

WORKING EVERY DAY IN THE INTEREST OF OUR CUSTOMERS AND SOCIETY

Crédit Agricole's end purpose is to be a trusted partner to all its customers:

- **Its solid position and the diversity of its expertise** enable CA to offer all its customers ongoing support on a daily basis and for their projects in life, in particular by helping them to guard against uncertainties and to plan for the long term.
- **CA is committed to seeking out and protecting its customers interests** in all it does. It advises them with transparency, loyalty and pedagogy.
- **It places human responsibility at the heart of its model:** it is committed to helping all its customers benefit from the best technological practices, while guaranteeing them access to competent, available local teams that can ensure all aspects of the customer relationship.

Proud of its cooperative and mutualist identity and drawing on a governance representing its customers, Crédit Agricole:

- **Supporting the economy, entrepreneurship and innovation in France and abroad:** it is naturally committed to supporting its regions.
- **It takes intentional action in societal and environment fields** by supporting progress and transformations.
- **It serves everyone:** from the most modest to the wealthiest households, from local professionals to large international companies.

This is how Crédit Agricole demonstrates its usefulness and availability to its customers, and the commitment of its employees to excellence in customer relations and operations.

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GROUP

