



**A European leader in affinity  
insurance and services for  
major brands  
2019**

# **PRESS KIT**

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## **SPB in brief**

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SPB operates as a broker and is European leader in affinity insurances and services for more than 100 major brands, with a presence in 17 countries: Austria, Belgium, China, France, Germany, Hungary, Italy, Luxembourg, Morocco, the Netherlands, Poland, Portugal, Spain, Switzerland, Tunisia, the United Kingdom and the USA.

SPB is an independent family-held company founded in 1965.

Operating on a white label basis, SPB offers unique expertise in designing and managing tailor-made insurance programmes, warranty extensions and related services for banking products, mobile phones and devices, household needs and everyday goods.

This unique skills chain enables SPB clients to create value and strengthen brand loyalty.

### **Key figures for 2016**

- 50 million policyholders
- 285 million in gross turnover
- More than 100 major brands
- 1,900 employees
- 1.11 million claims handled
- 1.06 interventions in services

### **What is affinity insurance?**

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The affinity insurance market includes all insurance products, assistance and accessory services intended for a group of people with a common interest or hobby. The term 'affinity' was originally used in marketing and finance.

## **SPB an innovator in affinity insurance for 50 years**

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### **An accent on growth since 1965**

Ever since it was founded, SPB has been constantly developing its business internationally, in new sectors and in extending a broad range of insurance-related services. SPB stands out from the competition in its ability to produce solutions adapted to the very latest trends. This quality has ensured its places as an innovator in affinity insurance.

### **1965 – 1995: France’s banking insurance leader**

1965	Dominique Guian founded Société de Prévoyance Bancaire on the basis of a new concept: <b>bank account insurance</b>
1967	Insurance against fraudulent credit card use
1972	First death-disability coverage for “Carte Bleue” debit card holders
1984	First unemployment insurance linked to credit
1986	Travel insurance offered with premium cards
1990	First insurance for loss or theft of means of payment

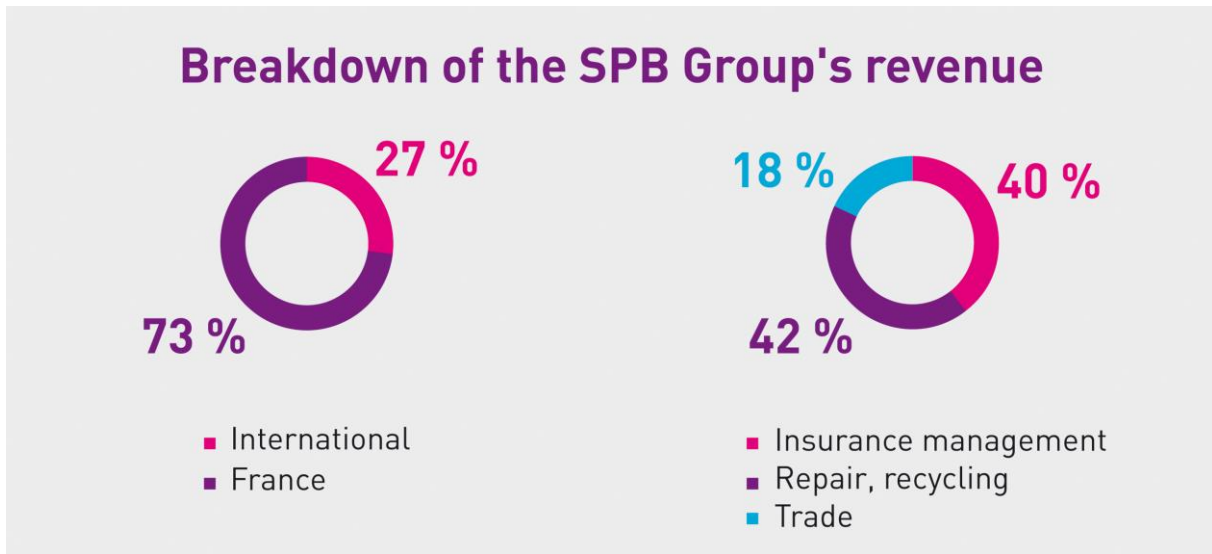
### **1995 – 2010: international and cross-sector development**

1995	SPB Iberica opened
2000	Jean-Marie Guian appointed Chairman of the SPB Group’s Management Board Launch of insurance cover for mobile phones and devices, internet purchases and with energy suppliers
2003	SPB Italia opened
2008	SPB Polska and SPB ISC (Tunisia) opened Acquisition of AVI (travel insurance), Ifebo (warranty extensions) and D&P Affinity (affinity insurance)
2009	Acquisition of Citygaranties (hearing aid insurance), renamed SPB Affinity, launch of mobile device insurance in the banking sector Acquisition of O2M (diagnostics, repair and second-hand sales), warranty extensions for white, brown and grey goods, event and leisure insurance
2010	Acquisition of Citymain (UK) and SPB Garant (Germany)

### **2010 – present: further international expansion and services development**

2012	Acquisition of a stake in Point Service Mobiles (diagnostics, repair, local trading services, etc.)
2013	Acquisition of Loxy (WEEE : electrical and electronic waste management and recycling)
2014	Merger between Cap Protection and SPB Belgium (SPB Benelux) Launch of Phone Service Center, the Point Service Mobiles international brand Strengthen of historical tele-insurance business (SPB Family) strengthened Insurance management centre opened in Alençon (France) - SPB ISC (Morocco) opened
2015	Management centre opened in Amiens
2016	Disposal of Loxy

## A successful diversification strategy



## Europe's leader in affinity insurance and services for large brand clients

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SPB's head office is in Le Havre (SPB SAS). SPB SAS has additional offices in France in Alençon, Amiens, Bezons and Paris.

## An international diversification strategy

SPB has obtained European free provision of services authorisation, which enables the company to carry out its business in all European Union countries. SPB has gradually extended its activities in Europe by opening branches or through acquisitions. SPB's main offices outside France are as follows:

- SPB Benelux (Antwerp)
- SPB Garant and SPB Deutschland (Nuremberg)
- SPB Iberica (Madrid)
- SPB ISC (Tunis)
- SPB Italia (Milan)
- SPB Maroc (Casablanca)
- SPB Polska (Warsaw)
- SPB UK & Ireland (Portsmouth)

### **A services diversification strategy: “affinity insurance and much more”**

SPB complements its insurance programmes with a wide range of services: new-for-old, returns, repair, replacement, dismantling, recycling and second life. SPB is the only player in the affinity market to offer a 360° range of services to back up its insurance business.

As part of this approach, SPB acquired O2M in 2009, specialised in buy-back and upgrading of corporate fleet, goods repair and refurbishing, aftersales solutions, high tech logistics, broke. In 2013, O2M was renamed SPB Services. SPB Services operates over 8 countries: Belgium, France, Germany, Italy, Poland, Spain, Tunisia and United Kingdom: [www.spb-services.com/en](http://www.spb-services.com/en)

At the beginning of 2012, SPB purchased a stake in Point Service Mobiles, the leading local mobile phone and multimedia product assistance network, which has 200 franchises throughout France. Point Service Mobiles shops offer diagnostics and repair for mobile phones and small multimedia products; the firm has expanded rapidly and boasts repairs to 82% of phones within 40 minutes. Elsewhere in Europe, Point Service Mobiles is branded as Phone Service Center. 50 repair centres are available in Germany, Belgium, Canada, Spain, Israel, Luxembourg, the UK and Tunisia. SPB now owns 90% of Point Service Mobiles/Phone Service Center. For further information, see [www.allopsm.fr](http://www.allopsm.fr)

SPB has a 10% stake in Loxy, an electrical and electronic waste disposal specialist based in France.

## **Dedicated affinity subsidiaries**

Founded in 1981, AVI International is France's leading travel insurance broker. Among other things, the company creates insurance products for language trips for students and expatriates across Europe and in America and Asia. For further information, see [www.avi-international.com](http://www.avi-international.com)

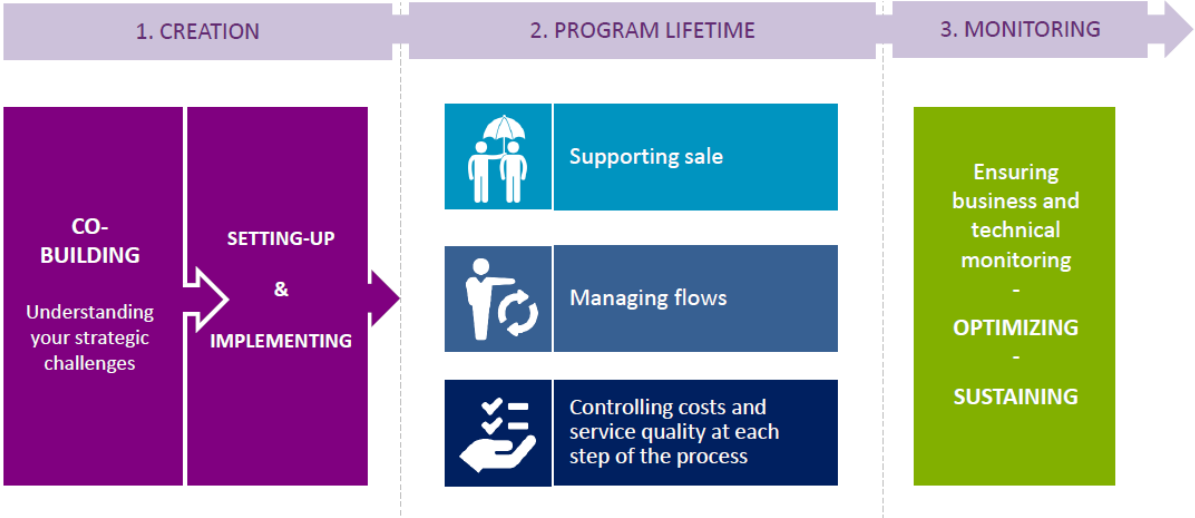
SPB Affinity is a French expert in hearing aid insurance and a partner to more than 300 hearing aid providers around the country. At present, only 15% of French people with hearing difficulties are equipped with appropriate assistance. This worrying situation concerns not only senior citizens but also increasingly young people (concerts, excessively loud headphones, etc.). SPB Affinity offers four-year cover against the breakage, breakdown, theft or loss of a hearing aid through three plans (Duo, Trio and Quattro) sold directly by hearing aid providers. For further information on SPB Affinity, see [www.spb-affinity.com](http://www.spb-affinity.com)

SPB Family is a subsidiary specialised in long-term care insurance. The company develops insurance and assistance warranties to protect families from life's uncertainties such as loss of autonomy, hospitalisation or the caregiver's assistance. For further information: [www.spbfamily.eu](http://www.spbfamily.eu)

# A unique skills chain to create value and strengthen brand loyalty

Operating on a white label basis, SPB offers unique expertise in designing and managing tailor-made insurance programmes, warranty extensions and related services for banking products, mobile phones and devices, household needs and everyday goods. As part of its business, SPB offers breakage, breakdown, loss and theft cover and has had ISO 9001 certification since 1997 (approved by Bureau Veritas). 81% of customer survey respondents said they were satisfied with SPB in 2014.

## Links in the SPB skills chain



**Multi-sector white label products**

Mobile phones and devices	Retailing and e-commerce	Means of payment	And much more!
<p>Insurance for connected devices, mobile phones, tablets, portable computers, game consoles, digital devices, mp3</p> <p>Breakdown, breakage, theft, accidental damage, oxidisation, fraudulent use</p> <p>Viral attacks</p> <p>Data protection</p>	<p>Warranty extensions for brown, white and grey goods (televisions, portable computers, household electrical goods, games consoles)</p> <p>Insurance for everyday goods (furniture, shoes, tyres, bedding, etc.)</p>	<p>Insurance included with bank cards (travel insurance, purchase cover)</p> <p>Bank account insurance in the event of death</p> <p>Credit card fraud insurance</p> <p>Online purchase cover</p> <p>Borrower insurance</p> <p>Bank account, credit and rent cover</p> <p>Savings insurance</p> <p>Education savings plans</p> <p>Pension rights assistance</p> <p>Funeral cover</p>	<p>Travel insurance (notably for students and expatriates)</p> <p>Event insurance</p> <p>Snow &amp; mountain insurance</p> <p>Sporting equipment insurance</p> <p>Car rental insurance</p> <p>DIY insurance</p> <p>Water, gas &amp; electricity insurance</p> <p>Product warranties (hearing aids, spectacles, scanners)</p> <p>Car and motorcycle warranties</p>

**SPB offers its solutions in three ways**

- Marketed as they are  
 Examples: insurance linked to the loss of means of payment (Sécurilion, BNP Sécurité, etc.), unemployment credit insurance, insurance offered by mobile phone operators and vendors.
- Included in products or packages sold by retailers and other networks  
 Examples: bank card benefits such as travel insurance, purchase cover and “the right to make a mistake” with some DIY store cards.
- Direct marketing to individuals under client brands  
 Examples: customer appreciation programmes, gas insurance, funeral cover.



The advantages of SPB programmes: creating value and strengthening brand loyalty for our partners

**BOOST THE SATISFACTION  
OF END CUSTOMERS**  
and brand image

**IMPROVE THE QUALITY IMAGE  
of products**

**STEP UP TRAFFIC**  
in its network

**INCREASE THE  
LOYALTY**  
of end customers

**ENJOY  
TRANSPARENT MANAGEMENT**  
(regular reportings)

## SPB governance

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SPB is an independent company with a Management Board and a Supervisory Board. It is 99% owned by the Guian family via a holding company.

### The Supervisory Board

**Dominique Guian is the company's founder and Chairman of the SPB Group's Supervisory Board.**

Dominique Guian founded Société de Prévoyance Bancaire (SPB) in Le Havre in 1965. His innovative idea was to sell insurance through bank branch networks, which were expanding rapidly at the time. SPB has developed insurance products in the banking universe for 35 years before diversifying its insurance activities into telecoms and retailing.

### The Executive Committee

**Jean-Marie Guian is the Chairman of the Management Board.**

Jean-Marie Guian is a graduate of HEC business school and obtained a Community of European Management Schools Master in 1990. Following two years of voluntary work in Asia, he started his career in 1992 as an emerging markets trader at Société Générale (1992-1994). He joined SPB two years later to supervise quality control and has served as Finance Director (1996-1998) and Managing Director of the insurance business (1998-2000). He has chaired the SPB SA Management Board since 15 December 2000.

**François Commune is Managing Director, Finance and Alliances, and has been a member of the Management Board and Executive Committee of the SPB Group since 2006.**

A graduate of ESCP and with an MBA from Cranfield University in the UK, François Commune started his career at the French subsidiary of the Hoechst Group as treasurer then central controller between 1980 and 1987. He went on to co-found the Pillet & Associés consultancy, where he was senior consultant from 1987 to 1991. He then became Deputy Finance Director at Fiat France from 1991 to 1997, and then at the Europe Assistance Group from 1998 to 2000 where he was appointed to the position of Deputy Managing between 2001 until 2006.

**Romuald Censier has been EVP Sales and Marketing of SPB Group since July 2018.**

Graduated of ISC Paris, Romuald Censier began his career in 1997 as Development Manager in the Banking field for RSA/Quintess. In 2001, he co-created a start-up specialized in transport field, laureate of the Jacques Douce competition before becoming IT Consultant for Accedo in 2005. From 2005 to 2007, he was in charge of the establishment of Dr. Web in France and Switzerland. He joined the SPB Group in 2007 as a Key Account Manager, took care of the sales development in the telecom sector and contributed to develop the expertise of SPB in the digital marketing. Over time, he has developed the key account portfolio in the retail and e-commerce sectors.

**Christelle Legrix has been EVP of the SPB Group since 2010 and in charge of Operations since July 2018.**

Graduated of Institut Commercial de Nancy and of a MBA with a specialisation in management and finance (Pennsylvania), Christelle Legrix began her career in retail sector. She joined SPB in 1999 to manage brokerage cash flows. In 2002, she joined the Insurance Services Department where she took

the responsibility of the telecom and retail activities. In 2007, Christelle Legrix joined the management team in order to set up the Group's audit department. She was appointed EVP Insurance Services in 2010.

**Romain Daufouy has been EVP International Units of the SPB Group since September 2018.**

Holder of a Bachelor in Business Management and Marketing and of an Executive MBA in Strategy, Finance, Organization and Risk Management, Romain Daufouy began his career in 2002 at Nortel, a telecom equipment manufacturer, as Sales Manager. In 2003, he joined, as the same position, T&T Consulting. In 2006, he joined Ausy, the European leader in high-tech consulting and engineering, as Sales Director. In 2007, he became Key Account Director at BT Global Services, an international subsidiary of the British Telecom Group. From 2011, Romain Daufouy joined Telefonica, first as Sales Director, then as Director of the Asia & Pacific area and finally as Director of the Northern Europe & Russia area. He joined the SPB Group in September 2018.

**Rémi Audoin has been EVP in charge of Services, Chairman of the Management Board of Point Service Mobiles and Phone Service Center and Chairman of the Management Board of SPB Services and has been a member of the Executive Committee of the SPB Group since July 2018.**

Graduated of a Master's degree in Marketing and Strategy from the European Business School, Rémi Audoin began his career in 1989 and held various positions in marketing, purchasing and after-sales services in companies such as Thomson Multimedia and Darty. In 2001, Rémi Audoin was appointed managing director of The Phone House France. In 2008, he joined Best Buy Mobile Canada as Vice President. In 2010, he became Managing Director of The Phone House Belgium and was promoted to Chief Executive Officer in 2012. He left The Phone House Belgium in 2016 and became Managing Director of Hailo / My Taxi France and Switzerland (VTC service). Then he joined Point Service Mobiles and Phone Service Center in May 2017 as a consultant.

**Jean-Christophe Boisseau has been EVP Human Resources of the SPB Group since 2014.**

Jean-Christophe Boisseau prepared for the École Nationale d'Administration at the Institut d'Études Politiques in Paris and graduated from the Institut d'Études Politiques in Aix-en-Provence. He started his professional career as major account sales manager at Xerox in 1989 and went on to the service subsidiary as Director of Research and Projects in 1993. Four years later, he was promoted Director of Human Resources and Legal Services. He moved to the insurer Alico (AIG Group) in 2000 as Director of Human Resources for France and Western Europe. Following the MetLife takeover of Alico, he was appointed Secretary General Responsible for Human Resources in France and Morocco. He joined the SPB Group in 2014.

**Estelle Rouchon has been EVP in charge of Communications of the SPB Group since September 2018**

Graduated of the Institut d'Études Politiques in Lyon and in communications (Sciences Com' Audencia), Estelle Rouchon began her career in 1996 at Amadeus France (subsidiary of Air France) within the Communications department. From 1999 to 2006, she continued her career in communications agencies at Actus Finance, then at I&E (now Burson-Marsteller I&E). In 2006, she joined Aviva France as Head of press and was promoted Head of external relations in 2009. She joined the SPB Group in 2012 as Communications Director.