

NEWS FLASH

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SOCIETE GENERALE : THE CONNECTED BANK, PARTNER OF THE 2015 “FUTUR EN SEINE” FESTIVAL

As the first and only bank to be a partner of “Futur en Seine”, Societe Generale will have its own stand from 11 to 14 June at the largest digital festival in Europe. Each year, “Futur en Seine” showcases the latest French and international digital innovations for professionals and the general public alike.

The Group has selected a dozen or so solutions highlighting its leadership in innovation and digital services designed to meet its customers' needs. This selection includes:

- _ **the new Societe Generale app, the best of SG banking in a mobile app** with a new design, an easier and more user-friendly interface, new functionalities, easier access to advisors, etc.
- _ **the first version of the app for smart watches, for Apple Watch and Android wear**
- _ **the Health and Well-being app**, a new app from Sogecap, a subsidiary of Societe Generale Insurance, which allows the employees of its professional and business customers to monitor and manage their health and well-being via a 100% digital health log and a dashboard combining all their connected devices.

Over a hundred start-ups have been invited to present their latest prototypes and innovative projects at the festival.

Françoise Mercadal-Delasalles, Head of Group Resources and Innovation, said: *"Our presence at this major digital event is part of our digital transformation process. It's another opportunity to meet our customers and enhance our relationship with them. It's also a chance for our Group to strengthen its links with key players in the start-up sector, like those we have forged with Fiduceo and Player, for example."*

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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 30 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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