



PRESS RELEASE

Paris, 18 December 2014

**ASSET MANAGEMENT:
La Banque Postale enters into exclusive talks
with Aegon Asset Management to develop
La Banque Postale Asset Management**

The La Banque Postale Supervisory Board, which convened on 16 December, and the Le Groupe La Poste's Board of Directors both gave La Banque Postale the authorisation to enter into exclusive talks with Aegon Asset Management with a view to concluding an industrial partnership on asset management.

The purpose of the agreement is to develop and consolidate the expertise of La Banque Postale Asset Management (LBPAM). It would involve Aegon Asset Management taking a minority stake of 25% in LBPAM.

The definitive agreements should be concluded during the first quarter of 2015.

This partnership will enable La Banque Postale Asset Management and Aegon Asset Management to implement a bold development project based on an extensive range of products, which would include expertise in international equity and multi-assets.

This operation would also broaden the distribution of LBPAM products to Aegon Asset Management's international network.

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About La Banque Postale (www.labanquepostale.fr)

La Banque Postale, a subsidiary of Le Groupe La Poste, is present in the retail banking, insurance and asset management markets. As a civic-minded bank, it supports its customers by offering a sustainable banking relationship with an extensive range of reasonably priced and accessible products and services. As a local bank providing a public service, La Banque Postale meets the needs of everyone: private individuals, businesses, professionals and the local public sector. It strives to serve its customers through the network of post offices, online and over the telephone as part of a fully multi-channel relationship.

La Banque Postale: key figures

- €5,539 billion NBI
- 10.7 million active customers
- 446,000 corporate customers and associations
- 3,000 local authorities as customers
- Over 7 million bank cards
- 17,000 retail outlets

Figures as at end-2013

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