



Cartes Bancaires CB

APPOINTMENT

Philippe Laulanie-Chief Executive Officer, CB

Paris, 16th December 2016



Philippe Laulanie was unanimously elected Chief Executive Officer of the CB Card Scheme at the General Assembly held on 16th December 2016. He will succeed Gilbert Arira who had been appointed in 2013.

Philippe Laulanie, 54, holds an MBA from the EM Lyon Business School as well as a degree from the IHEDN (Institute of Advanced Studies in National Defence).

He has spent most of his career working for BNP Paribas whom he joined in 1989 as Head of Marketing before rapidly moving on to other positions, both in France and abroad.

From General Inspection to Management Control, he has gained extensive knowledge of banking activities.

In 1997, he was entrusted with the task of devising a new distribution model for retail banking, via a multi-channel platform implemented across more than 15 countries.

In 2014, Philippe Laulanie was appointed Chairman of RMW (Retail Mobile Network), a subsidiary of BNP Paribas. This platform, co-designed with major retailers, aims to address the strategic challenges raised by the digitization of business, the simplification of the customer experience and the creation of services. Its first innovative achievement being the creation of WA !

Philippe Laulanie is also Vice-Chairman of the INRC (National Institute for Customer Relationship) and a member of the Board of EFMA (European Financial Management Association).

His excellent knowledge of the banking sector –both in France and abroad- of strategic marketing, of the customer relation, of digital and of information technologies is a major asset for CB whose constant aim is to meet the needs and expectations of banks, of retailers and of their clients.

On learning of his appointment, Philippe Laulanie said: *“I intend to carry on the work initiated by CB and to strengthen its position as a key player in innovation in the fields of payments, security, the fight against fraud, and of value-added services as much for member banks as for retailers and for consumers. For more than 30 years, CB has been a fixture of the French people’s daily lives, and therefore has a real social responsibility. This responsibility is even higher at a time of digital acceleration. Our lives and our payments interconnect in real time, whether it be face-to-face, on the Internet or, more and more, via our mobile.”*

ABOUT CB



CB, INNOVATION INSIDE

Established in 1984 to provide a universal and interoperable card payment and ATM cash withdrawal scheme in France, Groupement des Cartes Bancaires CB is a non-profit organization acting as the governing body of the CB payment scheme. End 2015, CB has 121 members, comprising both banks and payment institutions worldwide.

CB is responsible for the system’s overall architecture, inter-member rules & procedures and risk management. CB also defines technical and security standards, and ensures that manufacturers and vendors whose products and services are used in the CB system comply with these standards.

Furthermore, CB operates an information system, providing its members with high performance data mining tools and countermeasures in the fight against fraud.

CB is one of the largest card payment schemes in the European Union (2015 figures) :

- 64.5 million cards
- 1.5 million merchant acceptance points and more than 58,000 ATMs
- a very significant activity, both in terms of transaction volumes and value
- 11.3 billion CB payment transactions + 1.5 billion CB ATM operations for a total value of 565.4 billion Euros

For more information, visit www.cartes-bancaires.com



Press contacts :

Françoise Fanari – (+33) 1 40 15 58 57 – francoise-fanari@cartes-bancaires.com

Priscilla Patruno – (+33) 1 40 15 58 54 – priscilla-patruno@cartes-bancaires.com