



**Press release**

**January 27, 2010**

**Calyon to become Crédit Agricole Corporate and Investment Bank  
on February 6, 2010**

On February 6<sup>th</sup>, 2010, Calyon is changing its name to become



This new brand reflects the Group's commitment to bringing all its business lines together under the Crédit Agricole banner. It also provides the opportunity for Crédit Agricole CIB to ratify the strategic decisions it made in September 2008 aimed at focusing on its traditional expertise to meet its clients' requirements and serve the real economy. Moreover, it is intended to strengthen international recognition of the Crédit Agricole brand and its business lines.

There will be an advertising campaign in France and abroad to accompany the launch of Crédit Agricole CIB, covering TV, the press, the Internet and radio. It features Sean Connery, who appears in three TV clips: a ten-second film announcing the name change, plus two business line pieces about the Bank's financing and capital markets activities. This campaign is a continuation of Crédit Agricole's international corporate publicity campaign, launched in November 2009 and also featuring Sean Connery.

Patrick Valroff, chief executive officer of Crédit Agricole Corporate and Investment Bank, commented:

"This brand change, which comes 18 months after implementation of our new strategy focusing on serving clients and the real economy, is a major new milestone in our development. It confirms the Crédit Agricole Group's dedication in the area of corporate finance and investment banking, which is to committed partnership alongside our clients - large corporates and financial institutions - to help them achieve their plans both in France and abroad. In 2010, under our new banner, we will continue to improve our offer and our distribution capabilities, so that we can go further in fulfilling our role as a global banking partner.

## **About Crédit Agricole Corporate and Investment Bank:**

Alongside its commercial banking activity, Crédit Agricole CIB's business lines are concentrated around four major divisions, with 13,000 employees serving large corporate clients and financial institutions in over 50 countries worldwide:

- **Coverage and Investment Banking**, which is responsible for following up and developing business with clients in France and abroad through a two-pronged commercial organisation: geographic coverage for multi-business line clients, and sector coverage, which provides a means of pooling the expertise built up in the Bank's other divisions. This division also handles financing and corporate finance activities (Mergers and Acquisitions, Equity Capital Markets, Corporate Equity Derivatives and Loan Syndication).
- **Equity Brokerage and Derivatives**, which houses equity brokerage in Europe, Asia and the United States together with trading, equity derivatives and fund activities. These activities are organised around Crédit Agricole Cheuvreux, CLSA and Newedge (a joint holding with Société Générale).
- **Fixed Income Markets**, which handles all capital markets trading and sales activities via a network of 31 trading rooms including five liquidity centers in London, Paris, New York, Hong Kong and Tokyo. Teams are organised around five specialised business lines (Foreign Exchange, Interest Rate Derivatives, Debt & Credit Markets, Commodities and Treasury).
- **Structured Finance**, which originates, structures and finances major export and investment deals for aircraft, ships, corporate real estate, commodities, etc., relying mainly on secured guarantees and complex secured credit facilities. This division comprises nine areas of activity, all of which rank at the top of their field globally: Air Transportation and Rail Financing, Shipping Finance, Natural Resources/Infrastructure/Power, Real Estate and Lodging, Export and Trade Finance, Acquisition Finance, Transactional Commodity Finance, Tax Based Leases and Global Energy Group.

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