



## PRESS RELEASE

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### **La Banque Postale acquires Crowdfunding startup KissKissBankBank**

**La Banque Postale and KissKissBankBank have signed today an agreement for the acquisition by La Banque Postale of 100% of KissKissBankBank & Co (the publisher of KissKissBankBank, hellomerci and LENDOPOLIS), a pioneer and a leader in the crowdfunding space in Europe.**

Within the fast-changing financial services environment, La Banque Postale is enhancing its footprint in the crowdfunding space with a view to both meeting the new aspirations of its customer base and supporting the growth of the real economy.

The acquisition of 100% of KissKissBankBank & Co is in line with the digital development strategy of La Banque Postale, which aims to extend its products and services range to meet the expectations of its customers and respond to the new banking trends.

Since its creation in 2009, KissKissBankBank & Co - which has a community of 1.3 million members - has provided financing solutions for over 27,000 creative or entrepreneurial projects.

The existing founder-management team will benefit from the support of La Banque Postale to continue developing its current business model based on three web-based crowdfunding platforms.

KissKissBankBank and La Banque Postale have enjoyed a successful working relationship since the creation of KissKissBankBank based on shared values such as transparency, commitment, ethical conduct and security.

*"The transformation of the banking sector is already under way and La Banque Postale intends to play an active role in this transformation, which echoes to its core civic values. A brand new banking environment is being created by a handful of new actors with a new range of banking products and services, which our customers are asking for. This transaction is moreover fully in line with our strategy of rolling-out a digital offer of financial products and services for everyone." comments Rémy Weber, Chairman of the Management Board of La Banque Postale.*

*"Having been a partner of La Banque Postale for six years, we have decided to work more closely together. The crowd-funding market has become highly competitive; we feel that having the support of a banking group that shares our vision of the bank of the future is a crucial strategic move that will allow us to pursue our development in France and abroad with even greater energy. Equally, we know the teams at La Banque Postale*



*very well, and this will facilitate the merger on both a professional and human level. Eight years after launching one of the world's pioneering crowd-funding platforms, Omblin le Lasseur, Adrien Aumont, myself and the team of KissKissBankBank & Co. are starting a whole new chapter." says Vincent Ricordeau, co-founder and Chairman and Managing Director of KissKissBankBank & Co.*

#### **About KissKissBankBank**

Founded in September 2009 by three passionate believers in the culture of independence, KissKissBankBank & Co is one of the European leaders in crowd-funding. The KissKissBankBank & Co team has an ambitious goal: To take back control of our money. This active commitment to the peer-to-peer economy is embodied by three complementary platforms: KissKissBankBank, the pioneer of donation-based funding devoted to creation, innovation and solidarity; hellomerci, devoted to solidarity loans between private individuals, and LENDOPOLIS, which enables small and medium-sized enterprises to obtain business loans directly from private individuals. Through its three platforms, KissKissBankBank & Co is currently the only player in Europe to develop its services in three crowd-funding segments, thereby providing appropriate solutions for a host of personal and professional projects.

#### **KissKissBankBank in a few key figures:**

- 27,000 projects funded
- Almost €83 million collected
- A community of almost 1.3 million members
- "La Maison de Crowdfunding", the 1st specialist structure open to the public in November 2016 at 34 rue de Paradis Paris (10th district), France
- Over the last seven years, the business projects funded by KissKissBankBank & Co solutions have enabled 2,900 structures (companies and associations) to set themselves up. One project out of three creates employment and 95% of the project sponsors believe that crowd-funding has had a positive impact on their professional lives.\*

\* Study conducted by the consulting firm Occurrence for KissKissBankBank & Co, using a self-administered online questionnaire, from 26 September to 9 October 2016, involving 623,497 users of the KissKissBankBank, LENDOPOLIS and hellomerci platforms. [Consult the complete study here.](#)

*Figures at end May 2017*

#### **About La Banque Postale**

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 by telephone as part of a fully multi-channel relationship.

#### **La Banque Postale in a few key figures:**

- €5,602 billion NBI
- 10.7 million active customers
- almost 400,000 companies, professionals, local authorities and associations as customers
- 8 million bank cards
- 17,000 retail outlets

*Figures at end 2016*



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## Appendix 1

### **La Banque Postale and KissKissBankBank working in partnership since 2009**

As the first bank to be involved in crowd-funding through its partnership with KissKissBankBank in 2009, La Banque Postale wanted to directly participate in supporting projects.

With this in mind, we created the "Favourites of La Banque Postale". Each month, a project selected by an internal jury receives the support of La Banque Postale in the form of 50% of its fund-raising target. Over the last two years, the vote has been opened up to the general public through Facebook voting campaigns.

These projects are also showcased on La Banque Postale's Facebook page, thereby increasing the visibility of the projects.

Since this initiative was set up, over 80 projects have benefited from the "Favourites" scheme. Certain projects have become real "nuggets" and have experienced strong growth, such as the "La Louve" collaborative supermarket in Paris, the "Ticket for Change" association, which promotes social entrepreneurship, and "Kokoroé" a platform that puts people in touch with each other for private lessons.

La Banque Postale also supported the creation of "hellomerci", the first platform for solidarity-based loans between private individuals, which now provides the "small loans between friends" solution. This solution allows any member of the general public to borrow easily from friends and relatives. La Banque Postale tested the solution with more than 4500 customers at the end of last year. The majority of respondents found the solution "useful, relevant and complementary to traditional banking offers".

Finally, alongside KissKissBankBank and MakeSense, La Banque Postale sponsors "La Social Cup", the first French student social entrepreneurship cup, which aims to act as an incubator for innovative projects that meet the major challenges of today's society (environment, employment, ageing, education, etc.).