



## COMMUNIQUÉ

### **A NEW LOGO TO DEPICT BCP GROUP'S AMBITIOUS GROWTH PLANS IN MAURITIUS, WITH THE IMPLEMENTATION OF BCP BANK (Mauritius)'s STRATEGIC PLAN.**

**BCP Bank (Mauritius), a wholly owned subsidiary of BCP Group, launches a new visual identity, in line with the new branding guidelines of the Group.**

As BCP Group continues to expand its footprint regionally and globally to new countries and new businesses, it is undergoing an in-depth transformation requiring an evolution of its brand identity to ensure visual consistency and communication across all its entities.

BCP Bank (Mauritius) will thus be gradually phasing out the previous brand visual identity, as from the end of January 2023 to adopt the new logo.

The logo being the cornerstone of the Group's visual presence and its brand's visibility, the purpose of this evolution is to make the Bank's name more visible and impactful, while reinforcing the fundamentals carried by its historical emblem: The Horse. The Horse is now surrounded by a circle to evoke the increased digitalisation of banking - to which our group is fully committed, as sustained by its continuous development of innovative solutions. The circle also refers to the globe, symbolising the group's international dimension.

The deployment of this new logo is an opportunity to remind the development prospects and strategy of BCP Bank (Mauritius).

While maintaining its presence on the domestic market segments of Corporate and Premium banking, BCP Bank (Mauritius) is focused to enhance its growth in the segments of Trade Finance, Global Business and Cross-Border Financing activities, and International Premium Clients.

This strategy is fully backed by BCP group, with its presence in 32 countries worldwide and regionally covering the North, Central and West Africa. Customers will be able to continue to leverage the Group's best banking practices, and the support of a solid Financial Institution Group which holds the best rating in the region from the most prestigious rating agencies (Standard & Poor's, Fitch, Moody's).

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#### **About BCP Bank (Mauritius)**

BCP Bank (Mauritius) is a subsidiary of the Banque Centrale Populaire (BCP) Group, since October 2018. The bank presents the advantage of being the only North and West-African banking institution present in Mauritius. It supports investors seeking international expansion worldwide, with a particular focus on Africa, where the group holds a strong presence, and has developed an in-depth knowledge of the region's specificities. BCP Bank (Mauritius) operates in the Corporate & Institutional Banking and Premium Banking segments. [www.bcpbank.mu](http://www.bcpbank.mu)

#### **About GROUP BCP**

BCP Group is one of the leading banking institutions in Morocco. It draws its strength from its acknowledged values of solidarity, and its unique organisation there. The Central Popular Bank (BCP), is composed of 8 Regional Popular Banks (BPR) rooted in an inclusive and collaborative vocation. The central body of the Group is a public limited company listed on the stock exchange; it has developed a solid network of specialised subsidiaries, foundations, banks and representations worldwide. BCP Group is present in 32 countries around the world, including 18 countries in Africa. In Morocco, it is the leading savings bank (26% of GDP), and a major player in financing the Moroccan economy (24% of GDP).