

Massy, February 5, 2025

## **Appointment**

### **Anne Laimé is appointed**

### **Deputy CEO of Crédit Agricole Personal Finance & Mobility in**

### **charge of Personal Finance & Banking Servicing**

**Crédit Agricole Personal Finance & Mobility announces the appointment of Anne Laimé as Deputy CEO in charge of Personal Finance & Banking Services. She also retains the management of Smart Conso Crédit Agricole & LCL, which supports the development of consumer credit within the Crédit Agricole group. She is a member of the Executive Committee of Personal Finance & Mobility Group.**

Anne Laimé will bring all her expertise and commitment to support the implementation of Crédit Agricole Personal Finance & Mobility's 2028 strategic plan and will lead Personal Finance in Europe and Morocco and Banking Services activities.

### **Biography**

Anne Laimé began her career at Disneyland Paris in 1990, where she participated in the opening project à Marne-la-Vallée in the field of recruitment and in the development of partnerships with tourism professionals at the international level.

She joined the Regional Bank of Crédit Agricole de Gironde in 1999 as Head of Marketing. In 2001, she created the Marketing and Commercial Communication Department of the Caisse régionale d'Aquitaine following the merger of the Regional Banks of Landes, Lot et Garonne, and Gironde. In 2006, she took over the responsibility of the Organization Department with the management of computer flip-flops.

In 2014, she joined the Fédération Nationale du Crédit Agricole on strategic Group projects and in 2015, Crédit Agricole Personal Finance & Mobility France as Head of Development of banking partners. In January 2021, she was appointed Director of the new Smart Consumer Business Unit, which serves Crédit Agricole Group retail banks in France (Crédit Agricole Regional Banks and LCL).

Anne Laimé is a graduate of the École Supérieure de Commerce de Compiègne.

### **Contact Press**

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### **About Crédit Agricole Personal Finance & Mobility**

Crédit Agricole Personal Finance & Mobility is a leader in personal finance and a provider of access to all mobility solutions in Europe. It distributes a wide range of financing solutions – depreciable credit, revolving credit, leasing and credit buyback – directly at its partners' point of sale or e-commerce platforms, with associated services including insurance, split payment solutions and mobility services, with the aim of

address energy transition challenges in mobility, housing and consumption. Its financing solutions and services are offered in France via Sofinco, in Italy via Agos, in Germany via Creditplus, in Portugal via Credibom, in Spain via Sofinco Espana, in Morocco via Wafasalaf, and in China via GAC-Sofinco (car financing only) and GAC-Sofinco Leasing. Crédit Agricole Personal Finance & Mobility aims to be the leader in electric mobility in Europe and offers a mobility continuum in the 22 countries where it operates (leasing, medium and short-term leasing, subscription, car sharing, installation of charging stations, etc.). The company relies on Leasys, JV, co-owned equally with Stellantis, ~~W~~Auto Bank and Drivalia, the pan-European leader in car finance, leasing and mobility, Crédit Agricole Mobility Services, a comprehensive range of services dedicated to mobility and the development of car finance in its universal subsidiaries in Europe and in Crédit Agricole's Regional Banks and at LCL via Agilauto. Personal Finance & Mobility acts every day in the interest of its 17 million customers and the company. At December 31, 2025, Personal Finance & Mobility managed €122.5 billion in outstanding loans.

For more information: [www.ca-personalfinancemobility.com](http://www.ca-personalfinancemobility.com)