

## THE CRÈDIT ANDORRÀ GROUP IS NOW CREAND

- After over 70 years under the name Crèdit Andorrà, the new brand upholds the essence of the group and reinforces the values of service, pioneering spirit, innovation, proximity and social commitment.
- Following the implementation in the international subsidiaries, Creand becomes the financial group's brand in Andorra.
- Around 450 people from the group celebrated the rebranding tonight with a party to mark the start of a new era.

# Creand<sup>©</sup>

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The Crèdit Andorrà Group changes its name to Creand tomorrow. After over 70 years under the name Crèdit Andorrà, the new brand, which encompasses all the group's companies, ushers in a new era, upholding the essence of the group and reinforcing the values of service, pioneering spirit, innovation, proximity and social commitment.

After implementing the brand internationally at the subsidiaries in Spain, Luxembourg and America, the time has come to adopt the new brand in Andorra. Creand is the new name of the Crèdit Andorrà Group. This is the culmination of the rebranding process that unifies all the group companies under the same name.

There are different declinations to the new brand name to distinguish the different companies in the group: Creand Crèdit Andorrà, the bank; Creand Asset Management, the management company; Creand Assegurances Estalvi, the insurance firm; and Creand Fundació, the foundation.

This change represents a step forward for the financial group, both domestically and abroad. The unification will increase synergies in the various financial markets where the group has a presence, raise awareness and foster a sense of belonging.

The Andorra Park Hotel tonight hosted the launch of the new brand. Around 450 people, shareholders and employees of the group, turned out to celebrate the change. The company's managers emphasised the brand's values.

“Creand conveys our values of empathy, proximity and service capacity towards our customers, of being pioneers, and also brings us closer to the new economy of which we are part, based on innovation and entrepreneurship. This new identity symbol allows us to enter into a new era with

greater strength and commitment. We want to project our essence and our history into the future, to progress and create opportunities for the benefit of our customers and society”, explained Xavier Cornella, CEO of Creand Crèdit Andorrà.

For his part, the president of the bank, Antoni Pintat, emphasised the concepts summarised in the slogan of the new brand: ‘Believe, Create, Creand’. “We have always felt like more than a bank. And that is why we have managed to become the leading financial institution in the Principality of Andorra. We have already done what is now highlighted by the new branding. We have created wealth. We have believed in this country. Many customers believe in us. And we believe in their projects and their abilities”.

At the event, which also included a show and an audiovisual presentation, the advertising campaign behind the launch was presented. A campaign starring the group's employees and highlighting key concepts such as: Driving, Innovating, Dreaming, Listening, Collaborating and Leading. The celebration, which aimed to put people (particularly the group's employees) centre stage, was attended by publicist Toni Segarra, creator of the brand, who explained the creative work of the project.

From tomorrow and throughout the weekend, the group's branches and head office will be rebranded. The new brand will also apply to all the services, the website and online banking platform.

FOR MORE INFORMATION

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