

28 November 2019
CPPGroup Plc
Business Update

CPP GROUP CELEBRATES MAJOR MILESTONE AFTER ACHIEVING 10 MILLION CUSTOMERS WORLDWIDE

CPP Group Plc (“CPP” or “the Group”), the partner focused, global product and services company specialising in the financial services and insurance markets, has announced that it has passed 10 million customers worldwide.

The achievement marks the Group more than doubling its customer base since 2016, when it reported an end of year figure of 4.3 million.

This significant customer growth is a result of CPP’s ambitious global growth strategy, which focuses on key international markets, such as India, China and Turkey, developing new products and partnerships and investing in innovative, scalable technology.

Partnerships are the cornerstone of CPP’s business and have contributed considerably to this significant growth. Critical to this success has been the Group’s exceptional progress in India, having developed and extended key ongoing partnerships with major financial firms such as Bajaj Finserv and the State Bank of India.

Furthermore, major deals and development in Turkey and China have added to the Group’s growth. In 2019, CPP Turkey has successfully expanded its relationship with Denizbank whilst introducing new innovative products to market and CPP China’s recent deal with banking giant Bank of Communications has already attracted over 100,000 new customers.

Across the board, CPP has seen a 13% increase in its active partner base in the first half of 2019, with further major deals signed with American Express, Manulife and TATA Cards. The Group’s active partner base provides potential access to over 200 million customers.

Jason Walsh, Chief Executive Officer, commented:

“One of our key strategic objectives for 2019 was to deliver exceptional levels of revenue and customer growth, so hitting the 10 million customer milestone is evidence of our success.

The Group’s relentless focus on delivering for our business partner’s customers and the constant development and innovation which goes into CPP’s products has put us in this position. Furthermore, we have made great progress in both developing new and existing partners in 2019. It is great for all that work to be recognised by this achievement and we strive to build on this going into 2020.”

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About CPP

CPP Group is a partner focused, global product and services company, specialising in the financial services and insurance markets. We use our local knowledge from 12 country markets within Asia, Europe and Central America to provide our business partners with technology-led product, marketing and distribution expertise that deliver commercial benefits and bring meaningful solutions to over 10 million end customers worldwide.

CPP's diverse range of insurance and assistance products can be designed to suit the bespoke needs of our business partners through providing their customers with peace of mind by reducing the stresses of everyday life, ranging from protection of mobile phones, payment cards and household belongings to keeping travel plans moving and the monitoring of compromised personal data.

For more information on CPP visit <https://international.cppgroup.com>

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