



Calyon inaugurates its sustainable charity programme with Heifer in mainland China

Beijing, China, 13th November, 2007 – Calyon, Credit Agricole corporate and investment bank, announced today in partnership with Heifer the launch of a 3-year charity project in Yunnan Tengchong.

Heifer is one of the world's most influential non-profit organisations working on improving local farmers' incomes and their standards of living.

This charity project will adopt Heifer's unique approach of 'Passing on the Gift'. All project families will need to pass the same amount of money, knowledge and skills to help other needy families within 2 to 3 years of receiving "their gift" from Heifer. The process will continue in the same manner across generations of families so as to reach more of the needy people for a long-term benefit.

Calyon's donation for this project will be mainly used to purchase animals and native endangered tree seedlings for project families. Whilst Heifer will provide training on animal management and natural source management, the main objective is to help impoverished families become self-reliant, rather than just offering them short-term solutions.

Calyon is Crédit Agricole's Corporate and Investment Banking entity. In line with the Group core value, Calyon strives to observe and apply sustainable development in all its activities. This charity project provides Calyon with an excellent opportunity to maintain and develop its dedication to being a socially responsible company.

"We are very pleased to participate in this charity work. Thanks to Heifer's unique approach of 'Passing on the gift', it not only provides a good way to improve local farmers' lives, but also creates a sustainable approach to charity." said M. Dominique Blanchard, Deputy Head of Fixed Income Markets, Calyon.

Mr. Antony Leung, chairman of Heifer International - Hong Kong expressed his gratitude to Calyon, "I'm sure this Heifer programme supported by Calyon will offer great help to those impoverished families in Tengchong. I hope to see more corporations such as Calyon offering us to support to Heifer and to show that we are caring for the needies."

"Calyon's presence in China dates back from more than a 100 years. We are aware that the growth of a company is far more than a business issue. It is closely related with the society we are evolving in and the environment we live in. This is why Calyon attaches great importance to corporate social responsibility. Indeed Calyon takes responsibility for the impact of its activities and try to serve the best it can the general interest. We are the only French bank to have adopted the EP code of good conduct. Calyon is proud to be able to help those households in Tengchong, and will continue to carry out charity activities throughout China making an on-going effort to contribute to the long-term prosperity of China." said Mr. Xavier Roux, Senior Country Officer, Calyon China.

Calyon was also the lead sponsor of the Race to Feed 2007 event, held in Hong Kong on 27th October, 2007, and organised by Heifer International – Hong Kong. The annual fundraising event aims to increase public awareness of Heifer's work in poverty alleviation, and to raise funds to support Heifer's programme in China.

EP code: A financial industry benchmark for determining, assessing and managing social and environmental risk in project financing to ensure that the projects we finance are developed in a manner that is socially responsible and reflect sound environmental management practices.

About Calyon

Calyon is Crédit Agricole's Corporate and Investment Banking entity. Backed by Crédit Agricole S.A.'s credit ratings and financial solidity, Calyon is a major figure in financial markets and Europe's leading corporate and investment banks, with 13,000 employees in 58 countries.

Calyon is active in a broad range of capital markets, investment banking, and financing activities, and is among the world top 3 in aircraft finance, export finance, and structured-commodity finance. Its total assets reached EUR 588.2 billion in 2006.

Calyon has branch offices in 13 countries and regions in the Asia-Pacific region. It began doing business in Shanghai in 1898, and is therefore one of the foreign banks with the longest standing in China. It was among the first foreign banks to receive approval to handle RMB loans.

Calyon has joined many big construction projects in China including Daya Bay Nuclear Power Station, Three Gorges Power Station, West-East Pipeline Project, Guangxi Laibin Thermal Power Plant, Daian West Pacific Petrochemical Co. Ltd, and Southern Sea Oil and Chemistry Project.

About Heifer

Founded in 1944, Heifer is one of the world's most influential non-profit organisations, carrying out programmes in more than 50 countries in Asia, Europe, America, and Africa. With branch offices in 36 countries, Heifer is committed to helping communities by teaching environmentally-sound agricultural techniques in protecting and rejuvenating land, water, and other natural resources.

In China since 1984, Heifer China has developed projects in more than 106 regions of the country. By the end of June 2007, Heifer China had supported 59,019 families, and distributed 4,473,121 animals.

During the financial years 2005 to 2009, Heifer China will have supported 40,000 families in 6 remote districts in China.

Heifer's programme will help promote communication, friendship, and mutual understanding between China and the rest of the world. Farmers in remote areas can now see the world through the Heifer Project.

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