



SAMSUNG

Cheil

PRESS RELEASE

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Natixis Interépargne, Samsung and Cheil roll out a pioneering digital device to promote companies' employee savings plans

Natixis Interépargne, the market leader in employee savings in France, has joined forces with Samsung Electronics France, a major player in electronics and business digital technology, and communications and marketing agency Cheil, which specializes in digital, social and retail design, to roll out a pilot program across two companies over two months during Spring 2016, with the support of Orange Business Services and Jacare Technologies.

This pilot scheme involves the installation of an innovative digital device in key areas across the two companies' premises. The device consists of Samsung's SMART Signage touchscreens, combined with a "smart" webcam fitted with real-time facial detection technology, developed by Jacare Technologies. The main screen offers interactive animations customized to the employee user, while the second screen provides educational material on pensions and tax, among other subjects, encouraging the staff member to find out more.

Alongside this interactive mobile terminal, the pilot program is rounded out by the organization of an employee savings day event within the company, attended by experts from Natixis Interépargne.

Natixis Interépargne is a true pioneer in the development of digital systems for employee savings and is breaking new ground as it rolls out a device within employees' everyday environment right at the heart of the company. *"Samsung is a market leader in interactive digital solutions and is a natural partner to help us build innovative systems that combine cutting-edge technology with the human touch"*, states Stéphane Caminati, CEO of Natixis Interépargne.

"We decided to work with employee savings market leader in France Natixis Interépargne because of its strong focus on innovation. This pilot program will enable us to boost the use of digital technology within businesses by showcasing interactive solutions' great potential to work as communication tools to inform employees about savings matters" explains Thibaut Felgères, Head of Samsung Business division at Samsung Electronics France

"We developed an interactive device for Natixis Interépargne that is perfectly suited to the changing expectations of today's employees. The technical solutions that we selected in partnership with Orange Business Services and Jacare Technologies promote a "test & learn" approach, which will allow us to gradually extend and improve the solution and roll it out on a much greater scale in the future" notes Jocelyne Kauffmann, General Manager of Cheil France.



About Natixis Interépargne

Natixis Interépargne, Natixis' employee savings subsidiary, is the leader in France for employee savings accounts with about 3 million accounts and a 28.9%(3) market share.

For 45 years, Natixis Interépargne has been providing employee savings schemes to companies to sustainably enhance their human resources policy. It is on the cutting-edge of innovation.

Natixis Interépargne now has a front-rank position in the group retirement savings plan (PERCO) market with a 31.9%(3) market share for the number of accounts and 27.7%(3) for assets in custody.

Natixis Interépargne is also leader in solidarity-based employee savings in France and is n°2 for CIES(4) –labelled SRI employee savings.

(3) Source: AFG (French asset management association), June 30, 2015

(4) Source: CIES (Employee savings interunion committee), June 2014

About Natixis

Natixis is the international corporate, investment, insurance and financial services arm of Groupe BPCE, the 2nd-largest banking group in France with 35 million clients spread over two retail banking networks, Banque Populaire and Caisse d'Épargne.

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.

Figures as at December 31, 2015

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future thanks to its innovative technological ideas. It reimagines the world of TV, smartphones, connected objects, cameras, domestic appliances, printers, medical devices, networks, and LED. Samsung is the leader in the internet of objects with its opened platform SmartThings, its wide range of connected products and its active collaboration with other industries. Samsung hires 319 000 collaborators in 84 countries and generates an annual sales revenue of 196 billion Dollars.

About Cheil France:

ADAPT FAST, SUCCEED FASTER, is CHEIL's leitmotiv and represents its mission to the brands since its creation in France in 2008.

CHEIL Worldwide, born in Korea in 1973, is today the 11st communication global network. CHEIL France merges its Korean DNA, audacious and positive, with the French touch, creative and pro-entrepreneurial. Gathering more than 90 collaborators, the agency is well-known for its global campaigns working on brand's image and engagement, particularly on retail experience, digital and social.

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