

Arkéa announces a centre of excellence project to develop international fintechs from Brest

Carhaix, 19 July 2018 - Arkéa has announced the launch of a centre of excellence project, in Brest, to develop and support fintechs*. Ronan Le Moal, Arkéa's Chief Executive Officer, unveiled this new project at the West Web Festival, an event held in western France for players in the digital ecosystem.

Arkéa has announced the development and coordination of a centre of excellence dedicated to international fintechs, together with its partners in the region, in France and around the world. This project is in line with the strategy implemented by Arkéa for several years built on its three pillars:

- **Regional anchoring.** For Arkéa, awareness of local realities to ensure real proximity with the end customer is essential;
- **Digital technology as a driver of growth.** Digital technology allows Arkéa to go beyond its historical regions with strong, targeted brands (Fortuneo-Keytrade, Leetchi, Max, Pumpkin, etc.);
- **Banking factories and infrastructures made available to the market to co-create tomorrow's solutions.** Arkéa has made its products and expertise available to partners through private labels and helps them to deliver their projects.

The Bressst project is built on these three strategic pillars and reaffirms their importance for reinventing the banking profession.

BRESSST for "Smart, Sciences & Startup"

With the backing of Brest Métropole, this project, called **Bressst** – for "Smart, Sciences & Startups", is an opportunity for Arkéa to demonstrate that great things can be achieved in the region, with a real international dimension and fully in line with the objectives of the "French Tech" cities.



3S for Smart, Sciences & Startups

- **[STARTUPS]** Startup implies a temporary state before taking off and becoming a more "traditional" company. The aim of the Bressst project is to support companies in these situations by increasing their chances of success.
- **[SCIENCES]** We are at the beginning of a period in which our lifestyles and our economy are being completely transformed. This period requires growing expertise in science and technology. The Bressst project seeks to make these future technologies accessible and use them to support innovative, meaningful projects to reinvent financial services.
- **[SMART]** Smart, because Arkéa's long-term vision is to serve the interests of everyone and develop its business in a way that benefits people and the real economy. The Bressst project aims to bring together those who share this vision.

A unique and co-created value proposition

A leading player in the digital ecosystem, Arkéa has already proven, through its partnerships and investments in numerous fintech** , that cooperation and co-creation drive success in the design and development of services that herald the bank of tomorrow. The group is crossing another threshold by giving project initiators the necessary means to disrupt the value chain and traditional finance activities.

With Bressst, project initiators will benefit from:

- business and strategic expertise, via a unique ecosystem dedicated to fintechs;
- a project delivery capability with access to future technologies : artificial intelligence, blockchain, the Internet of Things (IOT), etc. and the availability of Arkéa's commercial products and expertise;
- personalised, customisable processes.

"Be the financial hub model"

Ronan Le Moal, Arkéa's Chief Executive Officer, states: *"Today marks the start of a large-scale project in Brest. It supports our commitment to be the financial hub model that provides the best response to today's and tomorrow's aspirations and lifestyles. By bringing together digital ecosystem players in a centre of excellence dedicated to fintechs, we are giving project initiators the means to act and cooperate in a relationship of trust in order to create – together – the bank and world of tomorrow. In this way, we will help to make the fintech sector a driver of long-term growth, on an international scale. It is an undertaking that we are very excited to take on. We are convinced that, with enthusiasm, we will be able to do great things!"*

* A contraction of "finance" and "technology", a fintech is a startup that uses digital information and communication technologies to deliver financial services.

** Arkéa acquired Leetchi and Pumpkin and has equity interests in Younited Credit, Linxo, Yomoni, Grisbee, Vivienne Investissement, Masuccession.fr, Fluo, etc.

About ARKEA

ARKEA is a cooperative banking and insurance company. ARKEA is entirely owned by its customer shareholders. ARKEA comprises three regional federations representing three main French geographic zones (Brittany in the West, the South West and Massif Central in the middle of France). ARKEA has also a presence across Europe thanks to its corporate and online subsidiaries (Fortuneo, Monext, Financo, Arkéa Investment Services, Suravenir, CFCAL...). ARKEA employs nearly 10,000 people, counts 3,500 directors and has a total of 4.2 million customers. The bank has 128 billion euro in total assets. ARKEA ranks among the leading banks with headquarters in region.

More information about ARKEA on the website: www.arkea.com