



PRESS RELEASE

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Crédit Mutuel, No. 1 in the Banking Sector at the 2015 BearingPoint-TNS Sofres Client Relation Awards¹

Crédit Mutuel has taken first prize in the Banking sector at the BearingPoint-TNS Sofres "Podium de la Relation Client" awards. This distinction, which Crédit Mutuel has earned for the eighth time, attests to the relationship of trust between the bank and its members and customers. The theme of this 11th award ceremony is "Human everywhere". A take on "digital everywhere", it reflects the importance of the balance that must exist between operational quality, personal ties and emotion.

With its 24,000 directors and 79,000 employees, Crédit Mutuel and all its subsidiaries are committed to serving each day the 30 million members and customers who are its lifeblood. To this end, it offers appropriate, high-quality products and services in all its areas of expertise, including banking, insurance, electronic banking, telephony services, residential video surveillance, etc.

Service quality is based on service at the local level, transparency and the assurance of security related to the group's financial soundness. Customer satisfaction is regularly assessed by the group's key markets and is used to identify necessary changes and actions to be taken.

In keeping with its history and values, Crédit Mutuel centers its banking business around the customer relationship and makes its customers and members the focal point of all its actions. The 2,000 annual shareholders' meetings of local Caisses form the cornerstone of this cooperative organization and are forums for sharing ideas and improving service and customer relationship quality.

Regardless of the economic climate, over the years Crédit Mutuel has been able to build a close relationship with its customers and remain attentive to their needs. Trust in Crédit Mutuel was demonstrated during the last round of the Ifop-Posternak survey in September 2014, when it was ranked in the top tier of the banks preferred by French people, and again on November 28, when The Banker, a Financial Times Group publication, awarded it the title of "Bank of the Year in France" for the third time. Today, by receiving this award, Crédit Mutuel has reaffirmed the strength of its cooperative identity and the relevance of its democratic development model.

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¹ This is the result of a survey conducted by BearingPoint and TNS Sofres in November/December 2014 among a sample of 4,000 customers/users from various companies and administrations.