



Boursorama, the most recommended bank in France according to Boston Consulting Group's Brand Advocacy Index

Boulogne-Billancourt, 10 September 2015 – The 2015 Brand Advocacy Index from Boston Consulting Group (BCG) has named Boursorama the most recommended retail bank in France and the fifth in Europe, an accomplishment best exemplified by the fact that its customers now number more than 700,000.

Founded by BCG, the Brand Advocacy Index (BAI) surveyed a sampling of 227,000 people around the world (Germany, Canada, Spain, France, Italy, Japan, United Kingdom, and the USA) and has established a ranking of the 650 brands most endorsed by consumers, whether or not they are customers of these brands.

Many factors contribute to this recommendation: quality/price ratio, customer experience, satisfaction regarding the products and services offered and the emotional bond between brand and consumer.

In France, Boursorama is the most recommended bank with a 55% positive recommendation rate. The average percentage for French banks is around 15%.

Today in France, one in three new bank accounts are opened with online banks and one in five people are considering opening an online account in France in the near future. Online banking is attracting individuals from all demographics, not just young urbanites: 20% of Boursorama customers are over 60 and 60% live outside the Ile-de-France region.



There are three reasons for this success:

- Boursorama, the least expensive bank in France, allows its clients to make significant savings: average yearly rates are around €14 whereas in France the average is closer to €202¹
- Customers can take advantage of a wide range of powerful and comprehensive products and services: everyday banking, consumer credit and home loans, savings, stocks and shares, life insurance and retirement.
- Finally, the client experience is acclaimed: "Boursorama shows how, even in a traditional industry, a direct bank can create the simplest and quickest service possible," states the report. Boursorama customers can quickly and efficiently manage their finances on their own, using the device of their choice or by calling customer service, which is open over extended hours.

700,000 customers are already banking with Boursorama. Among them, Aurélie T., a 34-year-old sales manager, says: "I have been a Boursorama customer for over a year. One of my relatives told me about them. He mentioned that most of the services are free and I have definitely noticed a significant drop in my banking fees. I especially like that my accounts are easy to manage: I can do everything from my smartphone and even see an overview of my bank accounts on just one screen. Now, I'm the one recommending Boursorama to others!"

"Boursorama combines the bank's concerns with those of its customers: a real win-win situation. Our satisfied customers notice this and recommend us," says Marie Cheval, CEO de Boursorama.

¹ Source: Le Monde and Choisirmabanque.com - 13 January 2015

See a summary of the BCG's 2015 Brand Advocacy Index: <http://www.bcg.fr/documents/file196028.pdf>

PRESS RELEASE

About Boursorama

Boursorama, a subsidiary of Société Générale Group, is a major player in online banking in Europe with 801,859 customers, 1,326,835 direct accounts (up 23% from end-June 2014) and €16.3 billion in assets under administration as of end-June 2015.

In France, Boursorama is the online bank of reference: as of end-June 2015, 675,823 customers rely upon its innovative, simple, inexpensive and secure range of banking products. Its portal, www.boursorama.com, is France's number 1 financial and economic information website. Boursorama Group is present in Spain under the SelfBank brand and is a major player in Germany in brokerage and the dissemination of economic and financial information through its OnVista brand. You can find all Boursorama news on the website: <http://groupe.boursorama.fr>

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