

PRESS RELEASE

SHAMS-DINE EL MOUDEN APPOINTED AS ARVAL CONSULTING DIRECTOR



Shams-Dine El Mouden is taking over the responsibility for Arval Consulting as per 1st September 2019. In his role, he reports directly to Bart Beckers, Arval Chief Commercial Officer. Shams-Dine El Mouden started his career at General Electric Capital with several commercial and international positions in France and in the UK. In 2015, Shams-Dine El Mouden joined Arval as Manager within the International Business Office. He is a graduate of ESSEC Business school.

In his new role, Shams-Dine El Mouden is leading a team of more than 30 consultants across the Arval Countries, supporting international and local clients in defining, optimizing and implementing their fleet and mobility strategies. Arval Consulting is one of the key pillars of the Element-Arval Global Alliance value proposition, leveraging its global capabilities which enable multi-region missions. Arval Consulting contributes to clients' ambitions with regards to business transformation, fleet optimization, sustainable mobility and energy transition thanks to the innovative SMaRT approach. Shams-Dine El Mouden is also in charge of the Arval Mobility Observatory which is widely recognised as an authoritative think tank in the fleet and mobility sector, bringing out every year a fleet barometer and publications to inform the various stakeholders in the mobility chain and animate the debates across the industry.



Press contacts:

VERBATEE :

Jérôme Goer – j.goer@verbatee.com - +33 (0)6 61 61 79 34

Aline Besselièvre – a.besselièvre@verbatee.com - +33 (0)6 61 85 10 05

Florence Bastien – f.bastien@verbatee.com - +33 (0)6 61 61 78 55

Arval :

Christelle Paillès – christelle.paillès@arval.com - +33 (0)1 57 69 53 69

Mathilde Aureau – mathilde.aureau@arval.com - +33 (0)1 57 69 54 15

About Arval:

Founded in 1989 and fully owned by BNP Paribas, Arval specialises in full service vehicle leasing. Arval offers its customers – large international corporates, SMEs and professionals – tailored solutions that optimise their employees' mobility and outsource the risks associated with fleet management. More recently, Arval expanded its customer segments to individuals. Expert advice and service quality, which are the foundations of Arval's customer promise, are delivered in 29 countries by around 7,000 employees. Arval's total leased fleet adds up to 1,193,910 vehicles throughout the world (December 2018). Arval is a founding member of the Element-Arval Global Alliance, the longest standing strategic alliance in the fleet management industry and the worldwide leader with 3 million vehicles in 50 countries. Within BNP Paribas, Arval belongs to the Retail Banking core activity.

www.arval.com

About BNP Paribas:

BNP Paribas is a leading bank in Europe with an international reach. It has a presence in 73 countries, with more than 196,000 employees, including more than 149,000 in Europe. The Group has key positions in its three main activities: Domestic Markets and International Financial Services (whose retail-banking networks and financial services are covered by Retail Banking & Services) and Corporate & Institutional Banking, which serves two client franchises: corporate clients and institutional investors. The Group helps all its clients (individuals, community associations, entrepreneurs, SMEs, corporates and institutional clients) to realise their projects through solutions spanning financing, investment, savings and protection insurance. In Europe, the Group has four domestic markets (Belgium, France, Italy and Luxembourg) and BNP Paribas Personal Finance is the European leader in consumer lending. BNP Paribas is rolling out its integrated retail-banking model in Mediterranean countries, in Turkey, in Eastern Europe and a large network in the western part of the United States. In its Corporate & Institutional Banking and International Financial Services activities, BNP Paribas also enjoys top positions in Europe, a strong presence in the Americas as well as a solid and fast-growing business in Asia-Pacific.

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