

PRESS RELEASE



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Societe Generale widens its international open innovation approach through a partnership with the Factory community in Berlin

Societe Generale Group announces a new partnership with Factory in Berlin, the first and largest startup campus in Germany that connects startups and corporate, effective June 1st.

Out of Societe Generale's six locations in the country, Berlin stood out as the best base from which to accelerate innovation projects: it is one of Europe's leading ecosystems, boasting startups and fintechs, and a center of excellence for design thinking.

A dedicated team to connect business with the ecosystem

A new Societe Generale team, based at Factory, will support the Group's innovation projects by leveraging on the German innovation ecosystem. This new team will work for all German Societe Generale business entities, which are already collaborating with some 20 German startups. In addition, Societe Generale Group is also collaborating with German startups on an international level.

"The team at Factory will connect our different businesses with the creative actors of the ecosystem, and enable us to deliver innovative user-centered solutions faster. For us, Factory is the perfect place to get access to these young companies and digital talents and to profit by our transversal approach for the entire Societe Generale Group in Germany and abroad" said Guido Zoeller, Societe Generale Group Country Head Germany and Austria.

"We're looking forward to our partnership, driving innovation projects together. As a global financial expert, Societe Generale will be a perfect match for our community" said Udo Schloemer, CEO and Founder Factory Berlin.



A further step in the Societe Generale global open innovation approach

One strong priority of the Group's global open innovation strategy is to increase contacts and investments with the digital ecosystem to better qualify the startups and FinTechs that could meet the business lines needs.

The team will therefore also work with the Innovation division at Group level, thus being part of Societe Generale's international innovation network, with already active innovative hubs around the globe:

- [Le Plateau](#), in France, located at Les Dunes (the Group's new technopole in the East of Paris), is a 1 000m² space dedicated to fostering cooperation between internal and external project teams and FrenchTech ecosystems. By creating a community for sharing resources, experience and knowledge, Le Plateau offers ideal conditions for innovation.
- Africa [Innovation Lab](#) in Dakar, Senegal, is designed to stimulate and speed up innovation in all Group subsidiaries in Sub-Saharan Africa. This action-focused "think tank" is an innovation incubator, especially for initiatives coming from Societe Generale's African subsidiaries.
- [Catalyst](#), a startup accelerator program in India, aims at leveraging on the rich ecosystem of Indian startups. The selected startups get to work on different themes based on banking business challenges, with guidance from Societe Generale to co-create solutions to meet the Bank's customers' needs.
- [ALD Automotive Mobility Experience Centre](#) in Amsterdam: a high place of creation dedicated to innovation, where to experience the latest trends and developments related to mobility.

"This partnership is in line with Societe Generale's open innovation strategy: by strengthening our relationships with the German ecosystem we will be inspired and challenged by experts, thus accelerating the transformation of our mindsets and work methods. Starting outside of our own premises is also a way to allow more experimentations and disruptive projects, which will better serve our clients" concluded Aymeril Hoang, Head of Group Innovation, Societe Generale.

Press Contact:

Elke Pawellek

elke.pawellek@sgcib.com

Tel: +49 (0)69 7174 503

Astrid Fould Bacquart

astrid.fould-bacquart@socgen.com

Tel: +33 1 56 37 67 95

Societe Generale in Germany

Germany is a key market for Societe Generale Group. Present in Germany since 1886, Societe Generale is one of the oldest foreign banks in this country. With about 3,500 employees, the bank operates at six locations in the fields of car leasing and financing, truck rental, equipment financing, consumer finance, asset management, insurance, securities services and corporate and investment banking. Over the years, Societe Generale has built up through its various divisions close relationships with major German companies as well as financial institutions, financial investors, medium-sized companies and individuals.

The Societe Generale Group in Germany includes the following entities: ALD Automotive , Bank Deutsches Kraftfahrzeuggewerbe (BDK), Car Professional Fuhrparkmanagement (CPM), Hanseatic Bank, PEMA , Societe Generale Corporate & Investment Banking, Societe Generale Equipment Finance , GEFA Bank, Societe Generale Insurance and Societe Generale Securities Services.

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 serve on a daily basis 31 million clients throughout the world. 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 multi-channel financial services at 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 currently included in the main sustainability indices: DJSI (World and Europe), FSTE4Good (World and Europe), Euronext Vigeo (World, Europe and Eurozone), Ethibel Sustainability Index (ESI) Excellence Europe, 4 of the STOXX ESG Leaders Indices, MSCI Low Carbon Leaders Index.

For more information, you can follow us on twitter  @societegenerale or visit our website www.societegenerale.com

Factory Berlin

Factory Berlin is a community of innovators offering its members a platform for networking, interaction and collaboration. The purpose of the Factory membership model is to encourage corporations to transform and digitalize their business by pairing them with startups. Founded in 2011 by CEO Udo Schloemer, Factory operates the first and largest startup campus in Germany. With currently over 16,000 square meters of office space, Factory brings best-in-class global technology businesses together with young talents and startups like SoundCloud and Uber. Factory community members receive a variety of programs and benefits like work- and eventspace, partnerships, education, access to high-quality events and collaborations.

Further information can be found on www.factoryberlin.com