



PRESS RELEASE

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WORDAPPEAL

99, rue du Faubourg

Saint-Martin

75010 PARIS

Your contact

Héloïse Rivière

hriviere@wordapeal.com

T: +33 (0)1 43 38 99 91

6LIVE: THE NEWS APP FOR CRÉDIT AGRICOLE EMPLOYEES

Staying updated while on the go: 6Live, the new app developed by WordAppeal for Crédit Agricole Group, allows employees to do just that! Crédit Agricole employees can now browse news from all the Group's channels in one place via their smartphone or tablet device.

Context: In 2013, Crédit Agricole SA began bolstering their editorial eco-system by structuring their internal communications around the company's website (credit-agricole.com), a daily newsletter (60 Seconds), a monthly webzine (6 Minutes), and a bi-annual magazine (6 Months Together). This structure provided employees with valuable insights into important news topics for the Group, but the content was only accessible from desktops.

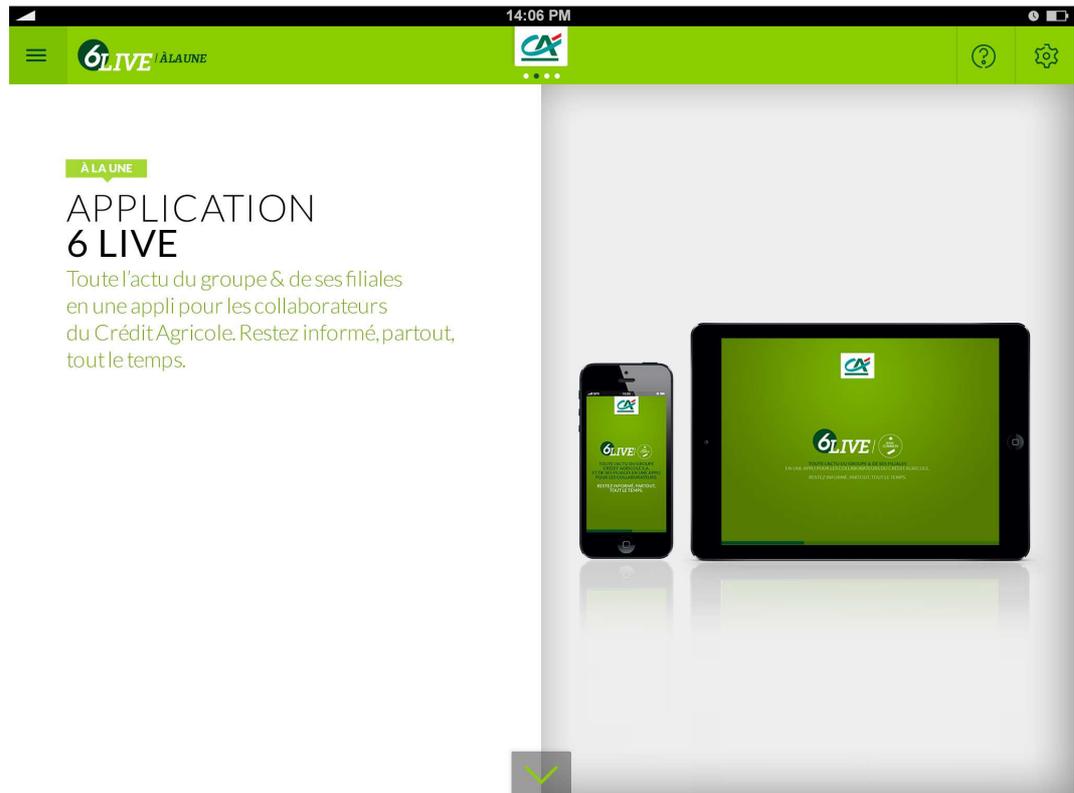
Our contribution: WordAppeal responded to the client's need for better accessibility on the go by developing the custom app "6Live." Created for mobiles and tablets, 6Live not only offers a dashboard for internal news (Group, business line and subsidiary news), but also external news gathered from Crédit Agricole's digital eco-system, including:

- Institutional sites and specialized blogs
- Social networks (integrated into a "Social Wall")
- Internal digital platforms (intranets, newsletters, webzines, etc.)

The content stream is customized according to users' personal logins and preference settings, and users can subscribe to channels they are interested in. The fully-optimized mobile interface is available in four languages: English, French, Italian and Polish.

Our services:

- Strategic framework and prototyping
- Ergonomic design / UX
- Graphic design
- Project management: technical specifications, technical partner selection, QA testing
- Launch plan: creation of a promotional video, internal event planning



About WordAppeal

Founded in 2000 by 2 former journalists from The Economist, WordAppeal is a subsidiary of Pelham Media Ltd. (Championing Positive Ideas™). WordAppeal nurtures the online conversations of 25 CAC 40 companies and large institutions. With 65 team members representing 10 nationalities, the agency is available for clients around the clock and is an active member of the Institute Montaigne think tank.

For more information, please visit: www.wordappeal.com