

Press release

Massy, 11 April 2018

## **322 employees from Crédit Agricole Consumer Finance take part in the Sidaction fundraiser**

**On 23-24 March, to mark the 11th year of its partnership with Sidaction, Crédit Agricole Consumer Finance helped the charity to raise €100,396 in pledges to help it in the fight against AIDS.**

A total of 322 volunteers from Crédit Agricole Consumer Finance took part in the event using the company's telephone switchboard in Massy and at its site in Roubaix in order to collect pledges from television viewers. In addition to the time and effort invested by its volunteers, Crédit Agricole Consumer Finance agreed to further help the charity by donating €10 for every hour of volunteering.

Over the two days of the event, employees from Crédit Agricole Consumer Finance made a massive effort and worked a total of 740 hours, meaning a total donation for Sidaction from CA Consumer Finance of €7,400. This is in addition to the €100,396 received in pledges by the volunteers.

### **A major first for the new head office in Massy**

For the first time since all Ile-de-France employees were merged together at the Massy site, the company's main telephone switchboard was made available in support of the event. The result was a resounding success, with 115 employees volunteering to work shifts and collect the pledges.

*"Crédit Agricole Consumer Finance is proud of the effort that was made. Thanks to the time donated by our employees, their dedication and their enthusiasm, we were able to collect 2,661 pledges",* congratulates Stéphane Priami, CEO for France at Crédit Agricole Consumer Finance.

The donations will all be paid to Sidaction to help it in the fight against AIDS.

If you wish to make a donation, [visit www.sidaction.org](http://www.sidaction.org).

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### **About Crédit Agricole Consumer Finance:**

Crédit Agricole Consumer Finance, Crédit Agricole SA's consumer credit subsidiary, distributes a broad range of consumer credit and related services (in France, principally through its commercial trademarks Sofinco, Viaxel and Creditlift Courtage) for distribution channels as a whole: direct sales, point-of-sale financing (automotive and home appliances) and partnerships. Present alongside major distribution, specialised distribution and institutional brands in the various countries where it operates, Crédit Agricole Consumer Finance is a key partner in business.

Crédit Agricole Consumer Finance managed €82.6 billion in outstanding loans at 31 December 2017.

Learn more: [www.ca-consumerfinance.com](http://www.ca-consumerfinance.com)

### **About Sidaction:**

Created in 1994, Sidaction is founded on one essential principle: gathering research and bringing volunteer associations together. Sidaction therefore funds research programmes and patient support and prevention associations equally, both in France and abroad.

Sidaction is the only charity that fights AIDS to also support research in France.

In order to raise funds, each year the charity organises Sidaction, a unique event made possible thanks to the effort of 29 media channels over three days and the commitment from thousands of volunteers throughout the regions of France.