



Press release

The Administrative Court of Rennes confirms that the ARKEA group can use the ARKEA brand in its communication actions

Brest, 25 June 2019 – The ARKEA group welcomes the decision of the Administrative Court of Rennes on 24 June 2019, which rejects the requests of the Confédération Nationale du Crédit Mutuel (CNCM).

The court had been seized by the CNCM in order, in particular, to prohibit the ARKEA group from using the name "ARKEA" or "ARKEA group" without adding the words "Crédit Mutuel" for all its communications.

The court found that the CNCM's request is unfounded. The ARKEA group will thus be able to continue its institutional communication and sponsorship activities under the ARKEA brand. In particular, the Court points out that that name is not likely to cause any confusion.

On the commercial level, only the Crédit Mutuel ARKEA brand is used and will continue to be used until independence. The group's products and services are also distributed under the brands of federations and subsidiaries.