

PRESS RELEASE

Paris, 13 September 2017

Valérie-Noëlle Kodjo Diop named Head of Innovation and Alternative Banking Models for Africa, Mediterranean Basin & Overseas Region

Societe Generale announces the appointment of **Valérie-Noëlle Kodjo Diop** as Head of Innovation and Alternative Banking Models for the Africa, Mediterranean Basin & Overseas region. Based in Paris, she reports directly to Alexandre Maymat, Head of the Africa, Mediterranean Basin & Overseas region.

In this newly-created position, Valérie-Noëlle Kodjo Diop will be responsible for directing and stimulating the bank's innovative approach across all of the 18 countries in which it does business on the African continent, developing cooperation with external innovation ecosystems (start-ups, incubators, etc.). She will also be tasked with establishing and monitoring new banking models specific to the different dynamics at work across the continent, and envisioning cooperation with the businesses, in many sectors, that are fashioning the Africa of tomorrow.

"At a time when Africa is inventing its own approach to consuming banking products and services, Societe Generale Group has asserted its drive to be a key player in this transformation. Valérie-Noëlle's arrival is a real advantage for the bank to successfully carry out its projects and meet the challenges of new consumer practices," says **Alexandre Maymat**.

Biography

Valérie-Noëlle Kodjo Diop began her career in 1994 at Societe Generale Group, in Corporate and Investment Banking (SG CIB), where she held positions in the Structured Finance Department relating to commodities, first with agricultural materials and then with mining and metals. In 2005, she joined BNP Paribas in Johannesburg to build the bank's franchise there, first as Head of "E&C" Structured Finance for Southern Africa, then as Chief Executive Officer of the South Africa Branch and Head of Territory for South Africa, until August 2016. After helping to deploy the Conduct & Ethics programme for the Corporate Banking division in the EMEA region for BNP Paribas, Valérie-Noëlle joined Societe Generale in May of 2017.

Valérie-Noëlle Kodjo Diop is a graduate of ESCP Europe and holds a postgraduate degree in Banking and Finance from Paris Dauphine University.

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Societe Generale

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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.

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