



Press release

Montrouge, 7 October 2015

APPOINTMENT

Serge Magdeleine has been appointed Group Marketing and Digital Officer, reporting to Olivier Gavalda, Deputy Chief Executive Officer of Crédit Agricole S.A., in charge of Development, Customers and Innovation. He will join the Extended Executive Committee. This appointment will be effective from 2 November 2015. It demonstrates the importance that the Group places on the digital arena as part of its drive to transform its business lines and continuously improve its customer relationships.

Brief resume

After commencing his career at Mercer Oliver Wyman in consulting from 1996 to 1999, then founding and chairing Empruntis.com from 1999 until 2001, Serge Magdeleine joined Crédit Agricole S.A. as head of online banking then head of multimedia marketing. In 2006, he moved to Caisse Régionale de Crédit Agricole Paris et d'Ile-de-France as head of distribution and multi-channel access, then switched in 2007 to the Caisse Régionale de Crédit Agricole Centre-Est where he became Corporate Client and International Director. Since 2010, he has been Deputy Chief Executive Officer of Caisse Régionale de Crédit Agricole Alpes Provence, in charge of development, and Chief Executive Officer of the e-Immo EIG.

Serge Magdeleine is a graduate of the Ponts et Chaussées engineering school and holds an MBA from the Collège des Ingénieurs.

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