

## PRESS RELEASE

London, 18 September 2014

### **SOCIETE GENERALE GEARS UP FOR RUGBY WORLD CUP 2015**

**...With one year until Rugby World Cup 2015 kicks off, Societe Generale celebrates its role as the Tournament's official sole bank sponsor.**

Societe Generale today launches its advertising campaign as official Worldwide Partner of Rugby World Cup 2015. As the Group celebrates its 150<sup>th</sup> anniversary in 2014, Societe Generale is also building on its long-standing support for international rugby as the sole banking and financial sponsor of next year's international tournament, hosted in sporting venues across England and Wales.

Societe Generale and Rugby have grown steadily alongside one another with support that started from the grassroots in 1987 and has since developed into a fully fledged international partnership at the highest level since our partnership at Rugby World Cup 2007. This long-term relationship reflects Societe Generale's ongoing commitment to the game, whose values go hand in hand with the Group's own values, as reflected in the Group's "Building Team Spirit Together" corporate signature.

#### **Ian Fisher, UK Group Chief Country Officer, comments:**

"The 2015 tournament is the fourth Rugby World Cup Societe Generale has proudly supported. Our Worldwide Partnership with Rugby World Cup 2015 is a great opportunity to raise the profile of Societe Generale internationally as the bank which supports Rugby and its strong values of team spirit and commitment. Nurturing long-term client relationships across the world is in our DNA, and with only one year until kick-off, both Societe Generale and 20 of the world's best Rugby teams are building team spirit together and look forward to sharing many moments of emotion with all Rugby fans."

To know more about Societe Generale visit [www.societegenerale.com](http://www.societegenerale.com)

To know more about Societe Generale in the United Kingdom, visit [www.societegenerale.co.uk](http://www.societegenerale.co.uk)

To know more about Societe Generale and Rugby World Cup 2015 visit [www.becauseweloverugby.com](http://www.becauseweloverugby.com)

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**WE ARE THE BANK**  
 THAT BELIEVES IN TEAM SPIRIT



SOCIETE GENERALE  
**ONE BANK**  
 32 MILLION CLIENTS  
 76 COUNTRIES  
 ONE TEAM SPIRIT  
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BUILDING TOGETHER  
**T E A M S P I R I T**  **SOCIETE GENERALE**

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**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: Dow Jones Sustainability Index (Europe), FSTE4Good (Global and Europe), Euronext Vigeo (Global, Europe, Eurozone and France), ESI Excellence (Europe) from Ethibel and 5 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.