



Paris, 3 March 2020

Orange 24-hour mobile device replacement insurance: over 600,000 clients have already placed their trust in BNP Paribas Cardif and Orange

In July 2018, BNP Paribas Cardif and Orange signed a major partnership agreement in France for a new insurance offer for mobile devices. In just 18 months, more than 600,000 Orange clients have taken the "Assurances 24h Orange" cover to protect their smartphone, tablet or connected devices. The two partners have enriched the Orange mobile phone offer by enabling the operator's clients to add insurance that guarantees uninterrupted use of their phone.

A simple offer with cover adapted to different client needs

Mobile phones have become an essential part of consumers' daily lives: three-quarters of the people in France now have a smartphone, and Internet use via mobile phones now exceeds connections from computers. What's more, a quarter of online purchases are made from a smartphone or tablet¹. The average cost of a smartphone is 326 euros, and 90% of the devices are purchased new¹. To meet client demand for uninterrupted service by protecting their phones and offering cover against everyday risks, in August 2018 Orange and BNP Paribas Cardif launched a simple insurance product matched to modern lifestyles.

- **Simple**, providing cover for phones linked to the mobile number so that people automatically continue to benefit from insurance coverage when they change phones without any prior notification.
- **Comprehensive and modular**, covering consumers and small business users against damage (including accidental or negligence) and theft of smartphones and tablets associated with their Orange number.
- **Innovative**, this offer is the first in the market to systematically offer replacement even before a visual diagnostic of the device. Once the claim has been approved, a replacement phone is guaranteed within 24 hours.
- **Economically responsible**, with refurbishing of 90% of damaged phones.

A full digital journey for a more fluid client experience

Orange and BNP Paribas Cardif have positioned the client experience at the heart of their offers. The insurance product created for Orange is multichannel and can be subscribed at Orange stores in France, on the web (orange.fr and sosh.fr) or by phone (calling 3900 in France). The pathway is extremely fluid too: both the subscription process and claims notification are extremely fast and easy. To design the offer, BNP Paribas Cardif and Orange combined their expertise in innovation, digital experience and data science, with a sharp focus on client satisfaction at every step in the customer relationship. Data analytics identified client needs in order to propose a choice of six plans with different price points, depending on the value of the mobile device.

A strategic partnership

This major partnership between the insurer and Orange is aligned with the strategic plan of BNP Paribas Cardif France, which aims to diversify its activities and develop offers in new areas. Joining multiple partnerships with major retailers and electronics goods chains, this collaboration adds a new dimension to affinity insurance solutions with an offer where expertise and digitization are both pivotal.

"We are very proud to be working with Orange to develop its insurance offering for mobile devices. Over 600,000 clients have already placed their trust in us. This momentum and promising start reflects the excellent quality of a solution matched to client needs with a simple and digital multichannel client journey," said Fabrice Bagne, Head of BNP Paribas Cardif France.

"Eighteen months after its launch, we are delighted with the results of our insurance solution to protect the smartphones and tablets of our clients against everyday risks. Orange sought to benefit from BNP Paribas

Cardif's expertise and partnership culture in order to meet the new expectations of our clients," added Christian Bombrun, Director of Products and Services, Orange.

About BNP Paribas Cardif

The world leader in creditor insurance², BNP Paribas Cardif plays an essential role in the lives of its policyholder clients, providing them with savings and protection solutions that let them realize their goals while protecting themselves from unforeseen events. As a committed insurer, BNP Paribas Cardif works to have a positive impact on society and to make insurance accessible to the largest possible number of people. In a world that has been deeply transformed by the emergence of new uses and lifestyles, the company, a subsidiary of BNP Paribas, has a unique business model anchored in partnerships. It co-creates solutions with almost 500 partner distributors in a variety of sectors (including banks and financial institutions, automotive sector companies, retailers, telecommunications companies, energy companies...) and financial advisors and brokers who market the products to their customers. BNP Paribas Cardif is a global specialist in personal insurance, serving 100 million clients in 35 countries with strong positions in three regions – Europe, Asia and Latin America – and plays a major role in providing financing for the economy. With nearly 10,000 employees worldwide, BNP Paribas Cardif had gross written premiums of €31.8 billion in 2018.

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About Orange

Orange est l'un des principaux opérateurs de télécommunications dans le monde, avec un chiffre d'affaires de 41 milliards d'euros en 2018 et 148 000 salariés au 30 septembre 2019, dont 88 000 en France. Le Groupe servait 268 millions de clients dans le monde au 30 septembre 2019, dont 209 millions de clients mobiles et 21 millions de clients haut débit fixe. Le Groupe est présent dans 26 pays. Orange est également l'un des leaders mondiaux des services de télécommunications aux entreprises multinationales sous la marque Orange Business Services. En décembre 2019, le Groupe a présenté son nouveau plan stratégique « Engage 2025 » qui, guidé par l'exemplarité sociale et environnementale, a pour but de réinventer son métier d'opérateur. Tout en accélérant sur les territoires et domaines porteurs de croissance et en plaçant la data et l'IA au cœur de son modèle d'innovation, le Groupe sera un employeur attractif et responsable, adapté aux métiers émergents.

Orange est coté sur Euronext Paris (symbole ORA) et sur le New York Stock Exchange (symbole ORAN).

Pour plus d'informations (sur le web et votre mobile) : www.orange.com, www.orange-business.com ou pour nous suivre sur Twitter : [@presseorange](https://twitter.com/presseorange). *Orange et tout autre produit ou service d'Orange cités dans ce communiqué sont des marques détenues par Orange ou Orange Brand Services Limited.*

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¹ Survey by *Que Choisir* magazine in February 2018 covering 4,242 people

² Source: Finaccord - 2018