



## Belfius

Bank & Insurance is proud to announce its participation in the Series B funding round of **Mistral AI**, one of Europe's leading AI and Technology flagships.

**AI is a game-changer and brings opportunities to society as a whole, and more specifically to the businesses and the financial sector.** Belfius recognizes the enormous potential of this technology, particularly generative AI and Large Language Models (LLMs), in which Mistral AI clearly is Europe's flagship in the AI race.

As Belfius is continuously looking for inspiring ways to put the customer at the heart of its actions, there is a strong potential in using AI for augmenting the customer experience and genuinely go the extra-mile by providing better, faster, more personalized, and efficient services. How? By implementing a top-performing personal assistant (chatbot) and utilizing data analytics to provide valuable insights, we aim to empower our bankers to go above and beyond for our customers. Our goal is to provide seamless and personalized experiences that exceed expectations and build long-lasting relationships.

**Belfius**



That's why Belfius has decided to invest in Mistral AI's funding round. By investing in Mistral AI, Belfius commits to support the growth and development of this innovative start-up, whose generative AI models are already considered among the best in the world. Since Mistral AI is Paris-based, the decision to participate in this funding round reinforces Belfius' strategy to support local talents. Moreover, investing in this leading AI actor boosts the digital leadership position established by Belfius over the last years and showcases a strong ambition to continue this growth.

Mistral AI announced a Series B funding round of €600 million, bringing its total capital raised to over €1 billion since its founding a year ago. With this new investment, Mistral AI plans to push the boundaries of AI even further by increasing computing power, recruiting top talent, and expanding its international presence.

***Bram Somers, CTO of Belfius:***

*"At Belfius, we believe that AI, especially generative AI, is key to unlock a unique experience for our customers, both individuals and professionals. Thanks to our personal assistant and advanced data analytics, we augment our bankers to truly personalise and continuously improve the customer experience. At the same time, we also drastically increase our efficiency. That's why we are thrilled to participate in the funding of Mistral AI and contribute to their growth, support their mission to push the limits of AI and make it accessible to everyone. Through Mistral AI, we are committed to drive innovation here in Europe and to reinforce our position as a digital leader."*

**More info :**

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