

PRESS RELEASE - MAY 2015

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COUNTDOWN TO
**RUGBY
WORLD CUP**

2015

WITH SOCIETE GENERALE



WORLDWIDE PARTNER



COUNTDOWN TO RUGBY WORLD CUP 2015 WITH SOCIETE GENERALE AS WORLDWIDE PARTNER

- Societe Generale is a worldwide partner of Rugby World Cup 2015 and a long-standing sponsor of the French national rugby team
- An long-standing partnership based on team spirit and commitment
- High-profile events in France and the UK starting on 18 May:
 - _ a tour of 12 cities in France to share a unique digital experience with supporters
 - _ a major visibility campaign in the UK
 - _ exceptional ambassadors to accompany us, most notably Jonny Wilkinson





With only four months to go before Rugby World Cup 2015 gets underway, between 18 September and 31 October, in England and Wales, Societe Generale has launched the countdown to this major sports event. The bank is one of six worldwide partners and the sole banking, finance and insurance partner of Rugby World Cup 2015.

Taking on the role as Worldwide Partner for Rugby World Cup 2015 was a natural move for Societe Generale given its long-standing commitment, the historical support it has provided for French rugby, its experience as rugby partner in several countries, and its role as partner of Rugby World Cup 1991, 1999 and all World Cups since 2007. This is a high-profile role that offers unprecedented global exposure to Societe Generale, whose values of team spirit and commitment resonate with those of the rugby game.

Internationally, the Societe Generale brand will benefit from exceptional visibility through its involvement in a sports event that will bring together 2.3 million spectators in England and 4 million television viewers in 200 countries. This exposure will be amplified throughout the year by various events and a strong presence on social networks.

While it is highly invested in Rugby World Cup 2015, Societe Generale has not forgotten its historical support for the French national team, which it has backed since the signature of the first official partnership with the French Rugby Federation 28 years ago. Indeed, it will be from the Group's headquarters in Paris-La Défense that Philippe Saint-André, selector of the French national team, will unveil on 19 May the names of the 36 players chosen to prepare for the next Rugby World Cup. On the same day, Societe Generale will launch a major tour in support of the "Bleus" which will involve visiting 12 cities around France, and organising various activities centred notably around digital innovation. One of these involves a unique immersion experience within the French national rugby team. Partner committees, rugby clubs and Societe Generale's regional networks will provide assistance with the tour.

Societe Generale is kicking off a series of events, with highlights in France and the UK, that will mark its commitment to Rugby World Cup 2015, and will proceed progressively until the start of the competition.

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Our links with the rugby world are built on trust and on the long-term, like those we seek to establish with our clients. These links go well beyond traditional sponsoring activities, which is why Societe Generale is a natural partner for the Rugby World Cup 2015. By supporting this major global event, Societe Generale is affirming its status as a major European bank and will see its international brand recognition strengthened, particularly in the UK. Working alongside the rugby world, with which we have shared the values of commitment and team spirit for 27 years, we want to make Rugby World Cup 2015 an exceptional time that we can share with our clients, partners and all our employees.

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Caroline Guillaumin, Head of Communications for the Societe Generale Group.



A LONG-STANDING COMMITMENT **TO THE WORLD OF RUGBY**

A LONG-TERM PARTNERSHIP

In France, Societe Generale signed its first partnership with the French Rugby Federation in 1987. Since then, the Bank has accompanied all of the national rugby team's big games in France. No other company has developed such close ties with the amateur rugby world. Societe Generale supports 450 regional and local clubs anchored in the regions, and numerous employees give their time and energy to help make these partnerships a success. At the national level, Societe Generale is a key partners of the French Top 14 Championship and is the official partner of the Pro D2. It also organises every year, in collaboration with the Ligue Nationale de Rugby, the Ambassador Days during which rugby personalities, with the support of the Bank's local networks, take tours explaining rugby and its values in cities that do not yet have a professional club.

Over time, Societe Generale's commitment to rugby has spread to the international sphere. Through its subsidiaries and entities, Societe Generale partners national teams and rugby clubs in several countries, from Luxembourg to Hong Kong, and Senegal to Turkey. Over the last 15 years the Bank has also helped promote rugby sevens, which will become an Olympic sport from 2016. It has contributed to the rise in popularity of this sport in schools and among students, introducing new generations to the rugby game.





TEAM SPIRIT AND COMMITMENT: SHARED VALUES

Rugby is associated with positive values emphasizing the collective, primarily team spirit (50% of a survey panel) and collective commitment (33%)*. These are also two of Societe Generale's values. As displayed in its logo, its ambition is to develop team spirit with its clients and partners. Within the Group, team spirit and commitment, along with innovation and responsibility, are the values that unite its 148,000 employees.

These values equally define the partnership that links Societe Generale with the rugby world. Both have grown to become international players, while remaining loyal to their roots and fostering their territorial ties. Over and above traditional sponsoring, they have developed a relationship of proximity and enduring trust, mirroring the relationship the bank works to develop with its clients. Rugby World Cup 2015 is a perfect opportunity to demonstrate these values by sharing them with all of the Group's stakeholders.

* TNS SOFRES survey conducted among a sample of 1,003 French people representative of the population, surveyed in June 2014, of which at least 429 people had some interest in rugby.

POSITIVE EFFECTS ON THE SOCIETE GENERALE BRAND

Societe Generale's partnership with the rugby world has a positive impact on its image in France. According to the same TNS SOFRES survey, 71% of French people who are aware of Societe Generale's involvement with rugby believe the Group is legitimate in its support for rugby, a view that has grown significantly in recent years (+ 11 points between 2008 and 2014).

The bank's image is rated higher by people who identify it as a rugby partner, in all image aspects surveyed. They see it more as an international bank (+7 points) that inspires trust (+ 21 points) and operates with a sense of team spirit (+ 19 points), fair play and loyalty (+ 21 points), with close ties to the French population (+ 18 points).





STRONG LEVERAGE FOR **INTERNATIONAL BRAND RECOGNITION**

A PARTNERSHIP THAT FITS WITH THE GROUP'S INTERNATIONAL STATURE

Rugby World Cup 2015 will see the world's top 20 rugby teams play against each other, 12 of which represent countries or regions in which Societe Generale operates. The 48 scheduled matches will be watched by 2.3 million spectators in England and Wales, and 4 billion television viewers in 200 countries. Like all major international sports events, Rugby World Cup 2015 will attract other viewers along with the usual fans of the sport, providing exceptional visibility for the Societe Generale brand.

Though this partnership and the Bank's association with a global event taking place outside of its national territory and more particularly in the UK, the headquarters of the biggest financial market in Europe, the Bank's international standing and its status as a major European bank will be highlighted. Societe Generale has operated in the UK since 1871, and is active in corporate and investment banking, private banking, asset management, securities and brokerage, and specialised financial services such as car fleet management and equipment finance.

JONNY WILKINSON, AN AMBASSADOR FOR SOCIETE GENERALE

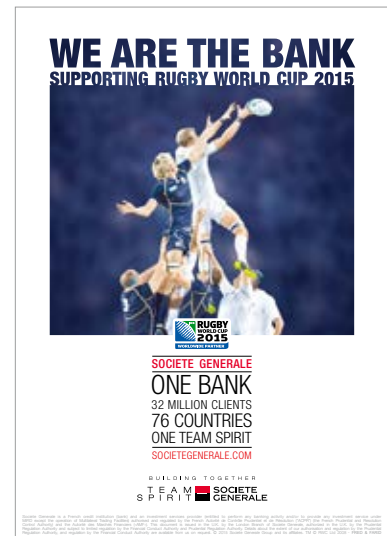
A legendary player and one of the most popular in the history of rugby, Jonny Wilkinson will be Societe Generale's ambassador for Rugby World Cup 2015. Wilkinson kicked the winning drop goal that sealed England's victory at Rugby World Cup 2003, and was a finalist in 2007. He has enjoyed an exceptional career playing for England and subsequently carved out a name in French rugby playing for Toulon Rugby Club. His international stature and personal values of team spirit and commitment resonate with the spirit in which Societe Generale is embarking on Rugby World Cup 2015. His strong reputation, particularly in the UK, will help to strengthen the visibility of the Group's partnership.





THE LONDON TUBE FLYING SOCIETE GENERALE'S COLOURS

Societe Generale is leveraging off its status as sole banking, financial and insurance partner of Rugby World Cup 2015 to enhance its reputation in the UK and on London's financial market. Starting in September 2014, Societe Generale launched an advertising campaign highlighting its commitment to rugby and Rugby World Cup ("We are the bank that believes in team spirit", "We are the bank supporting Rugby World Cup 2015") as well as to its clients ("We are the bank serving clients since 1864", "We are the bank investing in our clients' future"). As the Tournament approaches, publicity will be ramped up to include a feature on the London subway. As of 18 May for a period of six months, Societe Generale branding will be displayed on the Waterloo & City line serving the City; one in five trains will feature external advertising displaying the colours of the bank along with those associated with rugby.



TEAMING UP WITH OUR EMPLOYEES **FOR RUGBY WORLD CUP 2015**

All throughout the countdown, Societe Generale's employees will be closely associated with Rugby World Cup 2015. They will be fully immersed in a "rugby atmosphere" through various activities. Some will have an opportunity to demonstrate the spirit of community commitment that we express on a daily basis through various initiatives, for instance our support for professional rehabilitation via the Fondation Société Générale pour la Solidarité, skills sponsorship, patronage, and support for solidarity projects promoted by employees as part of the Talents & Partage initiative.

In the UK, Societe Generale has encouraged and helped employees to get involved as volunteers – during their working hours – helping to organise the competition. Twenty enthusiasts passed all of the selection stages to join the "pack" of 6,000 volunteers picked to help organise the event.

Among the activities launched in the UK, on 6 June Societe Generale will hold a "corporate" Touch Rugby tournament in Twickenham Stadium that will see employees, client companies and partners compete to be crowned Corporate Touch Rugby Champions. Local schools in Tower Hamlets supported by the bank, through its educational patronage programmes, will also have the opportunity to live the Twickenham experience through a kids academy on the day. Around 100 children from these schools will also get to see a World Cup match thanks to this initiative.



A DIGITAL AND INNOVATIVE **PARTNERSHIP**

A DEDICATED PLATFORM ON SOCIAL NETWORKS

Firmly committed to the digital era through the services it offers its clients, Societe Generale is also using its presence on social networks to share some highlights of Rugby World Cup 2015 with its employees and all rugby fans. A dedicated website, “becausewloverugby.com”, as well as Societe Generale’s Facebook and Twitter accounts will offer an inside view of the competition, with portraits of players, accounts by big names in the sport, posts by a group of bloggers, forums, etc. An English version of the site (becausewloverugby.com) was created for Rugby World Cup 2015. On both websites, Jonny Wilkinson features, offering us a description of his ideal World Cup and memories of past competitions.

“

An ideal World Cup for me? I'd like to see an enjoyable party atmosphere for the people watching, for those who buy into the values of rugby. I'd like to see passion, desire, but no hostility. I'd like to see the player play naturally, and see the best of all nations. I don't like to see too many upsets. I'd like to see the teams being tested, and the next big players coming through. I'd love to see England and France. England obviously because it's me and my team, my history and who I am but at the same time France because I've got so much respect for their rugby and for everything that they have done too. I'd like to be able to see those guys in there at the latest stage, and a final with England and France that would be remembered for a long time.

”

Jonny Wilkinson

(becausewloverugby.com/ paramourdurugby.com)



All of Societe Generale’s digital platforms will actively follow Rugby World Cup 2015. Share our commitment on www.societegenerale.com, www.societegenerale.co.uk, @societegenerale and @SocGen_UK



EXPERIENCE A NEW HIGH TECH WAY OF SUPPORTING YOUR TEAM

One of the highlights of the tour will be an opportunity for supporters to experience a virtual reality moment with the team as part of the "Team up with the French national team" event proposed by Societe Generale. Using 3D headphones with 360° vision, supporters will enjoy "immersion" at a training session and lunch with the team, and will get to experience the atmosphere as the French national team makes its entry on the pitch under the spotlights. A "supporters cabin" the size of a photo booth will be provided to film messages of support that will be compiled in a "guest book" during our tour and presented to the French team before it leaves for Rugby World Cup 2015. We will also create a virtual gallery with a mosaic of all the supporters we meet at each stage of the tour and the fans recruited on paramourdurugby.com. This gallery will be unveiled on 19 September during the French team's first match in Twickenham Stadium against Italy.



IN 2015, WITH SOCIETE GENERALE'S SUPPORT, RUGBY WILL BE MORE INTENSE THAN EVER!

PRESS RELATIONS

Laetitia Maurel
+33(0)1 42 13 88 68
Laetitia.a.maurel@socgen.com

Nathalie Boschat
+33(0)1 42 14 83 21
Nathalie.boschat@socgen.com

Antoine Lheritier
+33(0)1 42 13 68 99
Antoine.lheritier@socgen.com

Astrid Fould-Bacquart
+33(0)1 56 37 67 95
Astrid.Fould-Bacquart@socgen.com

@societegenerale

SOCIÉTÉ GÉNÉRALE
COMM/PRS
75886 Paris Cedex 18
societegenerale.com

A french corporation with share capital of
Eur 1 006 509 557.50
552 120 222 RCS Paris