

BRD wants to be leader in energy transition and to offer more support to Romanian economy (Bloch)

BRD wants to strengthen its position on the Romanian market, to be a leader in the energy transition to sustainability and to offer more support to the Romanian economy and society, BRD Groupe Societe Generale CEO Francois Bloch announced on Wednesday.

The Bank presented at a press conference the main guidelines of its Horizons 2025 Action Plan.

"Our Horizons 2025 plan addresses the future of BRD from three main perspectives: customer satisfaction and digitization, the transition to sustainability and the efficiency of business lines. This strategy translates into the carrying out our vision to strengthen the long-term relationship with our clients, individuals and legal entities, offering more personalization and an omnichannel path. Through Horizons 2025, BRD wants to strengthen its position on the Romanian market, to be a leader in the energy transition to sustainability and to offer more support to the Romanian economy and society," said Francois Bloch.

According to a bank press release sent to AGERPRES on Wednesday, the Romanian market still has significant growth prospects, noting a still low degree of financial intermediation, compared to the European Union average, and an even more important potential in terms of services with added value such as insurance and asset management.

For individual customers, combining a multi-channel offering with a high degree of personalization will strengthen customer attachment. It will also increase cross-selling, especially in high value-added products, such as insurance or asset management.

For small business clients, the offer will include personalized, simple and digitized solutions, as well as easier access to credit.

For corporate clients, the goal is to confirm the bank's position as a privileged long-term partner through excellence in execution, simplicity and responsiveness.

BRD - Groupe Societe Generale is one of the leaders in the Romanian banking market. The bank operates a network of 499 branches and has total assets worth 71 billion RON (as of March 31, 2022).