

## NEWS FLASH

Paris, 24 October 2016

### **SOCIETE GENERALE FIRST CORPORATE PARTNER OF NEW FRENCH INNOVATION HUB, LIBERTE LIVING LAB**

**Societe Generale Group is the first Corporate partner of Liberté Living Lab, a new French innovation hub inaugurated on 18 October.**

Located in Paris, [Liberté Living Lab](#) gathers over 200 French and international residents, start-ups, large companies, researchers, students, artists, media, general public, etc. who will work together to invent the social innovations of tomorrow in a 2,000 m<sup>2</sup> space.

Societe Generale is the first Corporate partner of Liberté Living Lab and continues an adventure begun in 2015 with Player, a collective innovation incubator. Thanks to this historic partnership, over 1,000 Societe Generale employees have already attended events, seminars or workshops within Player to benefit from new expertise and help accelerate projects.

#### **A long-term commitment**

By committing to this partnership over the next few years, Societe Generale will contribute to the development of Liberté Living Lab, which will in turn accompany the Group in accelerating its innovative or disruptive within short and medium-term project workshops. Residents and members of the Liberté Living Lab will continue to help Societe Generale teams in co-creating or co-designing workshops for all digital transformation and long-term major topics.

Group employees will have access to the Liberté Living Lab data teams in accordance with their projects. Societe Generale will also continue to organize work seminars to question major issues the Bank is facing in order to act more efficiently and faster in different business activities.

"The partnership with Liberté Living Lab is an extension of our journey with Player. We are working together to accelerate our innovative projects, strategic thinking and management processes. Having direct access to ecosystem communities will help to open up and reinvent the bank of tomorrow "says Françoise Mercadal-Delasalles, Societe Generale Group Head of Corporate Resources and Innovation.



Françoise Mercadal-Delasalles at Liberté Living Lab inauguration

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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 accompany 31 million clients throughout the world on a daily basis. 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 omnichannel financial services on 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 included in the main socially responsible investment indices: DJSI (World and Europe), FTSE4Good (Global and Europe), Euronext Vigeo (Europe, Eurozone and France), ESI Excellence (Europe) from Ethibel and 4 of the STOXX ESG Leaders indices.

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