

31 MARCH 2015

SOCIETE GENERALE

STRENGTHENS ITS COMMITMENT TO ASSIST YOUNG PEOPLE ENTERING THE JOB MARKET

- Societe Generale is combining its civic and patronage commitments to promote the integration of young people through sport and cultural activities.
- An initial call for projects was issued specifically to associations that use sport and culture as avenues toward professional integration.
- Societe Generale is raising the allowance of its Foundation to 3 million euros for 2016 and is broadening its field of action to include professional integration through sport and cultural activities.
- Long-term commitments: Societe Generale has been supporting music and sport for nearly 30 years and contemporary art for 20 years.
- Societe Generale is reiterating its support for two exemplary initiatives, Sport Dans La Ville and the Démos project, which the Group has been sponsoring since their inception, and is expanding its commitment to the Divertimento Symphony Orchestra.

SOCIETE GENERALE STRENGTHENS ITS COMMITMENT TO ASSIST YOUNG PEOPLE ENTERING THE JOB MARKET

Societe Generale is engaged in civil society and pursues a corporate patronage policy built around three topics: professional integration, sport and culture. Its involvement in these areas has been steady over several decades and did not waver during the economic crisis. As it continues its work in these three fields, Societe Generale is now federating them to widen its scope of action by supporting innovative initiatives in education and professional integration through sport and music. Leveraging its close ties with the associations and stakeholders in these three fields, the Group aims to develop new kinds of interaction prior to employability programmes. The shared goal of Societe Generale and its partners is to draw on the strong educational values associated with sport and culture to offer young people more support on their path to social integration.

THREE EXAMPLES OF PARTNERSHIPS

Among the many projects backed by Societe Generale, there are three partnerships that are especially emblematic of this shared commitment: those fostered with the Sport dans la Ville association, and with the Divertimento Symphony Orchestra and the Démos project. What Sport dans la Ville, Démos and Divertimento have in common is that they offer young people ambitious educational projects that build on the poise one cultivates through playing sport or classical music. They are all firmly planted in socially challenged neighbourhoods and offer long-term assistance to young people along with a demanding vision of education, in which the practise of a sport or music is a way to push one's boundaries. Their efforts, which promote the social integration of young people and yield tangible results, align perfectly with the values of the Societe Generale Group: team spirit, innovation, responsibility and commitment.

CALL FOR PROJECTS AND BUDGET INCREASE
FOR THE SOCIETE GENERALE FOUNDATION

Beyond these partnerships, in late 2014 the Societe Generale Foundation issued a targeted call for projects to associations that use sport- or culture-based activities as pathways to education and employability. The call for projects generated 50 applications that will be evaluated in spring 2015 by the Foundation's Board of Directors. In parallel, the Foundation will continue to carry out its ongoing actions to promote employability in France and the other countries where the Group operates. Employment readiness, integration workshops and initiatives, job placement agencies, literacy campaigns and so on: the Foundation favours actions that create bridges to sustainable employment in the job market. In 2014, some 102 projects of this sort were funded in France and around the world.

CORPORATE PATRONAGE AND ACCESS FOR YOUNG AUDIENCES

The expanded scope of action of the Societe Generale Foundation for Solidarity goes hand in hand with the Group's efforts to promote access for young audiences under its cultural patronage policy.

In the realm of classical music, the Mécénat Musical Societe Generale association, which has been active for nearly 30 years, enables training and career development for young musicians by awarding annual scholarships to students at the national conservatories in Paris and Lyon. It also organizes contests for instrument loans and makes rehearsal rooms available at the Group head office to the artists it supports. It funds orchestras, trainings and performance venues, which helps broaden the audience for classical music, in particular among young people. The association is also a Lead Sponsor of the Philharmonie de Paris.

The scope of Mécénat Musical Societe Generale has also expanded in the last four years to back social-minded projects like D emos and Les Concerts de Poche. Since 2015 Societe Generale has provided assistance to the Divertimento Symphony Orchestra.

As for contemporary art, the Societe Generale Collection is open to all visitors, especially young audiences. Some 5,000 visitors, 3,000 of whom were children, discovered the Societe Generale Collection in 2014. This year Societe Generale is going further by developing an artistic dialogue with young visitors that encourages creative activities for children. Artistic workshops for kids have been on offer since February. Conceived by the Collection's artists and culture outreach specialists, this first round of workshops is based on pieces in the Collection.

'Introductory Tours' for children aged 6 to 12 years are arranged several times a week at the head office of Societe Generale; these tours take advantage of the distribution of the works throughout the various spaces in the towers at La D efense to make it a fun experience. An 'Explorer's Guide' is given to every young visitor. Many children from sensitive urban areas – including those who play in the D emos orchestra – were able to enjoy a fun and educational introduction to contemporary art.

Finally, Societe Generale is very familiar with the world of sport, notably through its partnership with the disabled sports federation Handisport and with the world of rugby.

KEY FIGURES

- Commitment to solidarity and civic sponsorships: approximately 10 million euros around the world in 2014, most of which was spent on employability initiatives; Societe Generale Foundation for Solidarity budget boosted to 3 million euros for 2016.
- Commitment to cultural patronage: approximately 7 million euros around the world in 2014, including about 2 million for musical patronage.

FRÉDÉRIC OUDÉA,
CHAIRMAN AND CEO OF SOCIETE GENERALE

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We have been engaged in this field for many years, both through the Societe Generale Foundation's funding of job readiness organisations and through the direct involvement of our employees as mentors to young people finding their way in the job market. But, at a time when social ties are being strained, it is also our responsibility to get involved earlier in the process alongside those who work directly with young people to support them from the beginning of their journey through society at an age when they start forging their identities. Projects such as Sport dans la Ville and Divertimento are totally in line with our values because they rely on rigour and long-term building. Philippe Oddou and Zahia Ziouani are both participants in an initiative where commitment is the natural companion to excellence. In their view, the pleasure of playing cannot exist without discipline and the desire to make progress. The results they get from youth are extraordinary. We share their vision. They need committed partners to work at their sides, with humility and constancy. We are proud to help them continue their journey.

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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: 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

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PARTNERSHIP WITH SPORT DANS LA VILLE



Since its creation in 1998, Societe Generale has supported this association that forges job readiness through sport and has become the main organisation of its kind in France. Operating in the heart of vulnerable urban areas, Sport dans la Ville welcomes 4,000 young people each year to its 26 sport facilities in Rhône-Alpes and Ile-de-France. Its 75 professional educators enjoy high credibility in the eyes of young people thanks to their roles as coaches. They also support youth in programmes that promote personal development and social and professional integration. Thus Sport dans la Ville enables every young person to gain self-confidence and to cultivate values that will be crucial to their future success – commitment, respect, open-mindedness, rigour, perseverance, and work. The results prove that the approach is effective. The “Job dans La Ville” programme has already helped 600 young people starting at age 15 to successfully choose a career path and make a smooth transition to employment. “Entrepreneurs dans la Ville”, an initiative that helps start businesses, has made it possible to create 85 companies and more than 150 jobs since 2007.

SUPPORT FROM SOCIETE GENERALE

For six years, the Societe Generale Foundation has supported the “Job dans la Ville” and “L dans la Ville” programmes (with the latter promoting professional integration of young women). The Group’s employees also get involved in these programmes by mentoring youth or participating in activities organised by the association (company tours, access to internships and work-study contracts, etc.). Frédéric Oudéa, President and CEO of Societe Generale, is the mentor to the 2014-2015 “Job dans la Ville” class.

PARTNERSHIP WITH SPORT DANS LA VILLE

**PHILIPPE ODDOU, CO-FOUNDER AND MANAGING
DIRECTOR OF SPORT DANS LA VILLE**

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Sport dans la Ville works with youth in their natural habitat, within the neighbourhoods where educational and social infrastructures are most often lacking. Giving them the opportunity to get involved in sport very early on creates a strong relationship of trust. When the coach gathers them in the centre circle of the football pitch to give them pointers, you could hear a pin drop! Sport activities, with all the learning values they promote, create a special kind of closeness with educators, a closeness that young people do not have with other social actors. And when they become adolescents, this is what gives us credibility to assist them through a new stage in their journey that is more explicitly focused on their transition to the job market.

With this approach, the support of a large company like yours is very important. We work as closely with your “Job dans la Ville” mentors as with our young people. The involvement of our partner companies and their staff is essential to making the connection between youth and the working world that you represent. Moreover, we also work like entrepreneurs, driven by the impact of our actions and results. It is our duty to the young people that we put on the path to employment. It is our duty to the partners without which we would not be able to run our programmes over the long periods they require.

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Born in 1972 outside Paris, **Philippe Oddou** is a graduate of EM Lyon Business School and began his career first at L'Oréal in Austria then with BNP Paribas in Brussels and Lyon. In 1997, he began volunteering for the Fête Le Mur association created by Yannick Noah, which aims to bring tennis to disadvantaged kids. At that organisation, Philippe Oddou reconnected with his friend Nicolas Eschermann, whom he had met at EM Lyon and with whom he created Sport dans la Ville in 1998. The association, which uses an innovative entrepreneurial approach, uses sport as a springboard for integrating young people into society and the job market by acquainting them with the business world. Originally created in Lyon, where the association now has a vast campus, Sport dans la Ville later expanded to Ile-de-France, and currently operates 26 sports centres that accommodate 4,000 youths from lower-class neighbourhoods. To follow on the sport programmes that enable it to work on behavioural development over time, the association created “L dans la Ville”, “Job dans la Ville” and “Entrepreneurs dans la Ville”, programmes which support youth on the path to employment.

www.sportdanslaville.com

PARTNERSHIP WITH THE DEMOS PROJECT AND THE DIVERTIMENTO SYMPHONY ORCHESTRA



Societe Generale is a founding patron of the Démos project, which began in 2011. Démos (which stands for «socially-oriented music and orchestra educational programme» in French) brings together a thousand children between the ages of 7 and 12 who live in neighbourhoods where classical music is not generally heard. Children in the programme engage in intensive training under the guidance of professional musicians, including those who work with the Divertimento Symphony Orchestra. It was its partnership with Démos that led Societe Generale to Zahia Ziouani, the Conductor and Musical Director of the Divertimento Symphony Orchestra. This orchestra she created in 1997 is now a major symphony ensemble with 70 professional musicians and enjoys national and international acclaim. With these musicians, Zahia Ziouani enables audiences that do not usually have access to classical music to discover, love and play it. As part of its outreach efforts, the orchestra offers «family» concerts for children and their parents; educational concerts for school children (primary, middle and high school); introductions to classical music at school (Diverti'Classes); events

with various social and educational institutions; events in detention centres; and free access to its ensemble rehearsals. Working through its Académie Divertimento, the orchestra offers mechanisms to encourage group orchestra playing, such as the Diver'Cités orchestra workshops for beginning students, who receive an instrument on loan; advanced training to become orchestra players for conservatory students; and professional development for accomplished young musicians. Zahia Ziouani and her musicians have made a long-term commitment to creating social, cultural and inter-generational diversity.

SUPPORT FROM SOCIETE GENERALE

Building on the partnership with the Démos project that dates to 2011, Societe Generale began supporting the Divertimento Symphony Orchestra in January 2015 to help expand its activities to new areas and to new groups of young musicians.

PARTNERSHIP WITH THE DEMOS PROJECT AND THE DIVERTIMENTO SYMPHONY ORCHESTRA

**ZAHIA ZIOUANI, CONDUCTOR, FOUNDER AND
ARTISTIC DIRECTOR OF THE DIVERTIMENTO
SYMPHONY ORCHESTRA**

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There is no doubt that, as with sport, long-term commitments are just as essential for engaging children and young people in playing music. Music is both pleasurable and demanding; it requires discipline, and not just for those who aspire to become professional musicians. I am struck by the transformation that we often see in children who discover orchestra work. At first, they struggle to concentrate, but after a few months, they can sit through an hour and a half of rehearsals! Fitting into a demanding ensemble with professional musicians forces them to realize their potential and gain self-confidence. Music makes them work on areas where they are often vulnerable. The orchestra is an exceptional school for learning poise, how to listen and how to respect themselves. It gives them a different look at the group values they have trouble accepting in the academic world or in their families.

As a board member at Mécénat Musical Societe Generale, I realized that these values – being demanding and sharing – bring us together. While the musical milieu is often isolated and focuses on individual achievements, you and I believe in openness and cultural access for everyone, in the strength that music and the orchestra can breathe into a learning programme. We believe in music as an instrument of co-existence. When you are involved in a long-term initiative like the Divertimento Symphony Orchestra or the D emos project, it is important to have the support of a partner who shares your vision.

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Zahia Ziouani was born in 1978 and grew up in Seine-Saint-Denis where she attended the Pantin Conservatory and studied alto violin and guitar. She studied conducting under maestro Sergiu Celibidache. In 1997 she created the Divertimento Symphony Orchestra with talented young musicians; she currently serves as its conductor and musical director. Later she became actively involved in the D emos project, which cultivates the same spirit of social, geographic and cultural diversity as the Divertimento Symphony Orchestra.

Zahia pursued an international career in parallel. In 2007, she was appointed as the first guest conductor at the National Orchestra of Algeria. She has led numerous orchestras in France (Orchestre R gional de Cannes, Orchestre National des Pays de la Loire, Orchestre les Si cles) and abroad (Sarajevo Philharmonic Orchestra, National Orchestra of Malta, Turin Symphony Orchestra and ensembles in Tunisia, Poland and Mexico). She is also director of the Classiq'  Stains festival. Zahia Ziouani has received numerous awards. These include: Officer of the Ordre des Arts et des Lettres (2014), Femme d'Influence Special Award (2014), Chevalier of the Ordre des Arts et des Lettres (2012), Chevalier of the Ordre National du M rite Fran ais (2008), Premier Prix de la Musique (Algeria's highest honour for contributions and dedication to music, 2007) and the Award for Women's Achievement (2006).

www.orchestredivertimento.com

SOCIETE GENERALE

COMMITMENTS

SOCIETE GENERALE FOUNDATION FOR SOLIDARITY



- Date created: 2006
- 102 civil society projects funded in 2014, including 31 internationally, for a total amount of 2,456,000 euros.
- 756 projects backed since 2006
- Projected budget for 2016: 3,000,000 euros
- Countries served: Belgium, Benin, Brazil, Burkina Faso, Cameroon, Congo, Ivory Coast, Spain, USA, France, India, Luxembourg, Madagascar, Morocco, French Polynesia, Czech Republic, Romania, United Kingdom, Vietnam.
- Frédéric Oudéa is President of the Societe Generale Foundation for Solidarity

MENTORING

In 2014, some 288 of the Group's employees in France worked as mentors with six associations that partner with the Societe Generale Foundation: Nos Quartiers Ont Du Talent, Proximité, Solidarités Nouvelles Face au Chômage, Frateli, Mozaik RH and Capital Filles. Of special note is Societe Generale's rank as the number one source of mentors to Nos Quartiers Ont Du Talent: 383 employees have mentored 1,616 graduates from underprivileged urban areas since 2007.

SKILLS SPONSORING PROGRAMMES

In 2014, Societe Generale employees spent 1,667 days of work time lending their skills to associations that partner with the Societe Generale Foundation or are funded by the Group in France and abroad.

www.citizen-commitment.com

Twitter: @Fondation_SG

SOCIETE GENERALE

COMMITMENTS

MÉCÉNAT MUSICAL SOCIETE GENERALE



- Date created: 1987
- Annual budget for music patronage: 2 million euros
- More than 40 partnerships in 2015

ORCHESTRAS AND ENSEMBLES

18 partner ensembles funded in 2015, which gave about 700 concerts in France and abroad

VENUES

Following on its partnership with Salle Pleyel, Mécénat Musical Societe Generale is a Lead Sponsor of the Philharmonie de Paris and a partner of the musical seasons at Théâtre des Bouffes du Nord and Collège des Bernardins in Paris and at the Grenoble Museum and Espalion Vieux Palais Museum.

HELPING YOUNG MUSICIANS TAKE THEIR FIRST STEPS

40 scholarships were awarded for the 2014-2015 year to students at the Paris and Lyon conservatories. A total of 1,000 scholarships worth 1.6 million euros have been awarded since 1987 and 10 instruments are currently on loan to young musicians.

EDUCATIONAL INITIATIVES

- Mécénat Musical Societe Generale is a founding patron of the Démos project (which stands for “socially-oriented music and orchestra educational programme” in French) begun in 2011 and has supported the Divertimento Symphony Orchestra since 2015.
- Concerts de Poche: These short concerts cover a broad repertory and are given in convivial settings with lower ticket prices than the cinema.
- Opéra Junior and Fabrique Opéra: to introduce lyric opera to children and teens by allowing them to help produce shows under professional conditions.
- Educational projects in Versailles, Poissy, Le-Plessis-Robinson, etc.

www.mecenatmusical.societegenerale.com

Facebook: Mécénat Musical Societe Generale
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SOCIETE GENERALE

COMMITMENTS

SOCIETE GENERALE COLLECTION



— Date created: 1995

The Societe Generale Collection comprises nearly 400 original works and 700 lithographs, editions and screenprints, making it one of the biggest collections of contemporary art formed by a bank in France. Structured around three main media – painting, sculpture and photography – it combines the works of both established and new artists. This diversity has increased in recent years with the addition of talented young artists from emerging artistic scenes, echoing the Group's international expansion.

2015: THE SOCIETE GENERALE COLLECTION IS CELEBRATING ITS 20TH ANNIVERSARY

It has been 20 years of continuing innovations to attune the art world and the corporate world. Thanks to the Collection, the Group supports culture stakeholders and shares its commitment to art with a wider audience by participating in various art events in France and abroad and by opening the Collection to the general public (available via booking at collectionsocietegenerale.com since 2014).

The Societe Generale Collection is open to all audience types including young people. Some 5,000 people, 3,000 of whom were children, visited the Collection in 2014.

REACHING OUT TO YOUNG AUDIENCES

This year Societe Generale is going further by developing an artistic dialogue with young visitors that encourages creative activities for children:

- Artistic workshops for children have been on offer since February. Conceived by the Collection's artists and culture outreach specialists, this first round of workshops is based on pieces in the Collection.
- A 'Custom' path dedicated to youth with disabilities. Since March, the Collection has offered a special arts outreach tour so it can be experienced and explored by disabled youth who are involved with the Arpejeh association, a partner of Mission Handicap Societe Generale. Mécénat Musical Societe Generale is inviting two musicians, Anna Besson and Pauline Haas, who perform pieces of music related to the themes addressed by the artworks presented.
- 'Introductory Tours' for children aged 6 to 12 years are still arranged several times a week at the Societe Generale head office; these tours take advantage of the distribution of the works throughout the various spaces in the towers at La Défense to make it a fun experience. An 'Explorer's Guide' is given to every young visitor. Many children from sensitive urban areas – including those who play in the Démos orchestra – were able to enjoy a fun and educational introduction to contemporary art.
- And partnerships are being forged with university students, notably those enrolled at Paris 1 Panthéon Sorbonne and ESSEC, to develop arts outreach.

www.collectionsocietegenerale.com

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