

PRESS RELEASE

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Societe Generale, “Master Partner” of the Ambition Africa 2018 forum

Societe Generale, a major player in the development of the African economy, is supporting, as Master Partner, the Ambition Africa 2018 forum organised by Business France under the auspices of the Ministry for Europe and Foreign Affairs and the Ministry of the Economy and Finance.

A major event attended by French and African economic players, both public and private, involved in the development of the African continent and the acceleration in commercial relations between France and Africa, Ambition Africa 2018 is a pivotal entrepreneurial event for Societe Generale, a major financial group on the African continent.

The 2018 edition of this event will take place on 22 & 23 October at Bercy, and will bring African and French business bosses together around a series of insights essentially addressed during cross-business workshops. Societe Generale's experts will notably present their points of view during roundtables on themes such as the business environment in Africa, financing solutions to promote development on that continent and the African startup and SME ecosystem. The event will also host numerous qualified operational business meetings organised between French companies and African SMEs.

Alexandre Maymat, Head of the Africa Region for Societe Generale, has commented:

“Africa is a key market in Societe Generale's growth strategy. The Group is thus seeking to strengthen its leading positions there, notably by working alongside entrepreneurs and accompanying sustainable development on that continent. We are delighted to be involved in this event, which seeks to encourage exchanges and create relationships between economic players in order to forge practical ties and generate projects for the future”.

Present in 19 African countries, the Societe Generale group has a unique positioning in this region enabling it to offer its clients the expertise and know-how of an international bank and the proximity of a local bank. In Africa, the Group supports local economies and serves 3.7 million clients, including 150,000 companies.

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Societe Generale

Societe Generale is one of the leading European financial services groups. Based on a diversified and integrated banking model, the Group combines financial strength and proven expertise in innovation with a strategy of sustainable growth, aiming to be the trusted partner for its clients, committed to the positive transformations of society and the economy.

Active in the real economy for over 150 years, with a solid position in Europe and connected to the rest of the world, Societe Generale has over 147,000 members of staff in 67 countries and supports on a daily basis 31 million individual clients, businesses and institutional investors around the world by offering a wide range of advisory services and tailored financial solutions. The Group is built on three complementary core businesses:

- **French Retail Banking**, which encompasses the Societe Generale, Cr dit du Nord and Boursorama brands. Each offers a full range of financial services with omnichannel products at the cutting edge of digital innovation;
- **International Retail Banking, Insurance and Financial Services to Corporates**, with networks in Africa, Russia, Central and Eastern Europe and specialised businesses that are leaders in their markets;
- **Global Banking and Investor Solutions**, which offers recognised expertise, key international locations and integrated solutions.

Societe Generale is included in the principal socially responsible investment indices: DJSI (World and Europe), FTSE4Good (Global and Europe), Euronext Vigeo (World, Europe and Eurozone), four of the STOXX ESG Leaders indices, and the MSCI Low Carbon Leaders Index.

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