

PRESS RELEASE – 05-09-2022

CETELEM BECOMES A MAJOR PARTNER OF SOLARY



Cetelem, major player of consumer credit in France, becomes a Major Partner of the E-sport club Solary.

An affinity partnership that capitalizes on common values in order to support strong development ambitions.

Facing the rise of video games – 58% of the French population (38 million of persons) regularly play video games – Cetelem wishes to support and invest in the competitive landscape of this ecosystem through a strong partnership with a major E-sport club in France, also visible at an international level.

By affinity, Cetelem's choice fell on Solary, an E-sport club and collective composed of 50 passionate players, streamers & influencers.

Solary and Cetelem share common values of friendliness, proximity, support and responsibility.

Solary, which completes also its E-sport activity with video production and entertainment through its WebTVs on Twitch, aims to keep on diversifying: merchandising, tournament and community events, Solary trips etc.

Cetelem, which accompanies and finances the projects of French people on a daily basis with solutions adapted to new lifestyles wished to be associated with these ambitions through the creation of dedicated activation programs, which will be presented to Solary fans and the general public at a later date.

Moreover, Cetelem launches a social media ecosystem with the creation of the Twitter account @CTLMgaming. On May 10th this account will relay a contest organised by Solary in order to celebrate this new partnership.

The intention is to sustain this partnership in the long term and promote access to more responsible and sustainable consumption.

« Cetelem is pleased to support a club whose collective ambition fits perfectly with the values of the company: proximity, accompaniment and innovation. It is a great opportunity for our brand to strengthen its reputation toward an audience that consumes differently, thousands of E-sport enthusiasts. It is also for us, the opportunity

*to invest into a new communication support through competitive gaming and hit this new target”, says **Serge le Bolès, Directeur de BNP Paribas Personal Finance France.***

Sakor Ros, President of Solary: *« We are thrilled to welcome Cetelem as a Major Partner in the big Solary family ! They trust us to accompany them in their first steps into the gaming and Esport world. This partnership will allow us to work on many activations and projects that will benefit to our entire community!”.*

** Discover the announcement of this partnership live on Solary Twitch channel on May 9th.

* *Syndicat des éditeurs de logiciels de loisirs (Sell), November 2021*

About BNP Paribas Personal Finance | Cetelem

BNP Paribas Personal Finance is a major player of the personal financing in France and Europe through its various activities of consumer credit. 100% subsidiary of the BNP Paribas group, BNP Paribas Personal Finance has nearly 20 000 employees and operated in close to thirty countries. With brands such as Cetelem, Cofinoga, Findomestic or AlphaCredit, the company offers a complete range of consumer credits available on stores, car dealerships or directly through its customer relations centers and online.

BNP Paribas Personal Finance completed its offer with insurance and savings products in many countries such as Germany, Bulgaria, France, Italy...

For many years, BNP Paribas Personal Finance has developed an active partnerships strategy with retailers, car manufacturers and car dealerships, e-tailers and other financial institutions (bank and insurances) based on its credit market experience and its ability to offer integrated services adapted to the activity and commercial strategy of its partners.

At the service of its customers and partners, BNP Paribas Personal Finance is committed to promoting access to a more responsible and sustainable consumption.

For more information

Personal-finance.bnpparibas

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About Solary

Created in 2017 and based in Tours, France, SOLARY has the particularity of bringing together prominent streamers and influencers streaming on Twitch on the SolaryTVs, but also competitive professional Esport teams (LFL, RLCS etc...).

SOLARY is the number one French WebTV dedicated to gaming and Esport with more than 192 millions unique views in 2021 and embodied by famous influencers (Wakz, LRB, Narkuss....).

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