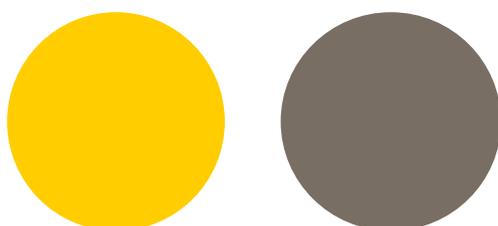


STRATEGIC
PLAN
2014-2017







Established by a law of December 30, 2012, **Bpifrance** promotes sustainable growth, employment and a competitive economy. **Bpifrance** responds to the needs of businesses by rallying its savoir-faire in the areas of financing, innovation and investment. Thanks to its flexibility and versatility, **Bpifrance** brings together various areas of expertise that are traditionally separate, including the French sovereign fund.

To guarantee a financing continuum specifically designed for businesses, while following an exemplary path of social responsibility and insuring the constancy of its mission, **Bpifrance** relies on the core values of simplicity, proximity, drive and optimism that are fully embraced by the Group's men and women.

3 PRINCIPLES

AND 10 STRATEGIC GOALS

FOR SERVING THE FUTURE

2014-2017

1 HELPING BUSINESSES GROW

1

Respond to businesses' financing needs

Bpifrance, in association with other players, offers businesses financing solutions adapted to their needs. We direct our financing activities towards those market segments where these needs are poorly covered. **Bpifrance** is therefore able to extend its participation through development loans that finance intangible assets and working capital, and through short-term financing.

2

Give businesses the means to grow
by involving capital investment players

Bpifrance guarantees efficient equity financing in growth SMEs, by intervening via direct investment and partner funds, particularly regional ones. **Bpifrance's** position as a prudent and socially responsible investor encourages the involvement of private investors and the structuring of the capital investment sector, to serve business growth and development.

2 PREPARING TOMORROW'S COMPETITIVENESS

3

Provide innovating firms with a financing continuum

Innovation, as an essential factor in competitiveness, is a key priority for **Bpifrance**. Starting prior to the R&D phase, we can provide support all the way through to reinforcing the capital of innovative firms. **Bpifrance** marshals its financing and investment in favour of innovation, to help tomorrow's winners emerge today.

4

Increase the number of mid-cap firms and their size

Mid-cap companies are mature businesses that play a key role in export and innovation. They are also a driving force in a competitive economy. In its role as a public player serving companies' growth through funding, **Bpifrance** helps firms evolve from SMEs into mid-caps, and offers various support tools to encourage their development

5

Contribute to energetic and environmental transition

Energy and environmental transition is a new priority for **Bpifrance**. As such, we assist businesses operating in that sector, through financing and investment. We work to promote the implementation of energy-efficient policy in a majority of firms, through awareness-raising and financing initiatives.

6

Accompany and support future key business sectors and the SSE

Bpifrance contributes to the evolution of the economy, by paying particular attention to the sectors of the future, grouped into 4 main categories : health and the living world economy, transportation, eco-industries, and digital. We adapt our actions to insure that a significant portion of our aid be channelled into these sectors. The social and solidarity economy (SSE) is a dynamic sector, one in which new businesses are created and jobs are not easily relocated. Furthermore, this sector has shown resilience in the face of the financial crisis. **Bpifrance** has developed financing and investment actions, in partnership with other relevant players and with the Caisse des Dépôts (Deposits and Consignments Fund), to provide support to this sector.

7

Offer businesses the resources to expand internationally

Bpifrance encourages international development and export, which are major growth drivers for firms and an important source of competitiveness for the French economy. In response to the needs of businesses, in particular SMEs and mid-caps, **Bpifrance** has developed a full range of export financing options : short-term financing, development loans, buyer's credit.

3 CONTRIBUTING TO THE DEVELOPMENT OF AN ECOSYSTEM THAT FAVOURS ENTREPRENEURSHIP

8

Accompany businesses through all stages of development

Assisting businesses is crucial to insuring longevity and improving results. As a complement to resources implemented by other actors (particularly regional ones), **Bpifrance** can provide support to businesses throughout their lifecycle, in three areas : training, networking and advisory services.

9

Strengthen regional partnerships that favour entrepreneurship

In the field, **Bpifrance** focuses its intervention on businesses that follow regional economic development policies. We also search for synergies that best complement the initiatives undertaken by the Regions.

10

Become the public player of reference for corporate investment

With “Le Lab Bpifrance”, **Bpifrance** offers the French economy its first think tank entirely focused on micro-businesses, SMEs, mid-caps and their issues. **Bpifrance** adopts and shares best practices in the area of corporate social responsibility (CSR). **Bpifrance** is committed to excellence in its management of its own funds and those of third parties, along with all other members of the corporate financing ecosystem.



SERVIR
L'AVENIR

