

# The protection of interests customers at Crédit Mutuel Arkéa

## One ambition: to inspire confidence

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To achieve this, rules of good conduct must be observed  
in particular that of putting **the interests of clients first**.

### How ?

In particular, by guaranteeing the customer that their interests will be  
respected throughout the commercial relationship.

## A commitment written into our Raison d'Etre

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The group's missions are organised around five commitments that stem from its raison d'être and form the basis of its long-term strategy.

These commitments set out the ambitions of our cooperative and regional banking group.

Among these commitments, appears the number #4: ***“Commit to inclusion and cultivate a lasting relationship of trust with all our members and clients, from the most influential to the most vulnerable”***

## Concrete actions

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Crédit Mutuel Arkéa undertakes to guarantee the client respect for their interests throughout the business relationship, notably through:

- Designing products and services tailored to customers' needs and expectations,
- Providing employees with effective sales tools to help them distribute products and services.
- Choosing trusted partners to market products and services,
- Providing clear and transparent information to customers (advertising, pre-contractual information) and relevant advice on products and services,
- Maintaining contractual relationship with the client throughout the life of the contract (duty to advise, handling complaints, ...).

Crédit Mutuel Arkéa's Compliance and Permanent Control Department ensures compliance with customer protection rules within the group through a set of framework procedures designed to guarantee that the client's interests are respected from the design of products and services to the end of the contractual relationship.

## Key challenges

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### Satisfying clients

One of the strategic priorities of the company's mission statement is to **'offer an increasingly personalised customer experience and strive for excellence in customer relations'**.

The group measures customer satisfaction, notably through feedback and surveys, in order to improve overall satisfaction and identify any corrective actions that need to be taken.

A "quality and complaint analysis" Committee also meets every quarter with the relevant departments to analyse complaints from Crédit Mutuel Arkéa federations and make changes to processes where necessary.

Finally, a community of practice for complaint handling brings together each year the heads of customer relations and internal control services of the group entities to share best practices and tools for improving customer satisfaction.

### **Protecting the most vulnerable customers**

In line with its Raison d'être as a supportive, ethical and inclusive company, Crédit Mutuel Arkéa strives to set an example both in its behaviour towards its clients and in the solutions it offers them. Dedicated teams seek to create innovative and responsible products and useful and practical solutions.

In order to support the most vulnerable clients, Crédit Mutuel Arkéa offers, among other things, the waiver of fees for incidents fees and irregularity in account operations to customers who have signed up for the specific offer dedicated to people in financial difficulty.

The inclusive approach is also materialized by the daily support of network advisors who are attentive to the expectations of members and clients.

The group's proactive approach towards financial vulnerable clients resulted in particular in the creation in 2018 of the Banking Inclusion Coordination Committee (BICC), the governing body for banking and financial inclusion within the group.

### **Adapting products and services offerings**

Through its cooperative and collaborative, open and innovative model, Crédit Mutuel Arkéa pursues a responsible development strategy and positions itself as a banking and financial partner in a world that takes a long-term view, serving local communities and their stakeholders.

To ensure the highest standards in terms of product and solution quality, Crédit Mutuel Arkéa has internal procedures in place to ensure best practices (pre-approval process for new product compliance, product governance and monitoring, best execution and best selection...).

### **Informing and advising customers**

To guarantee that clients receive the best advice and that employees who interact with customers adhere to the highest ethical standards, these employees have internal procedures to guide them in their daily work, receive product training and are regularly made aware of the rules of deontology and professional ethics.

### **Preserving market integrity**

To preserve market integrity and protect client interests, the group ensures that its activities comply with the rules defined in particular regarding the circulation of confidential and privileged information and the prevention of insider trading, interventions on financial instruments, post-trade transparency, prevention and detection of market abuse, detection and management of conflict of interest situations, better execution and selection, information and advice to clients, of asset protection.

### **Protecting personal data**

The protection of personal data is a major aspect of protecting customers' interests. The Personal Data Protection Department, within the Compliance and Permanent Control Directorate, ensures that group companies comply with the principles of the GDPR regulation such as transparency in data processing, the strengthening of people's rights or even the empowerment of actors.

## **Implementing under supervision**

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The framework for protecting clients' interests at Crédit Mutuel Arkéa is subject to the internal control system of the Crédit Mutuel Arkéa Group defined in the internal control charter, and is therefore subject to ongoing and periodic checks.

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