

NEWS FLASH

Paris, December 12 2014

SOCIETE GENERALE HAS BEEN REWARDED FOR ITS COMMUNICATIONS ABOUT ITS 150TH ANNIVERSARY

As 2014 draws to a close, Societe Generale has received several awards for its communication campaign and initiatives launched to mark the Group's 150th anniversary

The **Digital Communication Award** in the CSR (Corporate Social Responsibility) Category won by Societe Generale in September this year rewards the digital campaign carried out as part of the Citizen Commitment Games (CCG), which were organised to mark the Group's 150th anniversary. This project combined a socially inclusive and sporting commitment with an innovative communication campaign aimed at all the employees throughout the world. The employee social network made a significant contribution to the success of this challenge : over €900,000 were raised from 15,000 donors and paid out to 60 charitable organisations.

Societe Generale's Citizen Commitment Games also received the "**Internal Communications Operations**" Prize at the **2014 Sport Strategies Awards** on 19 November this year.

The **28th Communication & Corporate Communication Awards event** also rewarded the Group's communications, via the "**Internal Digital Strategy**" Prize, which it received on 20 November, along with **four runner-up prizes** for the overall 150th anniversary campaign in the Internal Communications Campaign, External Communications Campaign, Internal Events, and Publishing categories.

Lastly, the Group was awarded **First Prize for the "Best Publication"** at the **13th Communication Trophies Ceremony in Cannes** for the History Box, which traces the Bank's 150-year history in nine booklets written by young historians focusing on different themes, such as international development, the evolving innovations aimed at servicing of clients, as well as on the history of the brand, from advertisements to tweets.

These prizes reward the strategy, innovation and results of many internal and external communication, digital communication, event-based and publishing projects conducted as part of the 150th anniversary celebrations.

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

SOCIETE GENERALE
COMM/PRS
75886 PARIS CEDEX 18
SOCIETEGENERALE.COM

A FRENCH CORPORATION WITH SHARE CAPITAL OF
EUR 1 006 489 617.50
552 120 222 RCS PARIS

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.

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.