



CREDIT AGRICOLE & KROK BUSSINESS SCHOOL

MANAGERIAL SCHOOL
FOR BANK LEADERS
RESPONSIBLE FOR THE
FUTURE



EXECUTIVE SUMMARY

JSC "Credit Agricole Bank" is the oldest foreign bank in Ukraine, offering a full range of banking services. It is a strategic partner for agribusiness and corporate clients and a leader in the auto loan market.

The bank is part of the international Credit Agricole Group (France), one of the world's Top 10 banks by assets according to The Banker 2023 and is a European leader in bancassurance and asset management.

Credit Agricole Group:

- Nearly 130 years of successful operations
- Present in 46 countries
- 154,000 employees
- 54 million clients
- 9th largest bank in the world by assets

Credit Agricole Ukraine today:

- Over 30 years of successful operations in Ukraine
- 2,123 employees
- 138 branches across Ukraine
- Classified as a systemically important bank by the National Bank of Ukraine (NBU)
- No. 1 in Auto Loans ("Top 25 Leading Banks in Ukraine during Wartime" ranking)
- No. 1 in Cash Management (Euromoney 2024)
- 2nd in Financial Stability (MinFin Q2 2024 ranking)
- Top 10 largest donors among financial institutions (NV Ranking)



As a testament to the value of the partnership between Credit Agricole and KROK Business School, the Managerial School 2024 will bring together 28 leaders to provide a powerful impetus for the development of leadership in the banking sector of Ukraine.

Employee Education Strategy

The Employee Education Strategy is based on seven interrelated categories, thanks to which a sustainable synergistic effect of internal educational programs for our employees is achieved:

- Cross-functional Development
- Hands-on Learning
- Flexibility & Adaptability
- Resource Synergy
- Mentorship Support
- Modern Technology Integration
- Continuous Learning Ecosystem

Educational Objectives

Bank learning strategy

- To prepare a new generation of leaders who can drive change and implement innovation.
- To provide employees with career growth opportunities to supports both vertical and horizontal career development.
- To equip employees with the essential knowledge and skills to enhance client interactions and better understand business specifics.
- To enhance customer service expertise and keep high service standards.

