

## PRESS RELEASE

London, 20 May 2015

### **COUNTDOWN TO RUGBY WORLD CUP 2015 WITH SOCIETE GENERALE, WORLDWIDE PARTNER**

- Waterloo & City Line branded in Societe Generale colours -
- Jonny Wilkinson, an Ambassador for Societe Generale -
- Corporate Touch Rugby Tournament at Twickenham Stadium -
- Media Campaign across leading publications -
- Supporting local schools with access to rugby -

**London, 20 May 2015** – With just four months to go before Rugby World Cup 2015 gets underway, between 18 September and 31 October, in England and Wales, Societe Generale is building on its high-visibility communications and events campaigns in the UK, marking its commitment to Rugby World Cup 2015 as sole banking, financial and insurance partner.

Internationally and in the UK, the Societe Generale brand will benefit from exceptional visibility through its involvement in an event that will bring together 2.3 million spectators in England and 4 billion television viewers in 200 countries. This exposure will be amplified throughout the year by various events and a strong presence on social networks.

This week, for example, saw London's Waterloo & City Underground Line fully branded in the Societe Generale colours, targeting a core demographic for the bank, including the business and finance community, who are the main users of this line. The campaign will run for a period of six months, with one in five trains featuring external advertising displaying the colours of the bank along with those associated with rugby.

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Reflecting rugby's core value of team spirit, Societe Generale has also launched a Corporate Touch Rugby Tournament to take place at Twickenham Stadium on 6<sup>th</sup> June as part of the countdown to Rugby World Cup 2015 that will see employees, clients and partners compete to win tickets for the opening match. Corporate and Financial companies are being targeted through a City-wide digital campaign in close to 200 venues across London where they can register for the tournament through a dedicated website: [www.becauseweloverugby.com](http://www.becauseweloverugby.com)

These initiatives build on a print and digital campaign initially launched in September 2014 and again this month, showing Societe Generale's support for Rugby World Cup 2015 and for its clients through a number of campaigns: "WE ARE THE BANK SUPPORTING RWC2015; "WE ARE THE BANK INVESTING IN OUR CLIENTS' FUTURE".

As part of its long-term commitment to rugby, from grass-roots to international level, Societe Generale is also helping to raise awareness of rugby in inner-city London, especially in the local schools it supports in Tower Hamlets, one of the most disadvantaged boroughs in the country. The bank will also invite around 100 school children to see a Rugby World Cup 2015 match.

*"Our links with the rugby world are built on trust and on the long-term, like those we seek to establish with our clients. These links go well beyond traditional sponsoring activities, which is why Societe Generale is a natural partner for Rugby World Cup 2015. By supporting this major global event, Societe Generale is affirming its status as a major European bank and will see its international brand recognition strengthened, particularly in the UK. Working alongside the rugby world, with which we have shared the values of commitment and team spirit for 27 years, we want to make Rugby World Cup 2015 an exceptional time that we can share with our clients, partners and all our employees."*

**Caroline Guillaumin, Head of Communications for the Societe Generale Group.**

### **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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