

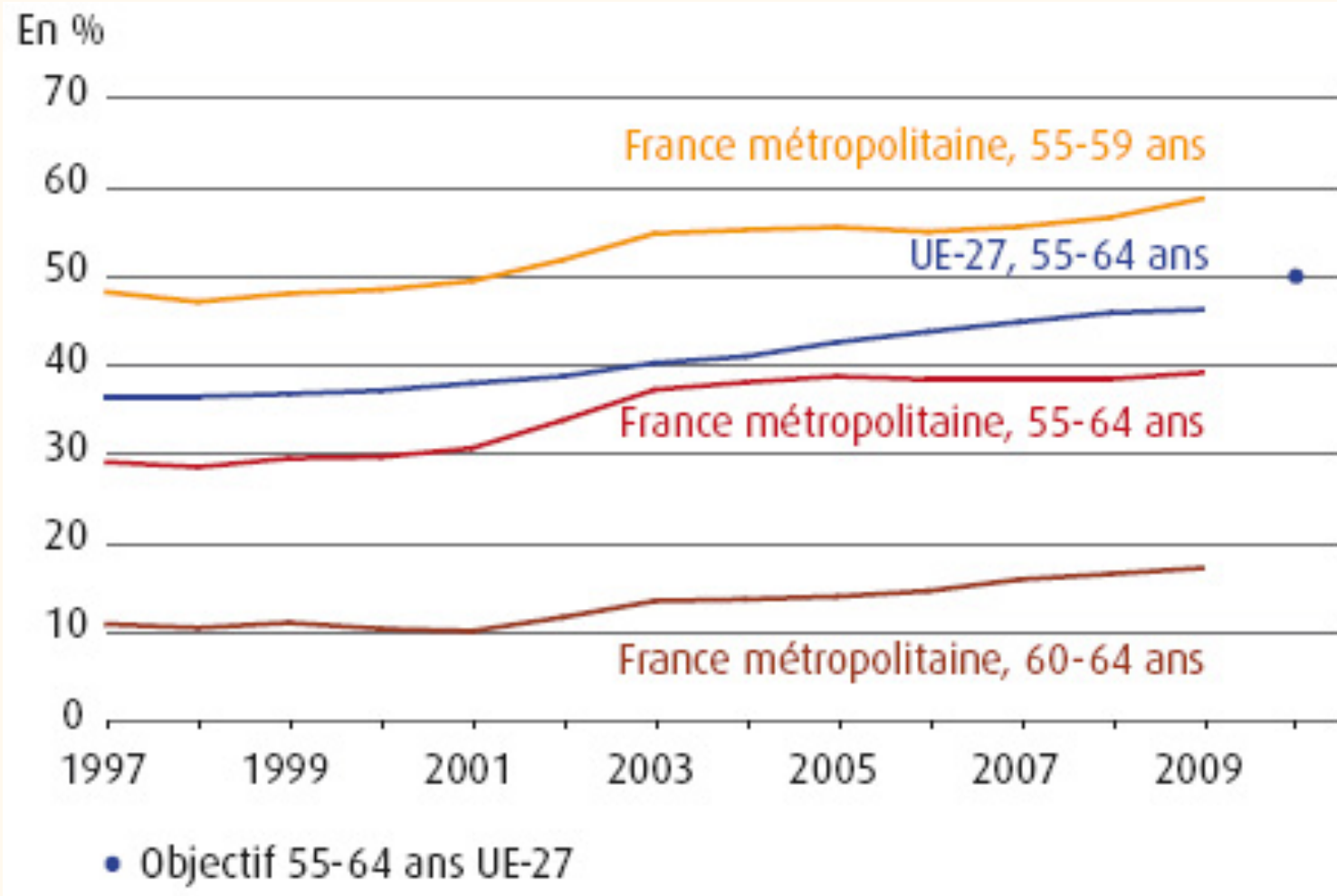
The creation of new businesses by Seniors in France and in Brittany



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Labour Force Participation Rates by Seniors in France

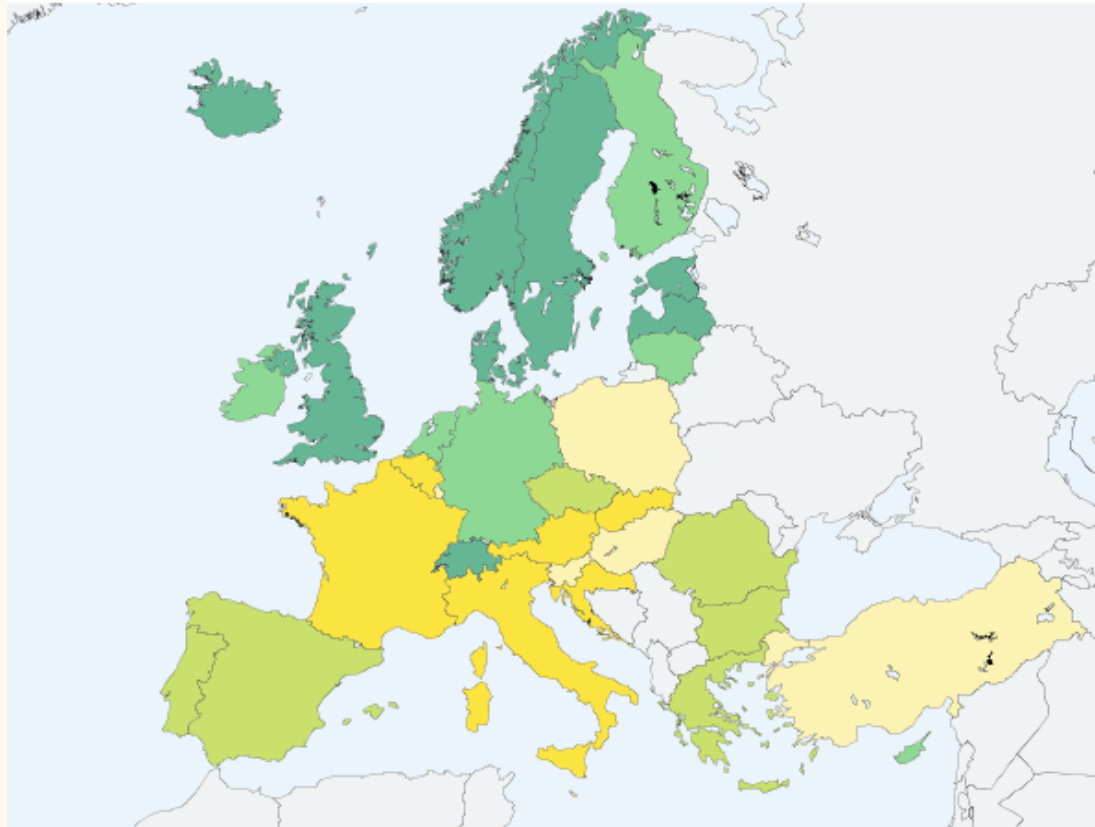


Labour Force Participation Rates by Seniors in Europe



Taux d'emploi des personnes âgées

%



Légende (Données 2008)

29.1 - 34.1

34.1 - 41.0

41.0 - 50.8

50.8 - 56.5

56.5 - 82.9

N/A

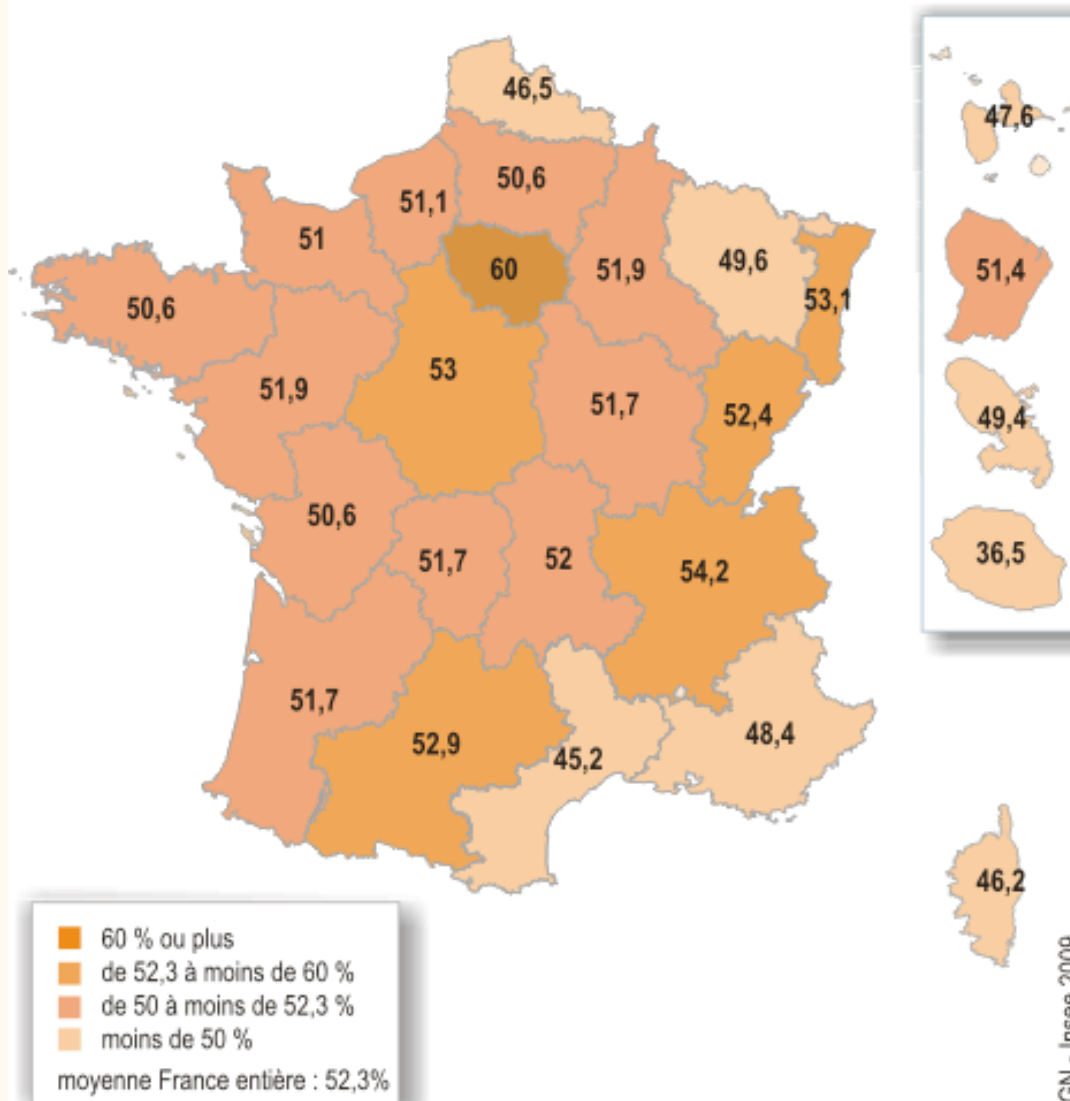
Valeur minimale:29.1 Valeur maximale:82.9 eu25:46.7 eu15:47.4



Labour Participation Rates by Seniors in the French Regions



Taux d'emploi des 50-64 ans en 2005 (en %)



@IGN - Insee 2009

Source : Insee, enquêtes annuelles de recensement 2004 à 2007

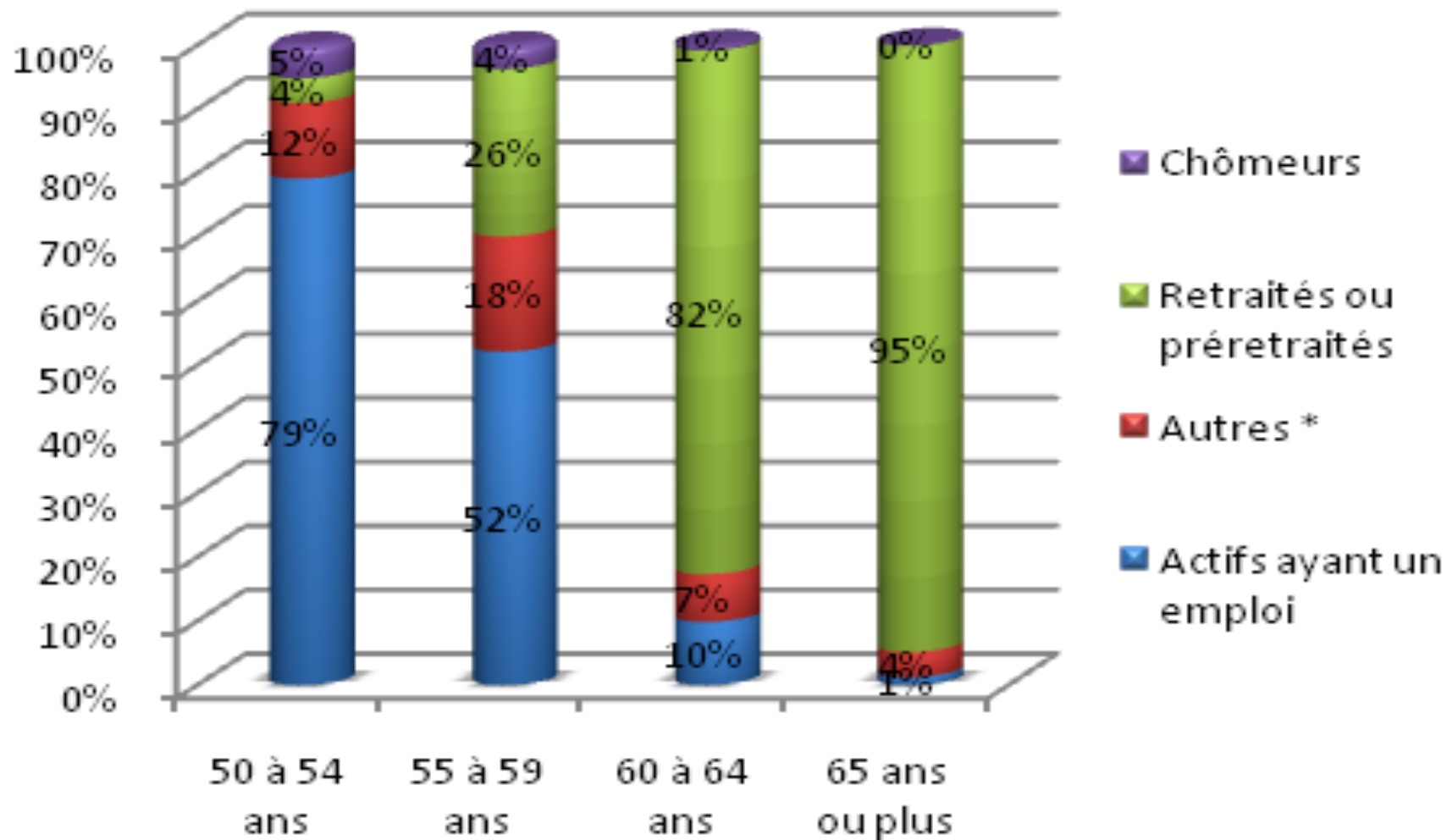


At the end of 2008

- There were 23,000 unemployed people aged 50 and over
- This represented 15% of the total number of unemployed people
- Two thirds of these were aged between 50 and 54
- 57% of those aged 50 or over who were unemployed were women
(Women represent 53.5% of the unemployed in the younger age category)
- Average unemployment duration is 20 months for those aged 50 and over (It is 10 months for people who are younger)

Activities of Seniors in Brittany

Activité des 50 ans et plus en Bretagne en 2007

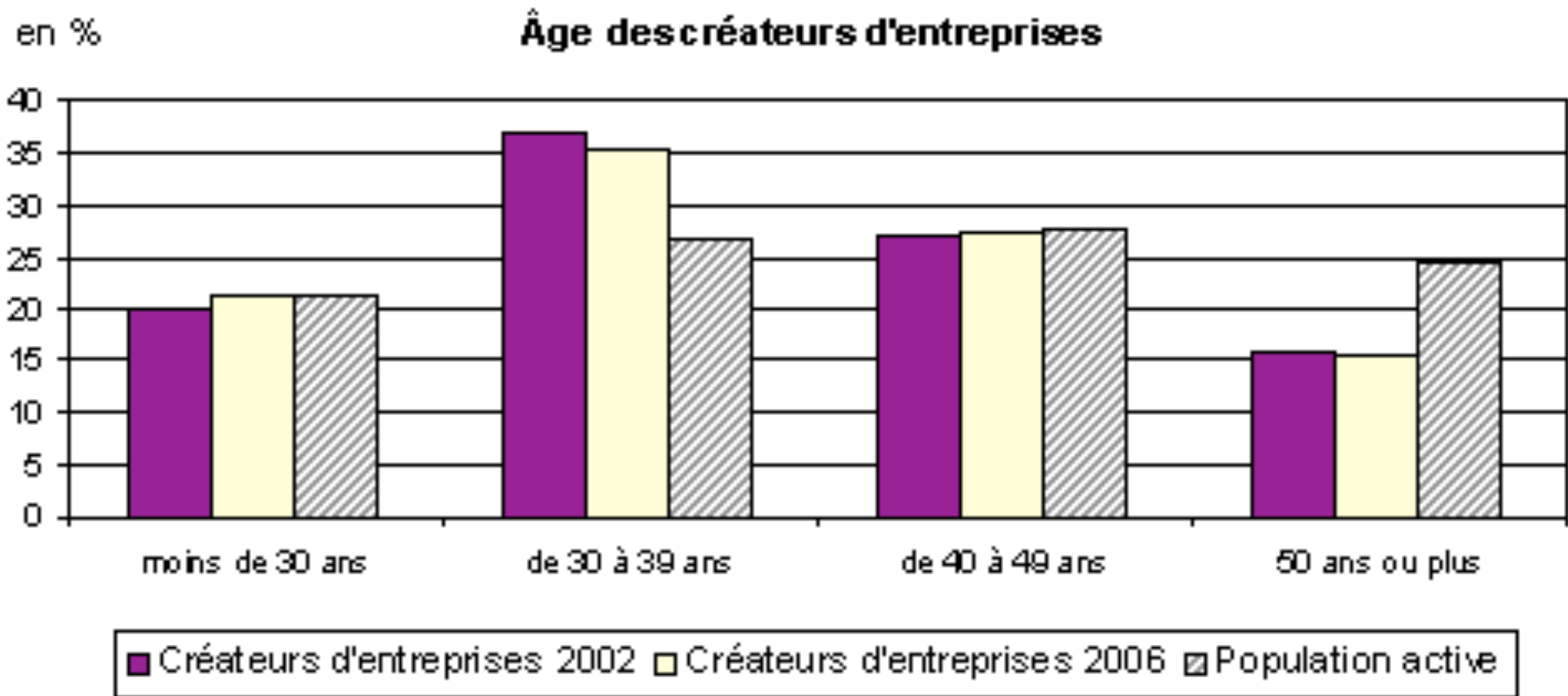


Working Population in Brittany



	Under 50 years old		Over 50 years old	
	Men	Women	Men	Women
Farmer	5	2	7	6
Traders / Retailers	7	4	13	6
Company Manager	13	9	20	9
Middle Management	22	26	22	22
Employees	12	47	8	45
Workers	41	12	30	12
	100	100	100	100

Age Profile of New Entrepreneurs in France



New Entrepreneurs Aged 50 or over



Before setting up their new business:

- 36% were unemployed
- 23% were salaried employees
- 20% were already entrepreneurs

Among those who were already entrepreneurs, half have created a new business for the third time

Activities: 28% are in trade and 28% in the B to B services
(of which 21% are in consulting related activities)

- Source: French national statistique organization / Survey 2006

Main motivations for setting up a new business:

- i. The desire to be active, to do an activity with the objective of demonstrating one's competences, of regaining social status
- ii. Recognition by close relations, family, friends...
- iii. The wish to be independent, to be an entrepreneur

- i. Reduction in family related costs (no dependent children, no mortgage to pay back...),
- ii. Possession of a property which can be used for the guarantee of a bank loan,
- iii. Perception of professional maturity, of the necessary skills, competencies and networks for successful entrepreneurial activity
- iv. For some, the safety of a pension combined with having the necessary time available perhaps for the first time

Legal environment today more favorable in France

i. Improvement in the status associated with being an entrepreneur
(37% of new businesses are set up Seniors)

ii. Possibility to run a business **and** to get a pension

iii. Extension of the national system of supporting and financing of new businesses to unemployed Seniors

- No training programmes or courses « ***Make a success of your new business*** » tailored specially for Seniors in France
- Older and younger entrepreneurs are supported in the same way

SENIOR ENTREPRISE will raise awareness that older people, sometimes demoralized because of the difficulty of finding a new job, need a specific support to develop a new business and bring it from concept to fully fledged venture.