

## NEWS FLASH

Paris, 10 April 2014

### **SOCIETE GENERALE IS THE FIRST PARTNER IN RESIDENCE OF PLAYER – A BUSINESS INCUBATOR FOR COMMUNITY INNOVATION**

Societe Generale is the first partner in residence of Player – a business incubator for community innovation situated at 16 rue du Caire in Paris that opens on 13 April 2015.

Located at the heart of the Sentier district – one of the leading French Tech hubs in Paris - Player aims to bring together a community of change drivers with varying profiles: start-ups, social entrepreneurs, digital artists, researchers, futurists and large corporations. They will pool their expertise and knowledge to establish conditions that inspire community innovation open to society as a whole.

The partnership will immerse Societe Generale's teams in Player, where they will be supported by its community, as well as being able to take part in experiments that foster new forms of collaborative working and to enjoy direct access to the ecosystem's communities. The Bank will also benefit from the sharing of experience in terms of organising and coordinating an innovation incubator and from co-building initiatives with the other experts in residence. At the same time, the presence of a major group that is known for its digital ambitions enhances Player's panel of participants and will bolster its dynamism.

Aymeril Hoang, Head of Innovation at Societe Generale, said, "Societe Generale has chosen to immerse its teams at the heart of French Tech in Paris, in a new location that boasts a promising community. We believe that an external place of innovation will encourage exchange and facilitate our interaction with new talent and start-ups. Player will also open our Group to different approaches, visions and ways of working, and will help accelerate our digital transformation".

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Societe Generale has been playing a vital role in the economy for 150 years. With more than 148,000 employees, based in 76 countries, we accompany 32 million clients throughout the world on a daily basis. Societe Generale's teams offer advice and services to individual, corporate and institutional customers in three core businesses:

- **Retail banking in France** with the Societe Generale branch network, Credit du Nord and Boursorama, offering a comprehensive range of multichannel financial services on the leading edge of digital innovation;
- **International retail banking, financial services and insurance** with a presence in emerging economies and leading specialised businesses;
- **Corporate and investment banking, private banking, asset management and securities services**, with recognised expertise, top international rankings and integrated solutions.

Societe Generale is included in the main socially responsible investment indices: FTSE4Good (Global and Europe), Euronext Vigeo (Global, Europe, Eurozone and France), ESI Excellence (Europe) from Ethibel and 4 of the STOXX ESG Leaders indices.

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