

AXA Creditor

PRESS RELEASE

Paris, October 13, 2015

AXA Creditor and Particeep launch an insurance solution to protect investors' crowdfunding platforms

In partnership with AXA Creditor, an AXA Partners entity specialized in credit and lifestyle quality protection, Particeep announces the launch of a white-label insurance service to protect investors on crowdfunding platforms.

This new service enables investors to protect their investments in the event of the project owner's death or total and irreversible loss of autonomy.

Protection designed specifically for crowdfunding situations

In France, investors working with crowdfunding platforms have high exposure to risks associated with the project owner. The insurance service developed with AXA Creditor offers protection in case of the project owner's death or loss of autonomy. In such cases, AXA Creditor refunds the outstanding capital to investors.

A service available to all crowdfunding platforms

This insurance involves embedding a white-label crowdfunding insurance application for platforms, and enables policyholders to underwrite online.

All crowdfunding platforms will thus be able to provide this solution to their investors.

This innovation is the outcome of a joint project between Particeep and AXA Creditor.

Steve FOGUE, Particeep CEO comments: « ***Innovation in online financial services is in our DNA. It was therefore natural for Particeep to design a product providing investment platforms with insurance solutions to protect the capital of their investors. The range of available protection options will later be extended worldwide to cover the needs of crowdfunding platforms, business angels and investment funds and create a shockwave on financing markets.*** »

Corinne VITRAC, Managing Director of AXA Creditor, specifies:

« ***AXA Creditor emphasizes here its determination to support innovative projects by offering crowdfunding platforms an investor protection tool adapted to their needs, via the Particeep technology. This offer is customized for loan-based crowdfunding platforms.*** »

About AXA Creditor

Founded in 2010 to promote credit and lifestyle quality protection on international markets jointly with large distribution partners, AXA Creditor now ranks 6th in Europe for creditor insurance and posts a 5% market share. AXA Creditor sells its products through partnerships with financial institutions, essentially banks and car loan providers, via direct distribution networks (80% of GWP issued) or via reinsurance agreements (20% of GWP issued). Since 2010, AXA Creditor's growth has been exponential due to two dynamic market approaches: innovation and diversification. Today, AXA Creditor is poised to achieve its ambition to become the leader in credit and lifestyle protection mainly via its partnerships. AXA Creditor employs some 150 people. In 2014, AXA Creditor generated 895 M€ in GWP issued.

About AXA Partners

AXA Partners is a dedicated unit to develop partnership business globally. AXA Partners will be involved in co-creation of offers and distribution agreements whereby AXA will be insuring or delivering a service to private individuals and SMEs, through a partner.

As part of its mission, AXA Partners will:

- design, implement and manage partnerships with selected global partners,
- support AXA entities to develop successful local partnerships.

The main partnerships will be managed along the following sectors : automotive, bank and credit cards, retailers, utilities and telecoms, digital players, public sector and Non-Government Organizations.

AXA Partners will be live on January 1st, 2016

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About Particeep

Founded in January 2013, Particeep is the editor of the first SaaS solution available as white label and allowing organizations (startups, enterprises, financing players, etc.) to create their own call-for-projects, crowdfunding and portfolio management platforms. A Fintech player, the startup offers a turnkey, customized solution available globally. Particeep is easy to use, it can be integrated with any information system without any software development, and it allows its users to easily manage their capital, loan and gift transactions, to industrialize their activities and to collaborate on cases with all types of partners.

Approved by the Finance Innovation competitiveness cluster and winner of the Réseau Entreprendre award, the startup is especially supported by Bpifrance, Cap Digital, MazarsLab and AXA Strategic Ventures.

More information: particeep.com

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