1953-2013: CETELEM IS 60

In 1953, the "Company for funding household appliances" was created: after WWII ended, paid employment had grown, and although an increasing number of households wanted to buy household appliances, stores would not give credit, especially since at the time, goods such as dishwashers and refrigerators represented several months of wages. A new business was born in France. Since then, Cetelem continually evolved to accompany changes in society with the men and women who have written its history - with enthusiasm during the post-war boom years, conquering the international market at the end of the 1980s, and with a societal and environmental awareness that accompanied the birth of the "consumactor" in the 2000s. Few companies have had the privilege of contributing as much to the life of consumers in France as Cetelem.

► Read about the highlights of Cetelem's history and consumption trends since 1953 in this press kit.

To the Cetelem House!

For its 60th anniversary, Cetelem has decided to revive the evolution of the French society, as well as its history across three generations: 1953-1973, 1973-1993, and 1993-2013 in a retrospective organised in the Espace Cardin in Paris in the week of 17 June, The Cetelem House. In this location, which is the first of its kind, Cetelem will reproduce three living rooms that represent the periods mentioned above in order to put the highlights of the evolution of our lifestyles over the last 60 years into perspective. In 2013, a new generation has begun and Cetelem must prepare for it. What are the transformations that will mark our everyday lives? In a final area of the Cetelem House dedicated to the period between 2013 and 2033, several technologies that will be used in our homes in the future will be staged and there will be demonstrations (personal assistance robots, ambient and learning technologies, transient decorations that can be customised ad infinitum, etc.). On the morning of Tuesday 18 June, the Cetelem House will host a series of conferences where about 30 innovative entrepreneurs will come and share their knowledge of the developments that will transform our lives in the next 20 years.

Cetelem House
"In the private life of the French"
Espace Cardin, Champs Elysées, 17-22 June

✓ Press on Monday, 17 June (inauguration) and Tuesday 18 June in the morning (conferences).

✓ Tuesday, 18 June conferences also available to the general public in streaming on http://www.generationscetelem.com/

✓ Exhibition accessible to the general public on Saturday, 22 June

► Full programme in the appendix

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1953-1973: assisting families in equipping their homes after the war

The emergence of a new business model France and Europe: a tripartite relationship between the consumer, the retailer and Cetelem

In French society

After the Second World War, in the early 1950s, the French had just emerged from a terrible period of deprivation, which explained their desire to improve their living conditions. The changes that were taking place in the family structure in the post-war boom years were fundamental: families shifted from the extended model to the nuclear model, reduced to parents and their children, in particular thanks to a welfare state that provided pensions for grandparents and the first family benefits. The spread of the wage earning class reinforced the family budget. From 1953 to 1965, an average of 200,000 housing units were built, with housing projects that included all the necessary comforts. In the household, rooms became specialised and modern appliances, the central element of which were the refrigerator and the washing machine gradually became standardised. Television, made its appearance in 1954 with the first 60,000 units sold in the first year. Advertising first appeared on television in 1968. These were the first signs of a life that was more focused on self, but indispensable for individual emancipation, which had been stifled until then by a more community-oriented family life. However, many objects and pieces of furniture continued to be transmitted like a dowry from one generation to the other.
In 1952, there were only 100,000 refrigerators and 20,000 washing machines in France (it must be said though, that, a refrigerator represented six months of wages) and the French went without or asked for discounts from the retailers who could not manage the need for credit of households. Cetelem therefore created the hitherto unknown business model of in-store credit.

► At Cetelem

Boris Mera and Jacques de Fouchier decide to create a financial organisation that would meet the needs of manufacturers, retailers and consumers. On 9 January 1953, Jacques de Fouchier, after a political career with Pierre Mendes France, defined the first procedures of intervention between the buyer, the distributor and the credit organisation Cetelem. Right from 1954, the company created the first machine computation systems to facilitate the processing of thousands of files. It was in 1962 that Cetelem acquired the first IBM computers.
1973-1993: white and brown, Walkman the liberation of lifestyles

Cetelem adapted to the leisure society and developed "pocket credit" as well as direct credit by telephone to provide a solution to all the projects of families

► In French society
It was the height of "brown" products (equipment intended for the living room such as the TV, Hi-Fi systems) and "white products" (kitchen or bathroom appliances such as refrigerators and the washing machine) and the domestic robotics that were sometimes more of a gadget, which accompanied what can be called a "frenzy" of comfort. Design and decoration also became standardised symbolised by the "Billy" bookshelf by Ikea which appeared on the market in 1979. Life in detached houses, decoration, gardening as well as the development of electrical appliances such as transistors and then the Walkman, accompanied the development of a family life where the use of each room in the home became less strict, where parents and children met more often for activities together, but where each person could also "live his life". The serious global economic crises (early 1970s and 1990s) encouraged the withdrawal into oneself and the privilege of the "cocoon" house where the family invested for its comfort.

Credit promoted access for all to consumer products and in the early 1970s, Cetelem had to ensure mass developments but safe operation of its business. Leisure activities, renovations and the car were all projects that required "direct" financing.

► At Cetelem
At the end of the 1970s, Cetelem developed direct credit for private customers, by telephone (without going through a point of sale). These loans made it possible, among others, to finance the purchase of cars, the symbol of freedom and independence, and especially appliances that were necessary for the employee. 1973 was also the year that "scoring" was created. This was a statistics decision support tool that made it possible to control risk levels, the mastery of which was essential to the company's long-term development. In 1986, just after the appearance of the first Macintosh computer by Apple, Cetelem launched its Aurore card after eight years of work to set up this innovation. It enabled card holders to pay in all its Aurore partner shops and replaced its predecessor, the "Pocket Credit" card, a service that was created in 1965. The European Union now had 12 members and became an area of free movement with the Schengen agreements in 1985. Cetelem also went global by moving to several European countries such as Belgium and Spain.
1993-2013: the French give "meaning" to their consumption and massively adopt new technologies

Cetelem joins the BNP Paribas group and develops its responsible credit® policy

► In French society
In two generations, the French society created the nuclear family model and then put it in question. The 1990s and 2000s were marked by the multiplication of divorces and the emergence of blended families. More than ever, the household became a hive, rather than a cocoon. These expressions were coined by the Cetelem Observer in 2002. Each family member could withdraw into his/her universe to meet later, for example in the kitchen, which became regained its former importance. Budgets devoted to the household were therefore maintained despite the hard times faced by families and home improvement and decoration budgets remained intact1. We note an increase in investments in energy-saving or energy-production works in the hope of reducing dependence on the local community (the 2008 crisis has further reinforced the feeling of withdrawal into oneself), accompanied by a heightened environmental awareness. Telecommunications and technology strongly participate in the change in habits and become new sources of expenditure for households.

Electronics took over from household appliance. Today, there is an increasing number of screens and the house is on its way to becoming "fully connected". From their beds, those who are now known as "consumactors" organise the consumption in a more rational manner, by drawing, among others on new technologies to access useful services and information.

► At Cetelem
In the early 1990s, the arrival of the telephones associated with IT technology enabled Cetelem to gradually acquire telephone platforms that enabled customers to enter into contact more easily with the company. The start of the 2000s marked a new decisive stage, with Cetelem's integration into the BNP Paribas group. On the international market, after the 2008 crisis, Cetelem which had developed up to Thailand and South Korea in the 1990s refocused on regions that were more strategic for its business model. The Internet made its appearance in the relationship between Cetelem and retailers as from 1999 to promote computer exchanges. Likewise, the Internet played a growing role between Cetelem and its customers with the development of online credit and then e-commerce. The number of employees rose, to reach 16,000 in 2013.

2004 was the year of birth of Cetelem's famous green man2 who would accompany its responsible credit® policy in order to promote access to credit to as many people as possible by fighting against overindebtedness. France entered the era of reasonable and controlled consumption. Cetelem defends its advances with respect to responsible lending (crédit responsable®) with several outstanding initiatives: in 2006, Cetelem made its new mascot say no to a loan request. In 2010, the company started experimenting with a system to detect customers in difficulty before their first payment irregularity, through an advanced algorithm that continuously analyses Cetelem's customer database. This was also the year when the Cetelem Foundation refocused its activities on budget education. Since then, it has trained more than 15,000 people with the help of its partner associations. In 2011, Cetelem developed simple savings and insurance products to meet the new budget management expectations of the French.

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1 In 2012, 71% of people in France declared that they were planning to carry out renovation works within the next two years (IFOP)
2 96% of the French population recognises the character and 63% associates him with Cetelem (2012)
"Because it is sometimes in your interest, Cetelem credit also knows when to say no, when it has to" Advertising campaign - 2004

In 2011, Cetelem responded to the need for funding of young people with an adapted personal loan...

...and added savings and insurance to its offering to propose an overall approach to budget management.
2013-2033: what changes are we to expect in our daily lives?

2013 is the beginning of a new generation. To give a glimpse of what could be our living area tomorrow, Cetelem has created a temporary area in the Espace Cardin, where it has brought together some of the technologies that are currently being developed or deployed. An area designed with the contribution of the Tebaldo Observatory of new technology trends and uses and Lirobia for new generation robotics.

► New generation robotics and ambient intelligence
The new generation robot is the assistant of observation, communication and cultural leisure activities for the home.
It is independent, capable of learning and behavioural. It requires no settings, no learning curve or programming. For example, it can tell if a person is at home and well, prepare the shopping list with a connected refrigerator and send it directly to the stores, help a child to do its maths homework, assist the elderly and disabled, exercise the memory, and many more.
This robot may take on different forms: a light, plant, pet, etc. For further information: http://goo.gl/t73Rj

► Health: the endoscopy capsule
The smart endoscopy capsule is one of the nutritional assistance, remote prevention and medical analysis objects of the home. It makes it possible to read indicators on the entire digestive tract, from the mouth to the intestines.
It is an excellent health monitoring tool that works in real time with a doctor. It is part of the connected first-aid box, in the same way as micro-emulsions for blood tests, the lens for preventing disorders linked to fatigue or nervous disorders, and the vasoconstrictor of the nasal walls to reduce snoring.

► Ensure the link between persons and people around them: the communicating kettle
The communicating kettle is one of the ambient systems ideal for ensuring that people stay connected to those around them, their doctor, applications and the big data.
Identical to a common utensil, it indicates breaks in use (light earlier or later than usual, switched off for a long time, etc.) that immediately informs of an event or development of a neuropsychological disorder.
It does not require any training, handling or specific settings and gives precious information about its use locally or from a remote location, through a real-time chart that is shared in the Cloud. It joins the series of connected objects of the house (refrigerator, scale, toilet seat) that enable constant medical analysis.

► Culinary design - meat/ Stéphane Bureaux Creation
“The prospect of having to feed nearly 8 billion human beings in 2030 has resulted in the need to find other sources of food than those obtained nature, artificial food. In this project, we have literally grown leaves from meat matter, and this will create opportunities to create a new gastronomy.”

► Culinary design - fruit / Stéphane Bureaux Creation
“In the same vein, it will be possible to "design" food in order to integrate all the elements needed by man and to optimize their use: for example, creation of a fruit with the resistant skin of a citrus fruit, as easy to open as a banana, the creamy texture of an avocado providing lipids and potassium, the taste of a carrot and orange for vitamins with pomegranate seeds in the centre and almonds to provide glucose and et proteins.”
Haier's refrigerator of the future
The world's largest manufacturer of large household appliance continues to innovate. Faithful to its determination to provide consumers with simple, clever solutions with a designer look, Haier has developed a refrigerator prototype that reveals its secrets with a simple touch. When you touch it, a touchscreen wall is turned on and becomes transparent to enable you to see how it is in the fridge without opening the door. With an identification function, this fridge records all the food put into it as well as all kinds of data such as stock management or best before dates. Thanks to the "Suggest" function, consumers can make up for a lack of time or inspiration: based on the food recorded, this high-tech refrigerator will propose possible recipes with this touchscreen and interactive fridge, Haier has revealed its vision of the future to the general public.

Manufacturing and distribution of goods: 3D printing
An endless copying machine! Based on a three-dimensional model, the 3D printer is used to print and therefore to manufacture the slightest material desire instead of accepting what is imposed on us: spectacle frames, mobile telephone case or even our own house.

In the future, it will therefore be possible to manufacture individually objects needed for the day-to-day local life of consumers.

Electronic paper to the rescue of decoration
Invented in the early 1970s, the electronic paper has been the first revolution of prints since they were invented. Instead of using ink pigments or paint, the process consists in using micro-capsules containing mobile particles that can change position.

The resolution is excellent and reading and writing are identical to the traditional print.

The fact that it can be modified locally or from a distance makes it possible to change the content on demand, adapt books to the readers knowledge level, add instructions required for people with dyslexia, adjust the colours for the colour-blind, etc.

This paper will also be used to cover walls, ceilings and floors, to change decoration or offer all types of fixed or animated content on demand

For further information: http://goo.gl/Y5SOT
The main dates of Cetelem's history

Between 1953 and 1970: Cetelem, the pioneer consumer credit kitted out French households

1953  Creation of Cetelem by Jacques de Fouchier. 40 employees. The company belonged at the time to Compagnie Bancaire, a group created by Jacques de Fouchier several years before.
1954  The first electronic computation systems enter the Cetelem processing centres.
1955  Between legal recovery or in-house debt collection, the group decided to invest to be able to control contact with customers in difficulty.
1957  All the electronic computation files are stored on magnetic tape.
1959  The company finances its millionth project.
1965  Creation of "Pocket Credit" and the Cetelem card, forerunners of the Aurore cars.
1970  Cofica, a company specialising in car loans, joins Compagnie Bancaire.

Between 1970 and 1990 Cetelem extends its scope of action...

1971  Launch of the car loan business.
1973  Setting up of a scoring decision support tool.
1976  First savings scheme with Cardif.
1978  Implementation of the Scrivener Act to protect and inform consumers.
1983  First on-line data communications with the French Minitel.
1984  Creation of Findomestic, a credit institution in Italy and the start of international expansion.
1985  Beginning of major partnership agreements with the main retail brands, as well as other players in the banking and insurance sector.
1986  Operational launch of the Aurore credit card: customers can access 100,000 stores and the store has access to 250,000 customers.
1987  First communication campaign aimed at the general public. Signing of a partnership with Conforama.
1988  Creation of Cetelem in Spain.
1989  Creation of Cetelem in Belgium.
1989  Launch of the Cetelem Consumer Observer (which has now become the Consumer Observatoire Cetelem).
1990  Enforcement of the Neiertz Act for the prevention and resolving of problems related to overindebtness.
Between 1990 and 2000 Cetelem operates in 13 new countries in Europe, Asia, Latin America and North Africa

1992 Creation of the Cetelem Foundation, which has now become the Cetelem Foundation for Budget Education.
1995 Cetelem joins the digital revolution. Setting up of the first telephone platforms.
1998 Cetelem launches a reflection about the commitments that it wants to make to its customers according to the principle of Marcel Doucet, a member of the Cetelem management team: "At each contact, customers must realise that they are benefiting from the promises that we have made to them". The Cetelem signature slogan then became "Your credit is our commitment", and the promises made are clarity, control, flexibility and security.

From 2000 to 2008: continuation of international expansion with 10 new countries, signing of many new partnerships and reinforcement of the automotive business

1999 Joining of the BNP Paribas group.
2000 Launch of Cetelem in Slovakia.
2001 Establishment in Germany.
2003 Establishment in Mexico.
2004 Creation of Cetelem's little green man and launch of the responsible credit® policy. Cetelem wanted to scale up the sector's practices at a time when an increasing number of players were entering the market and competition was fierce.
2005 Opening of Cetelem in Algeria, Romania and Serbia. Industrial alliance with LaSer Cofinoga.
Implementation of the Chatel Act that regulates the tacit renewal of contracts and revolving credit.
2006 Establishment of Cetelem in Ukraine, China and Russia.
Leader in France and Europe of Internet credit, consumer and web merchants. Setting up of annual responsible lending indicators: refusal rate, risk rate, percentage of files with normal reimbursement status.
2008 Creation of BNP Paribas Personal Finance as a result of the merger between Cetelem and UCB (Union de Crédit pour le Bâtiment).
Provision of the first non-commercial information service on consumer credit to Cetelem customers and non-Cetelem customers: www.moncreditresponsable.com.
2010 Signing of partnerships with the major e-commerce players.
Cetelem rounds off its responsible credit® system with an independent corporate mediation procedure and undertakes to follow up on all its decisions on the cases processed.
End 2010, Cetelem tests the first system to detect "clients in financial difficulty".
Implementation of the Lagarde Act regulating consumer credit, revolving credit, information and advertising, over-indebtedness to provide consumers with greater protection.
2011 Launch in France of savings products and personal finance loans for people with fixed-term contracts.
2012 Launch of the Aurore Visa card.
Cetelem reviews its revolving credit to propose interest rates starting from 8%, which is a break from the traditional codes of this product.
2013 Cetelem obtains a certificate from Vigéo about the responsible nature of its new revolving credit launched in September 2012.
The company has more than 16,000 employees in twenty countries, manages nearly €123 billion in outstanding loans (end December 2012) and a turnover of nearly €5 billion (2012).
On the occasion of Cetelem's sixtieth anniversary, BNP Paribas Personal Finance is supporting the book by Bertrand Richard "Dans la vie privée des Français" (In the private lives of the French) on sale since 30 May 2013

Bertrand Richard

DANS LA VIE PRIVÉE DES FRANÇAIS

France is capable of giving its best. Review of sixty years of innovation.

The private life of the French has developed more in the last sixty years than in the last three centuries. The publishing house Le Cherche Midi has published a beautiful illustrated book that traces the full extent of these transformations in areas as diverse as housing, facilities, travel, sociability, health and cuisine.

Since the whirlwind of the post-war boom that brought access to new consumer goods and the conquest of a new freedom, until the emergence of new ways of living and thinking intimacy today, it is true that the French have been swept away by an international movement. However they have jealously guarded a certain number of distinctive traits, a specific relationship with money and property, an aspiration to equality, a certain sense of hedonism often envied by other countries and a special relationship with time, leisure and culture. Their private lives read like a lifestyle lookbook of the art of living "à la française" marked by the desire to reconcile private life and the collective adventure.

To present the exceptional richness of these last sixty years, Dans la vie privée des français, draws on a number of texts and illustrations, in particular on objects of our daily lives that have become legendary.

Collection « Beaux livres »
224 pages (19x24) – 27 €
Mise en vente le 30 mai 2013

Le cherche midi
23 rue du Cherche-Midi
75006 Paris
Téléphone 01 42 22 71 20 –
Télécopie 01 45 44 08 38
www.cherche-midi.com

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Cetelem announces its sixtieth anniversary with a huge billboard and press campaign in June 2013

► Press campaign: "Cetelem - partner of the daily life of the French for the past sixty years"

► Billboard campaign: "Relive 60 years of lifestyle at the Cetelem House"
60 years of lifestyles and consumption on www.generationscetelem.com

► An interactive platform to continue the Cetelem House experience on the Internet

A fun website that connects the highlights of successive generations since 1953 and Cetelem’s development in this society.

Each generation is represented with a couple in their living room, surrounded by the emblematic objects of each period, and the corresponding furniture.

Each object in the room symbolises a theme to discover, within the context of the period. Clicking on one of the objects will take the visitor to an old-time video or an article linked to the selected theme, which can be commented on by recalling a memory or telling an anecdote.

On 18 June 2013, the conferences that will be held in Cetelem House will be broadcast live on www.generationscetelem.com to make as many people as possible benefit from this “Ideas Lab”.

Discovery of the first generation (1953-1973): the visitor can click on the (*) buttons, which correspond to one of the five themes, to discover its content.

Pop-in window of a fact related to the “1953-1973” generation: the visitor can click on an object and a pop-up window containing one of the themes is opened.

The visitor can leave a comment, for example, a memory linked to this period or even publish a photograph or video.
Cetelem House - programme

**Monday, 17 June: 6:30 pm to 10:30 pm**
Inauguration of the Cetelem House
Inauguration evening – Technological demonstrations in the area dedicated to the next 20 years – Cocktail – Distribution of prizes to winners of the “Cetelem Challenge for students on the theme of personal finance – Tour of the Cetelem House

**Tuesday 18 June: 8:15 am to 1 pm Le Labo**
Mini-conferences - Major innovations

30 entrepreneurs with innovations that will transform our lifestyles by 2033.

8:30 am: Four economic and social scenarios –BIPE - reaction of Robert Rochefort (MEP) and Stéphane Saliège (geopolitician)

9:30 am: Private spaces and public spaces, what are the new types of mobility? What does the future hold for the car in the streets, in the minds of consumers and in household expenses? What will be the face of tomorrow’s new professional, leisure, urban and long distance mobilities?

10:15 am: “Future of cities, cities of the future: what will be urban life in 2030”?

11:15 am: Technological progress and the web at the service of daily life and consumers. What will become of Generation 2.0?

11:50 am: Health, new rules of personal assistance. What practices for tomorrow? What will be the dynamics of health expenditure? Risks and opportunities around the imbalances of the system. The promises of the personal assistance sector to beneficiaries and to employment.

12:30 pm: Bon appétit! Food, food safety: what will we be eating, how and with what will we be feeding ourselves in twenty years? Eco-responsible consumption, organic products recycled and bio-sourced packaging

In the area of the house dedicated to the next twenty years, play around with tomorrow's technologies.
In the presence of Bruno Rives, Chairman of Tebaldo, specialist in robotic innovations.
A concentration of the objects that will be part of our day-to-day life tomorrow, explained by their designers:

- Tomorrow's fridge by Haier (first prototype)
- The 3D compact printer by FabLab,
- Papero and NAO by Aldebaran Robotics, the new generation of personal assistant robots,
- The digital wall or the hyper-customisation of interiors
- AIBO, a robot dog with an intuitive development, a veritable social pet
- GUS, the smart lamp post or the principle of ambient robotics
- A kettle, friend of the elderly and an invisible personal assistance tool
- The endoscopy capsule that enables remote examination by the doctor.

RSVP for 17 and 13 June before 10 June 2013
damilleville@droitdevant.fr  Tel.: +33 (0)1 39 53 53 33
Maison Cetelem – Practical details

Getting there

Espace Pierre Cardin 1 - 3 Avenue Gabriel 75008 Paris

Metro station:
✓ Lines 1, 8 and 12 - Concorde station
✓ Lines 1 and 13 - Champs Elysées Clemenceau station

By car: Vinci Place de la Concorde car park

Times:
✓ 17 June: Inauguration at 6:30 pm
✓ 18 June: Conference morning from 8:15 am

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About BNP Paribas Personal Finance and Cetelem

BNP Paribas Personal Finance is the market leader of personal finance in France and Europe via its consumer credit and home loan activities. A wholly-owned subsidiary of the BNP Paribas group, BNP Paribas Personal Finance today has more than 16,000 employees and operates in some twenty countries. With trademarks such as Cetelem, Findomestic and AlphaCredit, the company offers a full range of personal loans in stores, car dealerships or directly to customers through its customer relations centres and on the Internet. BNP Paribas Personal Finance has completed its offering with insurance and savings products for its customers in France and Italy.

BNP Paribas Personal Finance has developed an active partnership strategy with retail brands, web merchants and other financial institutions (banks and insurance) based on its experience of the credit market and its ability to propose integrated services adapted to the businesses and sales strategy of its partners. It is also benchmark company for responsible lending (crédit responsable®) and budget education.

For further information:

✓ www.bnpparibas-pf.com / Information about the BNP Paribas Personal Finance group

✓ www.moncreditresponsable.com / Non-commercial information about consumer credit

✓ www.fondation.cetelem.com / The Cetelem Foundation's website for Budget Education

✓ www.jegeremessinsdemois.com / Diagnostic and improvement of budget management

✓ www.cetelem.fr / All the Cetelem offers: Loans, Savings, Insurance