



PRESS RELEASE

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La Banque Postale launches Django, a consumer finance fintech committed to responsible corporate citizenship

Continuing the deployment of its strategic plan, La Banque Postale has accelerated its diversification into high value-added businesses with the launch of Django, a consumer finance fintech. Django is a wholly-owned subsidiary of La Banque Postale Consumer Finance (LBP CF) that combines its founder's core values with the agility of a fintech. In this initial stage of development, Django offers brick-and-mortar and online retailers a wide range of instalment and deferred payment solutions for their customers. Django is committed to La Banque Postale's values of inclusion and transparency and aims to revolutionise the BNPL (buy-now-pay-later) market with its community engagement pact.

Django, an innovative new player in the BNPL market

The buy-now-pay-later - or BNPL - market is booming, on track to be worth €25 billion in France by 2025 compared to around €6 billion in 2019¹. Customers are increasingly attracted to a solution that lets them stagger their in-store and online shopping payments, helping them absorb unexpected expenses and purchase higher-end or more sustainable items. For retailers, the service boosts sales and clients' average spend while enhancing customer loyalty.

Django comes to the market with a full range of BtoCtoC solutions: pay in 2, 3 or 4 instalments, or buy now and pay later in 15, 30 or 45 days, for purchases up to €6,000. Django's payment solutions plug directly into retailers' purchasing processes, bringing:

- a fast, smooth shopping experience in a few clicks, thanks to its agile technology,
- high acceptance rates of 95%, backed by the financial solidity and expertise of La Banque Postale Consumer Finance.

Django's offer has two key benefits:

- For merchant partners, a modular, transparent, plug-and-play solution, provided by a financially robust and ethically engaged company.
- For individual customers, a smooth, transparent purchasing process, with real-time approval.

¹ Source: Xerfi "Avis d'expert" market research note, 27 October 2021

Django, part of a mission-led company with a unique market position

Django's values-driven client-centric positioning aims to **responsibly boost purchasing power** and **encourage more sustainable consumption**. Django has made 4 commitments to its customers:

- Maintaining a virtuous approach allowing all types of customers, including those who traditionally do not have access to the credit market, building on the expertise of its parent company LBP CF gathering more than 11 million customers. . Django also works with all types of retailers, from micro-enterprises to SME's to major international groups.

- A **partnership with CRESUS, the leading NGO focused on preventing over indebtedness in France**, to help customers manage their budget with practical information and tools, including the *Budget Grande Vitesse* app that helps them calculate their disposable income.

- **Anticipating the new regulations in the European Consumer Credit Directive** by adopting its pricing rules from the outset, with **competitive rates below the regulatory maximum and special rates for impact sectors, clear and transparent information for final consumers** and no hidden fees.

- Finally, a **process that will soon be incorporated into the positive impact approach** advocated by La Banque Postale group, so customers can measure the carbon impact of their purchases, thanks to a **partnership with Carbo**.

"Our tech DNA and the financial strength of our parent company enabled us to bring a unique; responsible BNPL solution to market in a matter of months. We believe we have a role to play in encouraging more sustainable consumption. Our instalment payment solutions are part of a community-based approach that supports clients and retailers." **Jocelyne Amègan-Douaud, Chief Executive Officer of Django.**

"In line with its strategic plan, La Banque Postale has accelerated its diversification in the consumer credit market. Our new subsidiary Django will support the development of e-commerce, while capitalising on La Poste's long-standing links with on-line retailers via its logistics solutions or its e-payment and financing solutions. Launching this responsible BNPL offer aligns with our core values as a trusted economic actor." **Philippe Heim, Chief Executive Officer of La Banque Postale.**

Django, the newest brand in La Banque Postale Consumer Finance's development strategy

Django is part of a comprehensive strategy, complementing the existing financing solutions - car, home-improvement or personal loans, and revolving credit facilities - that La Banque Postale has offered to customers or partners as a white label service since 2021. By launching Django, La Banque Postale aims to access 75% of the Consumer Finance market.

"This is a historic first for La Banque Postale Consumer Finance. Our new brand offers the possibility of consumer finance for customers whether or not they are clients of La Banque Postale customers. Launching Django expands the range of financing solutions available at LBP CF, in a responsible product range that is unique on the market and reflects the values that have always inspired our teams." **Franck Oniga, Chairman of the Management Board of La Banque Postale Consumer Finance.**

About Django

Django, a wholly-owned subsidiary of La Banque Postale Consumer Finance, is a specialist provider of payment systems and consumer credit. Drawing on the values of La Banque Postale Group, Django combines its parent's DNA with the agility of a fintech. Through its product range, Django positions itself as the community actor that can set the standards in the BNPL market thanks to its community engagement pact. Django supports the development of e-commerce and everyone who wants to shop better and more sustainably.

About La Banque Postale

With its subsidiaries, including CNP Assurances, La Banque Postale is a leading European banking and insurance specialist, ranked 10th in the euro zone by balance sheet assets. Its diversified business model enables it to support 20 million individual and corporate customers with a comprehensive range of products accessible to all. A subsidiary of Le Groupe La Poste, La Banque Postale offers local banking services through 17,000 contact points, including 7,600 post offices, throughout France. It is also a leader in sustainable finance, rated among the best in the market by non-financial rating agencies. Its strategic plan, "La Banque Postale 2030", sets the ambition of becoming the favourite bank of the people of France, with an integrated and omnichannel offer of bank and insurance services based on three distinct brands: La Banque Postale, its everyday bank, Ma French Bank, its 100% mobile bank and BPE, its private bank. As a community bank, La Banque Postale is fully focused on shaping a just transition to an economy and a society capable of responding to environmental, social, regional and digital challenges.

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