

# **PRESS RELEASE**

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## **“THE FUTURE IS YOU” SOCIETE GENERALE’S NEW BRAND PLATFORM**

Paris, 12 November 2018

**A year on from the launch of the Transform to Grow strategic plan, Societe Generale is inaugurating a new brand platform. Driven by the engaging promise "The future is you", this signature marks the bank's sustainable growth ambitions serving customers, the economy and society.**

This signature reaffirms Societe Generale's historical commitment - established 150 years ago by entrepreneurs for entrepreneurs - to serving its customers. *"Our new signature takes us into the future: the one we want for our customers, helping them to build their own destinies; the one we want for ourselves, acting individually and collectively to build the future of our business; the one we want to build tomorrow's world. Our mission is to empower each and every one who wants to positively impact the future. With positive energy, everyone can act to move the world forward. This is the confident and optimistic message we are sending,"* explains Frédéric Oudéa, Chief Executive Officer of the Societe Generale Group.

### **A commitment to all entrepreneurs**

With this signature, Societe Generale is talking to anyone who has projects, whether in their professional or private lives. Societe Generale is reaffirming the real purpose of the banking profession and re-appropriating its role, which is to build the future. Without the bank, there is no investment, no finance, no commerce, the future cannot be built. Societe Generale is determined to be a trusted partner committed to positively transforming the world.

### **A demanding promise that marks the Group dynamic**

Societe Generale is committed to fulfilling this mission with humility, responsibility and trust - trust in its customers and trust in the future. The bank aims to convey its open view of the world. Present in 67 countries, the Bank has a unique geographical position that makes it a hub for Europe, Africa and Russia. It is also an innovative company engaged in a digital transformation that is redefining relations with its customers and the way its employees collaborate.

The bank believes that collective strength serves entrepreneurs working to build the future.

## A global platform

This new brand signature is being deployed worldwide in all the Group's businesses and subsidiaries. "The future is you" looks ahead with determination and optimism taking an open and proactive view, motivating the 147,000 employees who are the trusted partners for entrepreneurs that want to make a positive impact on the world.

The new brand platform is supported by a media plan, both in France and internationally, that kicks off on 14 November 2018:

- a launch film for television directed by Antoine Bardou-Jacquet with music by Rone
- a dedicated website to share the views of Societe Generale's partners, customers and employees
- a campaign of proofs appearing in influential national media and in the regional press, posters in the bank's branches, in towns and on public transport.



Societe Generale has been accompanied by the Havas 04 agency for the communication strategy, by Brand Image in relation to establishing the brand territory (graphic and digital charter, visual identity) and by Carat for the deployment of the media strategy.

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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.

For more information you can follow us on twitter [@societegenerale](https://twitter.com/societegenerale) or visit our website [www.societegenerale.com](http://www.societegenerale.com)

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