



Press release
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La Banque Postale lays a new cornerstone in the construction of its sustainability offering with its impact home loan

During the “Citizen Call for a Sustainable Economy” event organised by La Banque Postale on July 5th and 6th, Philippe Heim, Chairman of the Executive Board and Marion Rouso, Managing Director of Retail Banking, have announced the launch of the impact home loan.

This new offer aims to involve La Banque Postale customers in the just transition by encouraging them to favour real estate projects that have a positive impact on the environment, regions and social inclusion or to renovate their current homes to make them more energy-efficient.

La Banque Postale is stepping up the transformation of its banking model with the launch of its impact home loan offering for its customers. This new loan offering, based on a **Impact Weighting Factor which has been critically reviewed by the WWF and will be launched by the end of 2023**, aims to **promote new, more inclusive and responsible consumer behaviour**.

As **Philippe Heim, Chairman of the Executive Board of La Banque Postale** explains: *“Decarbonisation must move beyond rhetoric to action. The launch of the impact home loan, co-constructed with our partner WWF, is a key milestone on our path to decarbonisation and reducing our impact on nature, which aims to put our commitments at the heart of our retail banking activity. Gradually, our entire product range will allow our retail customers to become a driving force behind this transition. With this new stage, La Banque Postale positions itself as a think-tank to incubate the banking solutions of the future”.*

A comprehensive finance offering to support its customers in the just transition

As of today, the impact home loan will allow future buyers to benefit from a **subsidised home loan rate** according to the type of asset that they wish to acquire. Thus, regardless of whether the property is new, recent or older, a reduction will now be applied to the borrower’s loan rate based on the building’s French **Energy Performance Diagnosis** (DPE - *Diagnostic de Performance Energétique*).

However, as of the end of 2023, the **Impact Weighting Factor** will be used to produce an overall score based on energy performance, the property's impact on biodiversity by taking into account the artificialization of soil, and criteria aimed to assess the project's regional impact and its scale of social inclusion.

Three levels of subsidies will be applied according to the real estate project and provided that it has a lower impact on biodiversity:

- Financing for a **new, recent or already renovated property** will benefit from a preferential loan rate, with a **reduction of -0.20%**.
- The **oldest** properties, with DPE's ranging from D to G and in which future buyers carry out energy-efficiency renovations as soon as they take ownership of the asset, will benefit from a **subsidised rate of -0.30%**.
- Finally, buyers who commit to carrying out energy-efficiency renovations, but for which financing is not included in the home loan, may also benefit from a reduction of **-0.10%**.

In addition to financing real estate acquisitions, this reduction will also contribute to optimising the purchasing power of French households. The acquisition of new or renovated properties will allow home owners to benefit from more energy-efficient housing, which is therefore also cheaper to run.

In addition to this subsidy, La Banque Postale has also launched the **“My Energy Calculator” tool** and **a platform to assist customers with launching their renovation work: “My Energy Project”**. Access to both are free of charge and can be used:

- **to obtain a personalised energy renovation plan** for work that could improve the property's energy performance as well as an estimate of government grants to which the customer may be entitled. The calculator tool has been launched in partnership with the start-up namR.
- **to find an environment-certified craftsman, validate quotes online and retrieve energy efficiency certificates.** This solution was developed with EDE, a subsidiary of La Poste.

“The fundamental changes that we are experiencing require us to work together and support our 20 million retail customers, regardless of their income level and type of real estate project, in this essential energy transition. This new comprehensive impact home loan offer is in line with this approach, and will enable our customers to achieve their acquisition and renovation projects. It follows on from the positive-impact consumer credit offer launched in 2021, which in less than two years has become a key product and now represents half of all consumer loans financed by La Banque Postale” explains **Marion Rouso, Managing Director of Retail Banking and member of La Banque Postale Executive Board.**

“The WWF is delighted to partner with La Banque Postale and launch the pilot Impact Home Loan offer as part of a global approach to stepping up the financing of the ecological transition” adds **Véronique Andrieux, Chief Executive Office of WWF France.**

A rating based on the Impact Weighting Factor, an index co-constructed with the WWF

The teams at La Banque Postale and the WWF have been working together for the past two years to create this Impact Weighting Factor, **which as of the end of 2023 will be able to be used to establish a rating based on a property's environmental, social and regional impact.** This tool will be available to all post office banking advisors and will play a central role in the loan approval process, helping promote support for all our customers on their energy transition.

La Banque Postale intends to apply the Impact Weighting Factor to all of its activities. Its implementation will be gradually phased in over the course of 2024.

Recognised international leadership in terms of CSR

With a score of 74/100 awarded in June 2023 by the non-financial rating agency Moody's ESG Solutions, La Banque Postale maintains its leading position as the number one bank worldwide in terms of CSR. It ranks eighth in the world out of 4,770 companies rated across all economic sectors.

In 2022, for the second year in a row, La Banque Postale was the only French bank to obtain an A rating from the CDP, the international benchmark organisation for the assessment of corporate climate strategies. It has also signed the letter of commitment of the Net Zero Banking Alliance, supported by the United Nations Environment Program - Finance Initiative (UNEP FI), whose ambition is to achieve zero net emissions by 2050 at the latest.

La Banque Postale also excelled in 2021 by becoming the first European bank and one of the first financial institutions in the world to draw up a decarbonisation pathway that has been validated by the SBTi (Science Based Targets initiative). It has also made the major commitment of exiting fossil fuels (coal, oil and gas) by 2030.

About La Banque Postale

La Banque Postale, along with its subsidiaries, including CNP Assurances, forms a large international bancassurance group, 11th in the eurozone by the size of the balance sheet. Its diversified business model enables it to support 20 million individual and corporate customers and local public sector actors in France with a complete range accessible to all. A subsidiary of La Poste Group, La Banque Postale is a local bank, present throughout the country with 17,000 contact points, including 7,000 post offices.

With its strategic plan "La Banque Postale 2030", it has set itself the ambition to become the favorite bank for French people, with an integrated and omni-channel offer of bank-insurance services structured around its three brands: La Banque Postale, its day-to-day bank, Ma French Bank, its 100% mobile bank and Louvre Banque Privée, its private bank.

La Banque Postale is accelerating its diversification strategy and developing its expertise businesses, particularly in asset management, insurance, consumer credit and corporate and investment banking.

Drawing on its citizen identity, La Banque Postale is working towards a just transition by integrating environmental and social impact objectives into the heart of its governance. A company with a mission since March 2022 and a leader in impact finance, La Banque Postale aims to achieve net zero emissions by 2040. It is in the top rankings of the non-financial rating agencies.