

## **SOCIETE GENERALE LAUNCHES A NEW PODCAST: 2050 INVESTORS**

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### **Press release**

Paris / London, 24 June 2021

**Societe Generale Cross-Asset Research's 2050 Investors podcast is an investigation into tomorrow's economic and market mega-trends, ahead of 2050's global sustainability targets.**

For each episode of the five-episode strong first season, **Kokou Agbo-Bloua, Societe Generale CIB's Head of Economics, Cross-Asset & Quant Research**, will lead an investigation from his desk on a key current economic and market megatrend that impacts the economy and the markets.

Lasting approximately 20 mins, each episode is an audio experience through which the listener follows Kokou Agbo-Bloua as he explores themes like: **the Roaring 2020s, the Great Inflation debate, Greed vs. Green, etc.**

In addition to Kokou Agbo-Bloua's investigation, the episodes include phone interviews of subject-matter expert guest speakers.

« *For long term investors and entrepreneurs, understanding the mega trends of the next 30 years is a must. This podcast aims to contribute to their foresight* », said Kokou Agbo-Bloua.

The first episode "The Roaring 2020s" was published on Tuesday 22<sup>nd</sup> of June. Successive episodes will follow every two weeks.

2050 Investors is available on all podcast platforms and streaming services (Apple Podcast, Spotify, Deezer, Google Podcast, Tune In, Podcast Addict, Stitcher, and Pocket cast).

The podcast is also available on Societe Generale Cross-Asset Research's website: <https://insight-public.sgmarkets.com/podcasts>.

### **Credits**

*Podcast host and writer: Kokou Agbo-Bloua. Editors: Julien Moity and Vincent Nickelsen. Production Designer: Emmanuel Minelle, Radio K7 Creative. Executive Producer: Fanny Giniès. Sound Director: Antoine Larchet. Music: Rone. Graphic Design: Cedric Cazaly.*

### **Press contacts**

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## About 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. Committed to the positive transformations of the world's societies and economies, Societe Generale and its teams seek to build, day after day, together with its clients, a better and sustainable future through responsible and innovative financial solutions.

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 133,000 members of staff in 61 countries and supports on a daily basis 30 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, Credit 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), Bloomberg Gender-Equality Index, Refinitiv Diversity and Inclusion Index, Euronext Vigeo (Europe and Eurozone), STOXX Global ESG Leaders indexes, and the MSCI Low Carbon Leaders Index (World and Europe).

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