating its own independent in-company mediation system.

Since 2004, Cetelem has been launched a series of initiatives to inform the public about its business. In particular, it is the only company to publish detailed annual indicators on its business, such as the refusal rate, percentage of loans that have been repaid in full and the percentage of loans that have been paid back without any default in payment. In 2008, Cetelem also launched the first ever non-commercial information web site devoted entirely to personal credit: www.moncreditresponsable.com.



About BNP Paribas Personal Finance

BNP Paribas Personal Finance, part of the BNP Paribas Group, specialises in providing credit to private customers through its consumer credit and property credit. With nearly 27,000 employees in 30 countries and 4 continents, **BNP Paribas Personal Finance** is the industry leader in France and Europe.

On its own account, **BNP Paribas Personal Finance** offers, through its major trade mark **Cetelem**, an extensive range of loans to private individuals in the form of point-of-sale credit in stores and car dealers, and direct, and also through its selected business-getters (brokers, real estate agents, developers) or directly through its customer relationship centres and the Internet.

At the same time, BNP Paribas Personal Finance has turned partnership into a business in its own right, using its expertise to propose all kinds of loan offerings and integrated services that are suited to the business and sales strategy of its partners. For example, BNP Paribas Personal Finance is a **partner of reference** to major retailers, service providers and banks and insurance companies.

It is also a leading reference with respect to **responsible credit**® .

For all information: www.bnpparibas-pf.com - www.moncreditresponsable.com

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