

## PRESS RELEASE

Paris, August 4<sup>th</sup>, 2016

### **SOCIETE GENERALE AND THE FRENCH RUGBY SEVENS TEAMS ARE #AUPLUSPRES (AS CLOSE AS POSSIBLE) TO THE GENERAL PUBLIC AND ARE ALSO SUPPORTING DISADVANTAGED YOUNG PEOPLE**

**Societe Generale, official partner of the French Rugby Federation, has been supporting the French Rugby Sevens teams since 2001. It is therefore supporting them as they strive for Olympic glory in Rio from 5 to 12 August. It will also allow internet users to follow the ins and outs of the women's and men's teams thanks to its ambassadors, the players Shannon Izar and Virimi Vakatawa. Thanks to them, Societe Generale is also providing the "Rugby para Todos" charity association in Brazil with financial support.**

Rugby Sevens being chosen as an Olympic sport for the first time, in 2016, will put it – a fast-growing sport in France – in the spotlight. That's why Societe Generale is giving people an opportunity to follow the daily lives of the French teams on social media via the #AuPlusPres (as close as possible) hashtag, which will also be used to follow the French Paralympics team between 7 and 18 September. Via its [paramourdurugby.com](http://paramourdurugby.com) (because we love rugby) digital ecosystem, Societe Generale will be supporting the French men's and women's teams.



At the same time, Shannon Izar and Virimi Vakatawa are also working with Societe Generale to

help a Brazilian charity association: *Rugby para Todos* (rugby for all). Through its Participative Rugby programme hosted by the Sponsorise.me crowdfunding platform, internet users will be able to support this project by donating money on the sponsorise.me or [paramourdurugby.com](http://paramourdurugby.com) websites. 100% of these donations will go to the charity, whose aim is to socially integrate young Brazilians from poor suburbs of Rio thanks to Rugby's values. In exchange, donors will receive signed rugby

balls and shirts, as well as tickets to attend the Paris leg of the World Rugby Sevens Series in 2017.

In support of this action, on days when Shannon and Virimi score points, Societe Generale will also provide an opportunity to spend a "Live my life" day with a rugby player or a day discovering Rugby Sevens at the French National Rugby Centre in Marcoussis, near Paris.

Shannon Izar is more motivated than ever: "Together with my friends and family, my staff and my team, we all have the same goal. We'll give it our all. We're ready for this."

<https://www.youtube.com/watch?v=1G8PXKIQE2k&feature=youtu.be>

#### PRESS RELATIONS

SOCIÉTÉ GÉNÉRALE

Joëlle ROSELLO  
+33 (0)1 42 14 02 17

BANQUE DE DÉTAIL FRANCE

Florence AMPHOUX  
+33 (0)1 42 14 70 33

#### SOCIETE GENERALE

COMM/PRS  
75886 PARIS CEDEX 18  
SOCIETEGENERALE.COM

A FRENCH CORPORATION WITH SHARE CAPITAL OF  
EUR 1 007 625 077.50  
552 120 222 RCS PARIS

### **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.

Societe Generale is included in the main socially responsible investment indices: DJSI (World and Europe), FTSE4Good (Global and Europe), Euronext Vigeo (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](http://www.societegenerale.com) and [paramourdurugby.com](http://paramourdurugby.com)