

Press release

## **Market research: Crédit Agricole CIB combines AI and data**

Crédit Agricole CIB is transforming its market research with a data-driven intelligence solution, which will be launched soon. It offers a tailor-made service to clients subscribing to the Bank's market research. It also provides access to exclusive and personalised data according to their profile.

### **Enriched data at the heart of this new solution**

Until now, the publication of research documents was the only way of sharing information, recommendations and research forecasts. This new platform connects billions of data using artificial intelligence. The market research teams can now produce personalised thematic reports with different levels of sophistication depending on the profile of clients and their technical skills, both on the macro-economic environment and on the foreign exchange, fixed-income markets, etc. The publications shared with clients over the past year already contain some exclusive content developed with this new solution, generating real interest from subscribers with a sharp increase in consultations.

### **A centralised platform for exclusive content**

The strength of this AI-based system is to centralise and connect data from around a hundred external sources (central banks, NGOs, specialised companies, regulators, data aggregators, etc.) and internal models produced by the Bank's strategists, analysts and economists.

The platform is also interactive, enabling you to interact directly with the database or certain forecasting models.

The system is proving to be a relevant platform for developing new artificial intelligence products applied to detecting price anomalies, for example, or analysing and anticipating the behaviour of some market players.

"With more than 4 million publications consulted each year by Crédit Agricole CIB's market research clients, the Bank is a leading player in this field. Since 2009, we have focused our strategy on the systematic integration of data and artificial intelligence into our various products," comments Jean-François Paren, Head of Market Research at Crédit Agricole CIB.

The solution was presented to the first clients at the end of 2024 and the feedback is excellent, both in terms of the possibilities offered by the solution and the technological approach chosen by the Bank. The new solution will be commercialised soon.

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**About Crédit Agricole Corporate and Investment Bank (Crédit Agricole CIB)**

*Crédit Agricole CIB is the corporate and investment banking arm of Crédit Agricole Group, the 9<sup>th</sup> largest banking group worldwide by total assets in 2023 (The Banker, July 2024). With over 9,500 employees across Europe, the Americas, Asia-Pacific, the Middle East and Africa, the Bank supports large and mid-cap corporates and institutional clients, helping them meet both local and global financial needs. Crédit Agricole CIB offers a comprehensive range of products and services in capital markets, investment banking, structured finance, commercial banking and international trade. The Bank is a pioneer in climate finance, and a market leader in sustainable finance providing a full spectrum of solutions to all its clients.*

*For more information, please visit [www.ca-cib.com](http://www.ca-cib.com)*

