

## PRESS RELEASE

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**The FINACTU team is completing a strategic consulting mission for the Tunisian agricultural insurer, *Caisse Tunisienne d'Assurances Mutuelles Agricoles (CTAMA)* in the framework of the dynamization of its Bank Insurance business.**

Created in 1961, CTAMA is a historical player in the insurance sector in Tunisia, where it positions itself as a partner in the agricultural world, thanks to its extensive network in rural areas, its close proximity to the agricultural ecosystem and its technical expertise on agricultural risks.

CTAMA recently decided to launch a series of strategic projects, in particular under the leadership of Mr Mansour NASRI, President and CEO of CTAMA, aiming to modernize and professionalize the latter, in particular by capitalizing on its historical distribution network and its relations with its historical banking partner for the diversification and dynamization of its products portfolio. The bank-insurance sector is clearly one of the major focuses of the company's development.

As summarized by Géraldine MERMOUX, Associate Managing Director of FINACTU :  
« We know that the bank-insurance sector in Tunisia represents a major focus for the development of Tunisian insurance, which, in 2014, witnessed a remarkable concretization with the arrival of the ATTIJARIWafa Group in Tunisia. We are aware that CTAMA has a powerful lever to boost its bank-insurance performance, and we believe that our operational experience in this field will enable us to achieve rapid and significant results. »

FINACTU confirms its positioning alongside mainland agricultural insurers, adding CTAMA (Tunisia) to a long list of client agricultural insurers: MAMDA and MCMA (Morocco), AMAB (Benin), CNAAS (Senegal), AACI (Ivory Coast).

For more information, you can :

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