



Crédit Mutuel-CM11 Group becomes Crédit Mutuel Alliance Fédérale

A few days prior to the launch of “ensemble#nouveau monde,” the alliance comprised of Crédit Mutuel’s 11 federations is renamed Crédit Mutuel Alliance Fédérale.

Crédit Mutuel Alliance Fédérale thereby confirms the dynamic growth of the alliance that consists of the 11 Crédit Mutuel federations,¹ Caisse Fédérale de Crédit Mutuel, Banque Fédérative du Crédit Mutuel (BFCM) and all the subsidiaries: CIC, Euro-Information, Assurances du Crédit Mutuel (ACM), Targobank, Cofidis, Banque Européenne du Crédit Mutuel (BECM), CIC Iberbanco, etc.

Crédit Mutuel Alliance Fédérale takes this occasion to reaffirm its mutual banking strengths: unity revolving around a common Caisse at the center along with the autonomy of the Federations, which makes it possible to finance business projects throughout all the regions thanks to local decision-making.

This name change also reflects Crédit Mutuel Alliance Fédérale’s commitment to put **entrepreneurship and solidarity at the heart of its strategy** in order to address the challenges of the digital transformation and changing behavioral trends in banking and insurance.

Crédit Mutuel Alliance Fédérale embodies the continuation of the **Crédit Mutuel brand, the preferred banking brand of the French** (Posternak-IFOP barometer²) and has been recognized as a **source of excellence in customer relations and local ties for many years** (1st Prize of the Kantar TNS Customer Relationship³).

Lastly, this name change reflects its goals with respect to continuing the transformation and development of its activities as part of a multi-service strategy, which will be unveiled on November 13 during the presentation of the **“ensemble#nouveau monde” 2019-2023 strategic plan**.

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¹ 1 Crédit Mutuel Alliance Fédérale combines the following federations: Centre Est Europe, Sud-Est, Ile-de-France, Savoie-Mont Blanc, Midi-Atlantique, Loire-Atlantique et Centre Ouest, Centre, Normandie, Dauphiné-Vivaraïs, Méditerranée and Anjou.

² Crédit Mutuel was rated by French citizens as their number 1 preferred bank and number 6 preferred company in terms of image in the latest Posternak-IFOP survey (1st quarter 2018).

³ Crédit Mutuel, No. 1 in Customer Relations for the banking sector in 2018, BearingPoint – Kantar TNS.