

PRESS RELEASE

Paris, 19 July 2016

50 DAYS TO GO: SOCIETE GENERALE PROVIDING FIRM SUPPORT FOR THE FRENCH TEAM AT THE 2016 PARALYMPIC GAMES IN RIO



Societe Generale has been supporting the paralympic movement since 2003. Team spirit, responsibility and commitment are all values it shares with the French Disabled Sports Federation (Fédération Française Handisport - FFH) and the French Adapted Sports Federation (Fédération Française du Sport Adapté - FFSA). As we edge closer to the 2016 Paralympic Games in Rio, Brazil, between 7 and 18 September, Societe Generale wishes every encouragement to all of the athletes in their quest to win medals and aims to give the athletes and events as much media coverage as possible.

Starting on 23 August, Societe Generale will post videos and reports

featuring parasport athletes on social networks*. Table tennis player Thomas Bouvais, rugbyman Jonathan Hivernat and sprinter/jumper Angelina Lanza will share their preparations and ambitions for Paralympics 2016. Throughout the Games, a team of "insiders" comprising bloggers and photographers will bring the events to life by sharing photos, the atmosphere on the ground and comments from Rio on Twitter/Periscope, Facebook, Instagram and Snapchat via hashtag #AuPlusPres.



Societe Generale will team up with [Gol de Letra](#) to give young people from the favelas of Rio de Janeiro an opportunity to go along to the Paralympic Games and experience the atmosphere and competitions for themselves.

The Group is also supporting para-rower **Perle Bouge**, silver medallist in the London Paralympics in 2012 and silver medallist in the 2014 World Rowing Championships



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The Regional Divisions and teams will also help to promote sports for the disabled through partnerships with local parasport bodies. **Sessions offering initiation in paralympic challenges such as wheelchair rugby will be organised**, as well as initiatives to raise awareness of disability throughout France

Promoting nationwide incentives and a local presence, elite level athletes and sports simply for leisure, Societe Generale's work with the paralympic movement is part of a collaboration based on trust and long-term commitment.

* On www.facebook.com/TousHandisport and Twitter @TousHandisport.

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 145,000 employees, based in 66 countries, we accompany 31 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 omnichannel financial services on the leading edge of digital innovation;
- **International retail banking, insurance and financial services to corporates** with a presence in developing 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.

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