



PRESS
RELEASE

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To meet its ambitious goals in terms of boosting market share and NBI, especially in urban areas, and to fulfil its customers' changing needs in terms of their banking relationship, Crédit Agricole is making three commitments:

- I. To build a new position based on lasting relationships.
- II. To introduce new banking products that will help fulfil this new promise.
- III. To roll out a new advertising campaign to underpin this strategy shift.