

## NEWS FLASH

Paris, 11 December 2014

### THE SOCIETE GENERALE TEAM SPIRIT STRIKES A CHORD WITH LES SIECLES

The *Playing for salle Pleyel* project was revived to mark Societe Generale 150<sup>th</sup> anniversary. This year, over 250 amateur musicians and choir members among the Group's employees were involved in preparing a concert with the *Les Siècles* Orchestra, conducted by François-Xavier Roth.



For its second event, the *Playing for salle Pleyel* project, which is a unique initiative in the corporate world, brought together over 250 choir members and musicians, all from Societe Generale, at every level of musicianship, and from all business lines and management levels.

To mark the 150<sup>th</sup> anniversary of the Group, this symphonic ensemble gave three concerts, at Salle Pleyel in Paris on 16 and 17 November, and in Lyon on 18 November, under the direction of François-Xavier Roth, one of the most charismatic and entrepreneurial orchestra conductors of his generation.

The ensemble performed excerpts from around ten works from the major repertoire, including March No. 1 from *Pomp and Circumstance*, by Edward Elgar, *Carmen* by Georges Bizet, *Pavane* by Gabriel Fauré, and *West Side Story* by Leonard Bernstein.

The concerts given by the entire ensemble were the result of over one year of preparations and rehearsals led by the musicians and choirmasters of the *Les Siècles* Orchestra, in rooms made available at the La Défense Head Office.

*Pavane* by Gabriel Fauré performed by *Playing for salle Pleyel* last November:



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*Playing for salle Pleyel* could not have happened without the long-term partnership that has united Societe Generale and the world of classical music for 25 years. The values of commitment and sharing that form the basis for this partnership have resulted in the development of an unusual form of sponsorship via *Playing for salle Pleyel*. This project not only involves the bond between a large company and a major orchestra, but also the bond between the men and women in the company and the orchestra, who are involved in a shared venture.

“The event also assumes a special dimension in this anniversary year. Professional and amateur musicians have enabled us to share in a wonderful venture that combines daring with humility, excelling and the strength of collective endeavour. This was an exceptional moment, brimming with emotion, enthusiasm, and pride” said Frédéric Oudéa, the Chairman and Chief Executive Officer.

The concert was rebroadcast on *Radio Classique* on 28 November this year.

### Societe Generale

Societe Generale is one of the largest European financial services groups. Based on a diversified universal banking model, the Group combines financial solidity with a strategy of sustainable growth, and aims to be the reference for relationship banking, recognised on its markets, close to clients, chosen for the quality and commitment of its teams.

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.

For more information, you can follow us on twitter @societegenerale or visit our website [www.societegenerale.com](http://www.societegenerale.com).

### Societe Generale: 150 years

In 2014, Societe Generale Group celebrates its 150th anniversary with a focus on entrepreneurial spirit, innovation and team spirit. Founded by a group of industrialists and financiers, the bank's very name illustrated their ambition: "Société Générale pour favoriser le développement du commerce et de l'industrie en France" ("**Societe Generale to support the development of trade and industry in France**"), as written into the Imperial decree signed by Napoléon III on 4 May 1864.

Societe Generale has always served economic development, contributing to the financing of infrastructures that symbolised the modern world and of leading French groups. Societe Generale was among the first French banks to open branches in London and in Russia in the 1870s, before expanding into the Maghreb, New York and Africa and to set up operations in Central European countries.

Societe Generale has always been at the cutting edge of financial innovation, and takes strength from its origins to assert its banking vision for the future, reinvent its businesses to serve its clients and become the reference bank of the 21st century.