

## PRESS RELEASE

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### **Societe Generale launches a major intrapreneurship programme worldwide**

**Societe Generale launches a major intrapreneurship programme known as Internal Startup Call, to boost disruptive innovation projects across the Group.**

Open to all Societe Generale Group employees worldwide, starting this week, the Internal Startup Call is designed to give everyone the resources they need to invent new disruptive activities that offer strong potential for the Group.


The programme will bring to the fore internal intrapreneurship disruptive projects that are seeds of future Societe Generale products and services, including projects that go beyond traditional banking services. Different themes have been identified, covering subjects such as data, banking platforms, payments, digital workplace, as well as positive-impact finance and major societal trends.

Proposed startup concepts will be evaluated and supported in order to fine-tune them and create a team around them until February 2018. They will then be submitted for an initial selection process to the Group Management Committee. The startups selected at this stage will pitch to the members of the Management Committee on 16 February next. The committee members will then select those that they wish to sponsor to be accelerated into startup mode. The intrapreneurs will be accompanied by internal innovation teams or partners ; the members of the project team will be able to concentrate full-time on the startup project for a determined length of time. The projects will therefore be evaluated every three months.

*“Our clients’ behaviour is changing and we are duty-bound to question the way we provide services to them. Internal Startup Call is a unique intrapreneurship enterprise through which we can invent the future banking services. This international programme will also help to disseminate a culture of innovation inspired by our clients’ expectations and entrepreneurship, vital attributes for tomorrow’s world and attributes that have always been part of the Group’s DNA,”* says Frédéric Oudéa, Chief Executive Officer of Societe Generale Group.

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## **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.

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