

Paris, April 15, 2015

## **Banque Privée 1818 discloses its new communications territory**

**Banque Privée 1818 has disclosed its new communications territory, which was designed with branding expert Landor. The core of the brand strategy of Banque Privée 1818 can be encapsulated in one sentence: "The synchronous bank". A bank in sync with today's world, with its clients, where they are if such is their wish. In sync also as to execution, in being able to gather and coordinate all the expertise to successfully carry out its clients' projects.**

Never has the world changed so quickly, and never have the notions of rhythm and agility been so important, specifically for entrepreneurs, the core target of Banque Privée 1818. In this new context, it is emerging as the "synchronous" bank.

To express this promise directly and immediately and help the brand emerge, the choice was made for the world of dance. To bring this to life in an original fashion, Banque Privée 1818 has opted for a graphical and coloured execution, with a keen focus on art. *"Dance forthwith conveys to everyone's imagination the notions of rhythm, partnership, virtuosity and inventiveness. The world of dance, which embodies such strong values as drive, surpassing oneself, discipline, teamwork and technical expertise, has meaning for everyone. Finally, it is a trans-generation promise insofar as it covers many disciplines, from classical ballet to contemporary dance,"* said George Eric Brunière, Chief Executive Officer of Banque Privée 1818.

From April 13 to May 15, a communications campaign is being carried out in several media, i.e. by sponsoring several programs on BFM Business and BFM radio, with banners on the websites of *Le Figaro* and *Les Echos* magazines and targeted e-mails to the subscribers to their respective newsletters.

## Visuel



### **About Banque Privée 1818**

*Banque Privée 1818 creates and implements tailored wealth management and financial solutions as part of its asset structuring and management services for private investors. Working in synchrony with clients, it delivers all the necessary expertise to optimize their assets and leverages its human scale to guarantee flexibility and responsiveness. With more than 500 employees, Banque Privée 1818 has assets under management of over €25 billion\*. It enjoys solidity and security as a member of Groupe BPCE, the second-largest banking group in France. And it draws on the talent of Groupe BPCE's subsidiary Natixis when proposing financial solutions outside of its activity scope, such as employee savings, leasing, factoring and cash management. For international projects, Banque Privée 1818 works closely with the Natixis Private Banking teams located in Luxembourg and Belgium.*

*\*data as at 31 December 2014*

### **About Natixis**

*Natixis is the corporate, investment, insurance and financial services arm of Groupe BPCE, the 2nd-largest banking group in France with 36 million clients spread over two retail banking networks, Banque Populaire and Caisse d'Epargne. With more than 16,000 employees, Natixis has a number of areas of expertise that are organized into three main business lines: Corporate & Investment Banking, Investment Solutions & Insurance, and Specialized Financial Services. A global player, Natixis has its own client base of companies, financial institutions and institutional investors as well as the client base of individuals, professionals and small and medium-size businesses of Groupe BPCE's banking networks.*

*Listed on the Paris stock exchange, it has a solid financial base with a CET1 capital under Basel 3(1) of €13.1 billion, a Basel 3 CET1 Ratio(1) of 11.4% and quality long-term ratings (Standard & Poor's: A / Moody's: A2 / Fitch Ratings: A).*

*(1) Based on CRR-CRD4 rules published on June 26, 2013, including the Danish compromise - no phase-in except for DTAs on loss carry-forwards.*

*Figures as at December 31, 2014*

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