

Crédit Mutuel Arkéa unveils the name of Stade Brestois 29's future sports facility: *Arkéa Park*

Brest, 1 January 2024 - Crédit Mutuel Arkéa, a cooperative banking group and company with a mission, is proud to announce the identity of the future stadium for Greater Brest: *Arkéa Park*. This announcement follows the partnership title officialised last July, jointly with Gérard and Denis Le Saint, the project's promoters.

Six months after announcing the title partnership, Crédit Mutuel Arkéa is proud and delighted to present the name of the future sports venue: *Arkéa Park*. For more than 50 years, the banking group has supported Stade Brestois 29 in its sporting development and its national reputation. This naming therefore represents a historic agreement between two local economic players, in the service of a region that is fundamentally attached to its Breton language and sporting values.

A long-term partnership serving the region and its residents

A symbol of a town and its people, Stade Brestois 29 proudly bears the values of an area and its history. Through a title partnership signed for eight years in line with its strategy as a mutual and cooperative banking group, Crédit Mutuel Arkéa is committed to continuing to support the club in its different sporting initiatives and development projects, and to backing the values of performance, solidarity and commitment that it has embodied for over 70 years.

A recognised player in the development and economic vitality of the region, Crédit Mutuel Arkéa is a meaningful partner for Stade Brestois 29. The region's 2nd largest employer, with more than 3,500 employees based in Brest and the surrounding area, it also contributes to community life through sponsorship and patronage of the voluntary and cultural sectors. Supporting the responsible development of the local economic fabric is also one of the four major focuses of its strategic plan.

More than a stadium, a new place to live for local residents

Crédit Mutuel Arkéa also wanted to invest in this project because of its differential and unique character, focused on the local area. In effet, Gérard and Denis Le Saint, the promoters of the project, wish to promote local know-how by giving priority to local businesses to participate in the construction and operation of the arena.

This commitment, shared with the banking group, is reflected in its future employability, with the creation of 200 jobs.

This new place to live, open 365 days a year, at the gateway to the metropolis, will also create a new economic dynamic through the establishment of different services and activities: crèche, wellbeing areas, leisure and catering.



"The Crédit Mutuel Arkéa group is particularly proud to associate its brand with the future Stade Brestois 29 stadium. This new stadium will support the development projects and sporting ambitions of Stade Brestois 29, led by Gérard and Denis Le Saint. In addition to the sporting challenges alone, which make the construction of a new stadium essential, Arkéa Park will be a place where people can live, meet and socialise, thanks to the many local services and events on offer, while also meeting the legitimate environmental concerns of the stakeholders. Arkéa Park embodies our attachment to Brest Métropole, where our group is headquartered, as well as our commitment to promoting the region and the well-being of its residents. Stade Brestois 29 is a formidable ambassador, revealing talent, creating links and driving the local economy. These shared values justify our long-term commitment. Our benchmark partnerships with Stade Rennais, FC Lorient, EA Guingamp and RC Vannes, and our competitive sailing teams here in Brittany and with Girondins de Bordeaux and Union Bordeaux-Bègles in the Nouvelle-Aquitaine region, are all part of the same approach.

- Julien Carmona, Chairman of Crédit Mutuel Arkéa -

"The decision to ask Crédit Mutuel Arkéa to associate its name with this project was not made by chance, it was a no-brainer! We're very flattered by this title partnership because it makes sense and reflects our project. Crédit Mutuel Arkéa shares our values, such as our attachment to the region and our belief that sport is a powerful vehicle for social cohesion, exchange and sharing. Crédit Mutuel Arkéa is also about fidelity. A loyalty to Stade Brestois 29 that has lasted for more than 50 years. The fact that this project bears the name of a major Breton economic player reinforces our desire to give this stadium a strong regional signature. With Arkéa Park, no one will be able to ignore the fact that this is Brest!

- Denis and Gérard Le Saint, project leaders -

About Arkéa Park

- A 15,000-seat stadium
- 2,000 square metres dedicated to leisure activities and services (crèche, wellness area, etc.)
- A gourmet market
- Open 365 days a year
- 8,000 square metres of photovoltaic panels
- 200 direct jobs created
- 18 minutes by tram from Brest city centre

About the Crédit Mutuel Arkéa group

The Crédit Mutuel Arkéa cooperative group comprises the Crédit Mutuel de Bretagne and Sud-Ouest federations and their member local mutual banks, as well as some forty specialised subsidiaries (Fortuneo, Monext, Arkéa Banque Entreprises et Institutionnels, Arkéa Investment Services, Suravenir, etc.). It has more than 11,000 employees, 2,600 directors, over 5.1 million members and customers in bancassurance and a balance sheet total of 189.1 billion euros.

The first banking group to adopt a Mission Statement in 2019, Crédit Mutuel Arkéa became a company with a mission in 2022 and, through its "Transitions 2024" strategic plan, is committed to providing finance that serves local and regional authorities and their stakeholders in order to position itself as an agile and innovative financial partner for the transitions of the future.

With a nationwide presence, Crédit Mutuel Arkéa has chosen to keep its decision-making centres in the regions. It is a major player in job creation in its regions, and relies on an ongoing recruitment drive. The Group is convinced that local development can only be achieved by combining financial and non-financial considerations. This is why Crédit Mutuel Arkéa is the first French bank to have developed a unique method for calculating overall performance. This enables it to take into account all the financial, social, societal and environmental impacts of its activities and those of its stakeholders.



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