

Press Release

Yves Tyrode named new Chief Digital Officer of Groupe BPCE

Paris, June 29, 2016

Yves Tyrode, currently Chief Digital Officer at SNCF, will be joining Groupe BPCE in September to serve as the group's Chief Digital Officer. As a member of Groupe BPCE's Senior Management Committee, he will be responsible for accelerating the rollout of the group's digital strategy and will work alongside François Pérol, Chairman of Groupe BPCE's Management Board.

The development of Groupe BPCE's strategy is integrally linked to the digital world. The construction of powerful technological and digital capabilities will therefore underpin this strategy for the years to come. Customer experience, the optimized use of digital data and linking up with the ecosystem of technological financial groups will drive the development of all our activities.

Yves Tyrode's renowned expertise across a comprehensive range of digital business lines will help the group to meet these challenges more quickly.

Since October 2014, Yves has served as SNCF's Chief Digital Officer. He graduated from the elite ENST School of Telecommunications in Paris. He is a member of Epic SNCF's Executive Committee. From February 2011 to September 2014, he served as Managing Director at Voyages-sncf.com. From 1991 to 2016, he held a variety of management positions at France Telecom which later became Orange, during which time he served as Executive Vice President of Technocentre (2006-2011), Director of the Business Unit data (2003-2005), Director of the Wifi programme and Director of the Mobile Data Services Marketing unit (1999-2002), Director of Enterprise Mobility Marketing Solutions (1996-1999) and Technical Manager of the Tadoo paging activity (1991-1996).

Yves will join the Groupe BPCE Senior Management Committee as CEO from September 2016.

About Groupe BPCE

Groupe BPCE, the 2nd-largest banking group in France, includes two independent and complementary cooperative commercial banking networks: the network of 18 Banque Populaire banks and the network of 17 Caisses d'Épargne. It also works through Crédit Foncier in the area of real estate financing. It is a major player in Wholesale Banking, asset management and financial services with Natixis. Groupe BPCE serves 35 million customers and enjoys a strong presence in France with 8,000 branches, 108,000 employees and more than 8.9 million cooperative shareholders.

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