

PRESS KIT



FLOA joins the BNP PARIBAS group and aims to become
the European leader in split payment solutions.

February 2022



FLOA

Making life a little easier, a lot easier, easier than it's ever been...

For more than 20 years, FLOA has been there every step of the way alongside its customers' changing needs, expectations, and desires, whether they are consumers or merchants.

FLOA defends a vision of payment and consumption based on SIMPLICITY to **make life easier for consumers.**

financial services so that they are no longer synonymous with obstacles or constraints but rather with solutions and opportunities. FLOA wants **to free up payment** in order to free up consumers and merchants, by offering customers **transparent solutions adapted** to each of their needs.

At FLOA, teams are convinced that the richness of innovation does not lie in the complexity of a technical solution, but in the ability to make this innovation easily **accessible to all**

FLOA is committed to simplifying access to

Simple as in obvious.

Simple as in fast, reliable and fun.

Simple as in **FLOA** 

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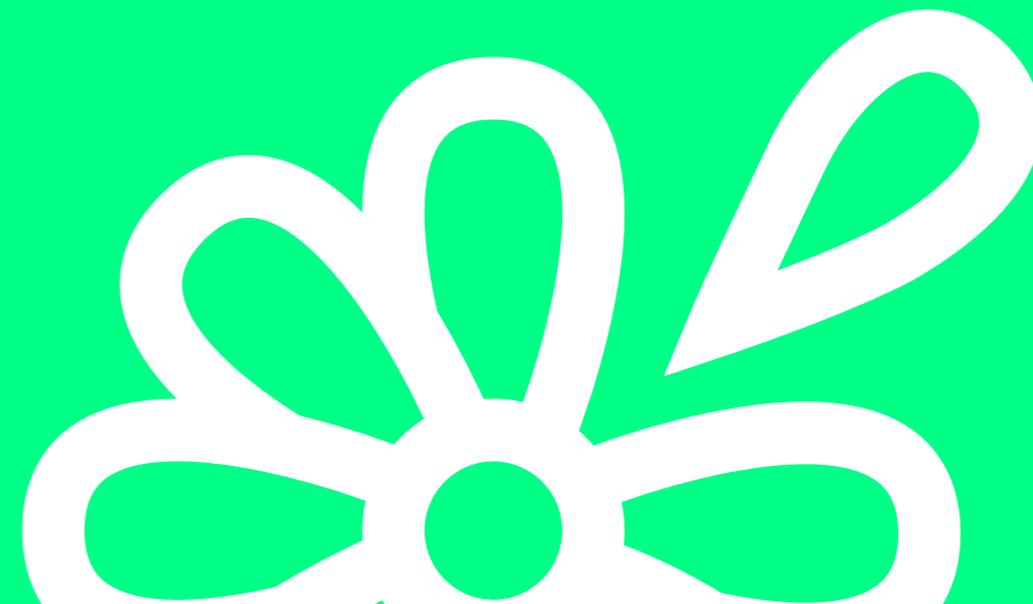
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A new shareholder to support an ambition: to become the European leader in split payment solutions.

ASSERT AND SUPPORT A EUROPEAN AMBITION

Since its creation, FLOA has been developing innovative financial products and services to better meet consumers' needs and support the emergence of new uses born of digital technology.

A specialist in small loans and a pioneer in mini-loans, FLOA is a partner of leading fintechs such as Lydia, Bankin', and Joe.

After 20 years with the Casino Group, which enabled it to develop unique digital expertise and solutions that integrate perfectly into the sales process, FLOA can now benefit from the BNP PARIBAS Group's European network to accelerate its development on an

international level.

This merger validates the relevance of FLOA's strategy and its attractiveness in a highly competitive market.

TO BE A CHAMPION OF SPLIT PAYMENT SOLUTIONS IN EUROPE.

BNP PARIBAS chose FLOA for its digital expertise and its ability to integrate perfectly into the purchasing process. This mastery of the UX (user experience) is an essential challenge in the age of digital technology, where the combination of utility and customer experience is a necessity. In the face of competition and the arrival of new players, FLOA stands out for its scoring power – a predictive results model – which enables it to anticipate credit scores, provide fast and reliable responses to requests for payment in instalments or mini-loans, and offer some of the most successful customer journeys on the market.

SUPPORTING RETAILERS IN THEIR MOVE TOWARDS OMNICHANNEL

The boundary between physical commerce and e-commerce is disappearing. The challenge for retailers is to rethink the experience with the customer as the central actor. Consumers expect brands and retailers to be present at all points of contact and that they offer a unified shopping experience.

This evolution, whereby the act of payment becomes the key point in the customer relationship, makes life easier for customers and improves the performance of merchants. The alliance between BNP PARIBAS and FLOA makes it possible to meet these new expectations regardless of the channel: online, mobile, or in store.

Already the leader in France, FLOA aims to become the European leader in split payment solutions thanks to its unique positioning:

A partner in everyday consumerism: with secure, personalised, and instant payment solutions, adapted to new uses and changing lifestyles.

Partner for the growth of (e-)merchants: with products and payment facilities that integrate seamlessly with merchants' e-commerce sites and sales paths.

A key player in the fintech ecosystem: with interconnected financing and payment solutions, co-designed and co-distributed with leading fintechs.

FLOA confirms its objectives for 2025: to pass the 5 million customer mark and be present in more than 10 countries.

Already present in France, Spain, Belgium, Italy and Portugal. FLOA continues its ambitious international development.



FLOA, A 100% DIGITAL, OPEN AND INNOVATIVE BANK, RESOLUTELY CUSTOMER-ORIENTED

Digital



FLOA offers **100% digitalised customer paths** that make life easier for consumers by putting all banking and insurance products at their fingertips – whether it's to take out a loan, a bank card, an insurance policy, or to pay in instalments.

In order to guarantee the smoothest and most appropriate experiences for its customers, FLOA is constantly investing in the latest technologies and UX (User Experience).



Since its creation in 2001, the bank has been developing some of the **most innovative** products and services on the market in order to better meet the needs of consumers and to support new uses born of digital technology.

Going against the grain of traditional banks' product development and following the example of GAFA, FLOA has developed an original range of credit cards, which, in addition to the native features of «classic» bank cards (contactless payment, Apple Pay management in App), includes a generous and simple offer: **1% cashback** on all purchases, a bonus that has already attracted more than 800,000 customers.

Pioneer of the **mini-loan** with Coup de Pouce, FLOA has made this innovation available to the greatest number of people through **partnerships with leading fintechs** such as Lydia and Bankin'. These collaborations have made FLOA a key player in the fintech ecosystem.



FLOA is constantly developing new financial services such as **split payment solutions** (payment in 10, in 36, deferred payment) or **long-term rental**, which it offers to e-retailers from a variety of sectors, ranging from travel to sport, including home and fashion. Its (e-) merchant partners include Cdiscount, Oscaro, Selectour, Misterfly, and Pierre & Vacances.

From being a retailer's bank at its launch in 2001, FLOA has retained a **retailer's DNA**, and a customer-centric approach. Its strength lies in its solutions' **ease of integration** for (e)merchants and ease of use for the end customer.

FLOA Bank : offering financial services that make everyday life easier

FLOA simplifies consumption by offering individuals ever more practical and customisable financing solutions that meet their everyday needs or desires at the click of a button.

FLOA offers a wide range of bank cards, financing solutions (mini-loans, consumer loans, credit repurchase, long-term rental) and insurance solutions, accessible online or via its (e-) merchant and fintech partners.



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Pioneer of the mini-loan

With its Coup de Pouce offer, a mini-loan deployed in partnership with fintechs such as Lydia or Bankin', to offer the best services to an ever-growing customer base.

A subscription path of less than

2 minutes

The provision of an amount of

€100 to 2500

Payable over 3 months

Praised by all users with a verified rating of

4,7/5 ★★★★★

Partnerships

Cdiscount  Lydia *Bankin'*

FLOA Pay: facilitating payment on the customer side to support business on the merchant side.

FLOA Pay, FLOA's brand for (e-)merchants, supports their growth by offering them secure, simple, and adaptable payment solutions to make the purchasing act more fluid while improving customer experience.

As easy to integrate for partners as it is to use for customers, FLOA's solutions, which are available on desktop, mobile, and at point of sale, have quickly found their place in the purchasing paths of more than a hundred partners in all sectors (automotive equipment, telephony, specialised distribution, travel).

Our BtoB partners

+ than **250** partners

Cdiscount, Oscaro, Misterfly, videdressing, Easycash, Go Sport, Pierre & Vacances, G

A wide range of payment solutions

FLOA  FLOA 

FLOA  FLOA 

FLOA 

Split payment solutions: a European craze

A study carried out by the Kantar institute for FLOA in November 2021 illustrates the installation of payment facilities in the daily practices of our European neighbours (in Germany, Belgium, Spain, France, Italy, and Portugal). These new methods of financing are becoming increasingly popular with consumers, who use them for their everyday purchases.

Whether to pay for a purchase online or at point of sale, split payment solutions are increasingly used: **more than 1 in 3 Europeans (35%) have already paid in several instalments or by deferred payment** («Buy Now, Pay Later»):

The study highlights that Europeans make the most use of split payment solutions in 4 sectors: household appliances, high-tech products, furniture/decor, and travel.

Payment has become a major issue in the shopping experience, with Europeans believing that payment solutions are the third most important criteria for choosing a retailer, after price and brand awareness!

More than half of Europeans who use split payment solutions are satisfied with them and would be prepared to change retailer to benefit from them.

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a **100%**
digital bank

Leader in split payment
solutions in France with

31%

ASF market share
(cumulative to end December 2020)

Growth above
20%
over the last 5 years

More than
3 million
customers, including
800 000
cardholders

A strong player with industrialised
processes:

60 000

loans granted in 1 hour during Black
Friday

More than

250

(e-)merchant partners
(Oscaro, Pierre & Vacances...)

Key partnerships with leading
fintechs
such as subsidiary of the group
Lydia, Bankin' and Joe.

Subsidiary of the group



BNP PARIBAS

nearly

300

employees

8000

points of sales

> 2,5 billion
euros of production/year

2001 - 2022: from Banque Casino to FLOA, over 20 years of innovation

DEEP ROOTS IN TRADE AND CONSUMPTION

Created in 2001, on the initiative of Groupe Casino, a global player in the retail sector, and then held from 2011 in equal shares by Groupe Casino and the Crédit Mutuel Alliance Fédérale group, FLOA has been able to leverage its **retailer DNA** to support the sales development of its retail partners while placing the needs of consumers at the heart of its strategy.

Since February 2022, FLOA has joined the BNP PARIBAS group, now the sole shareholder. With the support of Europe's leading bank, FLOA can now strengthen its strategic assets and accelerate its international deployment.

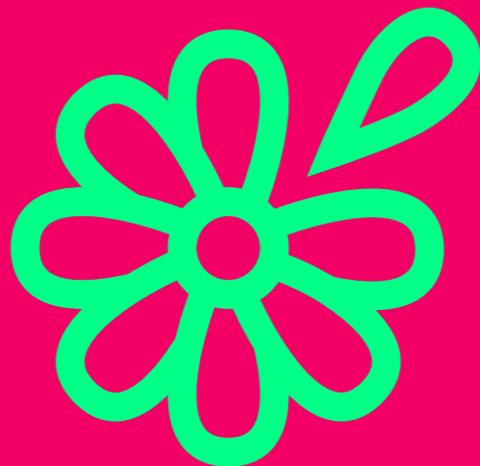
A HISTORY OF TRANSFORMATION

From a *retailer's bank* to the **leading partner of e-retailers**, FLOA has proven the soundness of its model, both BtoB and BtoC, which enables it to support everyday consumption and merchant businesses **by facilitating payment**.

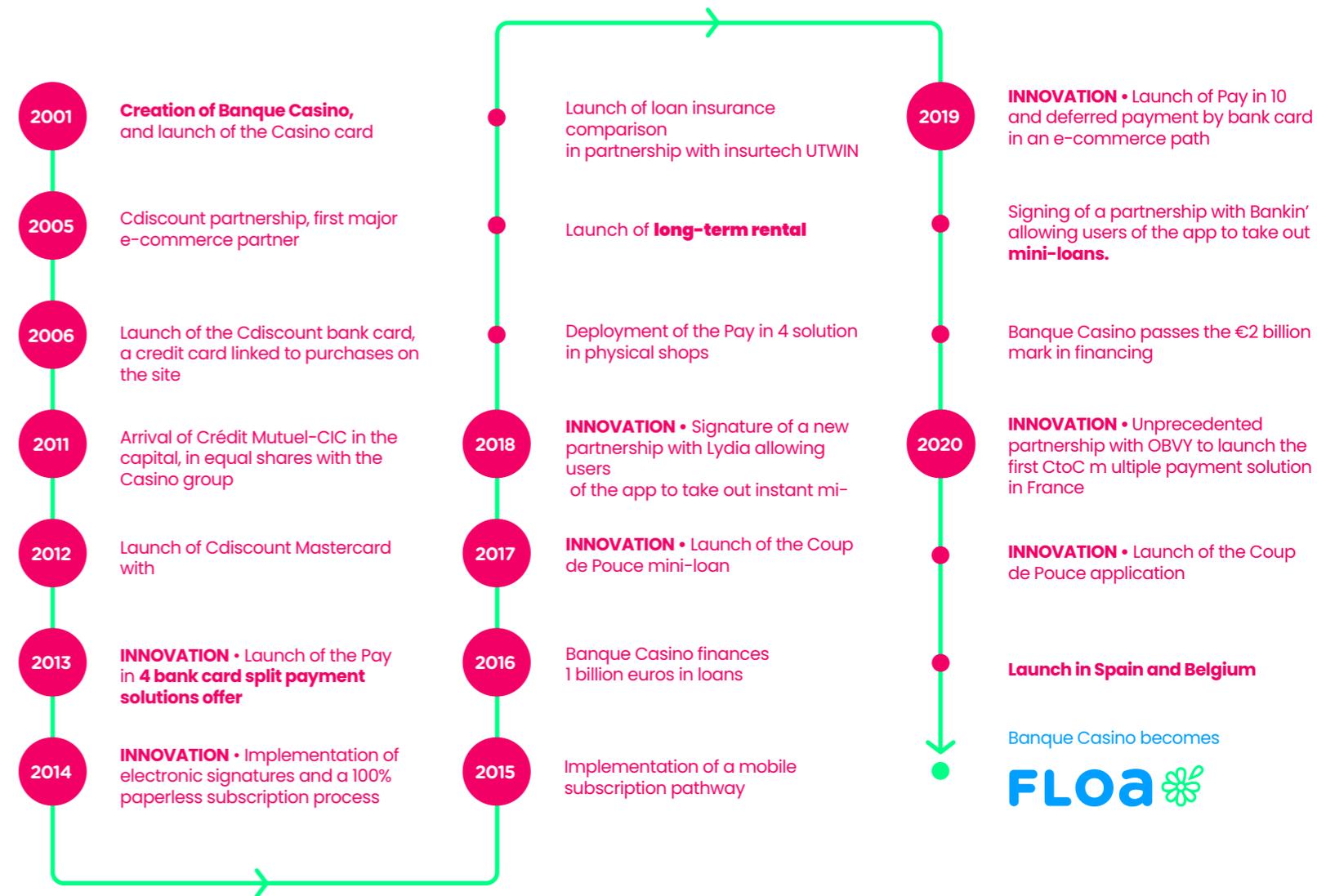
These 20 years of adaptation and innovation have enabled FLOA to develop a range of unique solutions. Its expertise in the field of payment and credit allows it to position itself as **a key player in the fintech ecosystem** and as a solid partner for e-retailers.

SUSTAINED GROWTH FOR SEVERAL YEARS

With an annual growth rate of **more than 20%** for the last 5 years, FLOA's model has already proven its solidity



KEY DATES & EVENTS



2 questions with Catherine Vidal & Marc Lanvin



WHAT ARE FLOA'S AMBITIONS?

Marc Lanvin

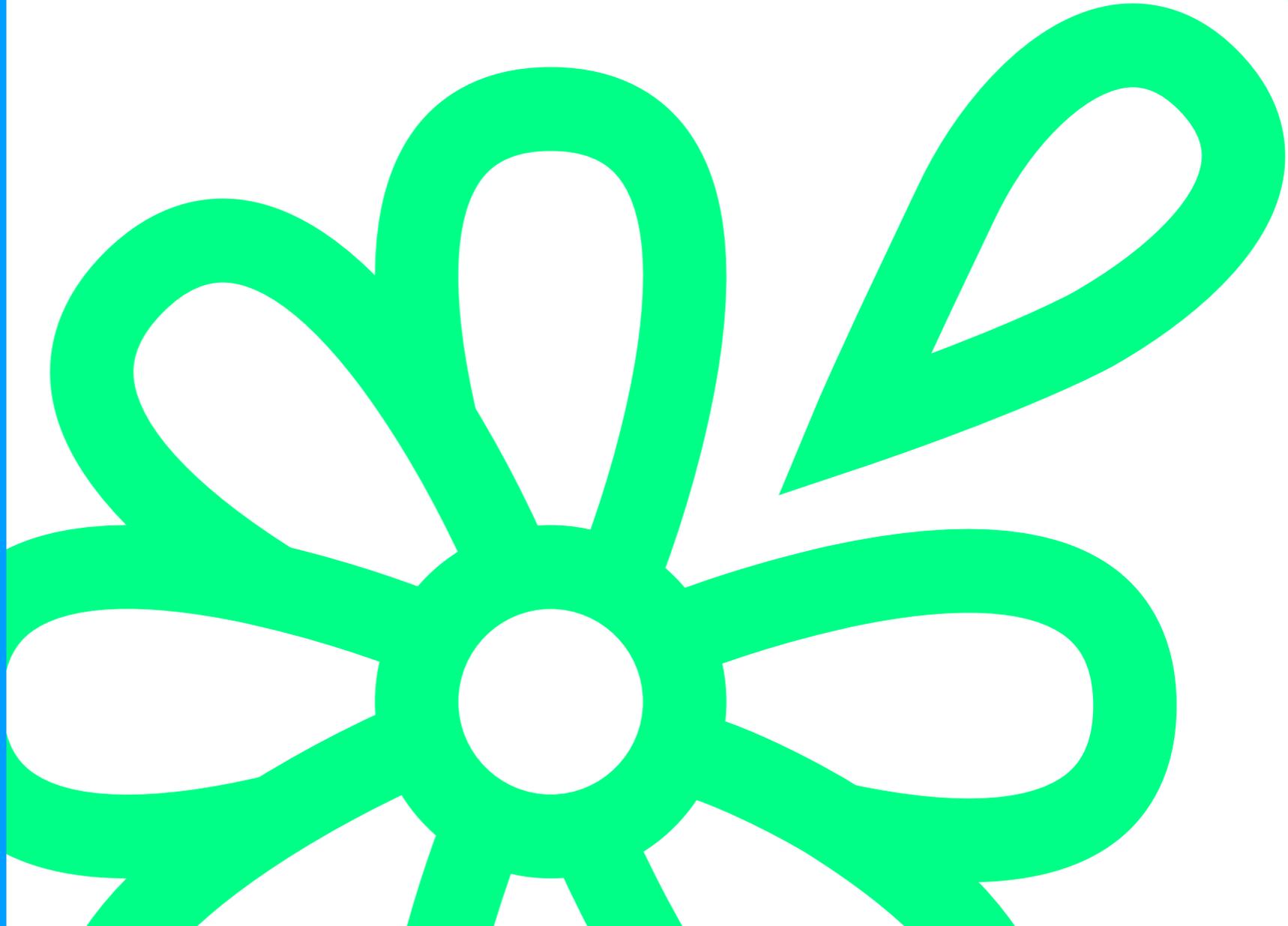
With more than 3 million customers, over 250 (e-) merchant partners and an average annual growth rate of over 20%, FLOA is the French leader in split payment solutions. Today, we want to accelerate to reach the 5 million customer mark and be present in more than 10 countries by 2025. To achieve these objectives, FLOA is relying on its unique positioning: a 100% digital bank that facilitates the daily life of consumers, a reference partner for (e-)merchants in terms of payment, and a key player in the fintech ecosystem.

WHAT IS FLOA'S POSITION IN THE CURRENT BANKING ECOSYSTEM? WILL IT EVOLVE WITH THIS REBRANDING?

Catherine Vidal, FLOA's Managing Director

We occupy a unique place in today's banking ecosystem. Our mission is and will remain to simplify banking **to make our customers' daily lives easier**. In recent years, the banking world has been transformed. In the future, it will increasingly be made up of multiple specialised players, each of which will be the best in its field. They will open their services, either directly or via platforms. We are one of those specialists. At FLOA, we see traditional banks, finte chs, and neo-banks more as potential and natural partners than as competitors.

Now a wholly-owned subsidiary of the BNP PARIBAS group, FLOA capitalises on more than 20 years of innovation and the power of Europe's leading banking group to simplify the lives of consumers and support the activities of merchants by facilitating payment beyond the French borders.



ABOUT FLOA

As the French leader in split payment solutions, FLOA makes life easier for consumers through split payments, mini-loans and bank cards. FLOA is a partner of major (e-)retailers (Cdiscount, Oscaro, SFR, Vide dressing...), key players in the travel industry (Selectour, Misterfly, Cdiscount Voyages, Pierre et Vacances...), and fintechs (Lydia, Bankin, Joe) for whom it develops tailor-made services. FLOA's products and services are distinguished by their ease of use for customers and their rapid integration for partners.

FLOA has more than 3 million customers and finances more than €2.5 billion worth of goods and services each year. FLOA has been voted Customer Service of the Year 2022.

Already the leader in France, and present in Spain, Belgium, Italy, and Portugal, FLOA's ambition is to become the European leader in split payment solutions. Since February 2022, FLOA has joined the BNP Paribas group to accelerate its growth and become a European champion in split payment solutions.

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