



PRESS  
RELEASE

Montrouge, Month JJ, 20AA

## PRESS RELEASE

This morning, during the Group Work Council meeting, Christian Duvillet, Chief Executive Officer of LCL, unveiled a plan to reorganise LCL's 1,950-branch network. LCL's reorganisation is based on an analysis of its 6 million customers' expectations. Its purpose is to enhance the marketing structure's responsiveness and effectiveness. Four major customer satisfaction criteria were taken into account: proximity, the skills of customer representatives, their decision-making capacity, and the transparency of the organisation. Implementation of this reorganisation incorporates three focuses for reform (I). It also entails changes to the 'bricks and mortar' network (II) and will be accompanied by extensive training and career management support efforts (III).