

## NEWS FLASH

Paris, September 28<sup>th</sup> 2015

### **SOCIETE GENERALE AND CNH INDUSTRIAL TO OFFER RETAIL FINANCING IN ROMANIA, BULGARIA AND SWITZERLAND**

Societe Generale and CNH Industrial have agreed on a set of cooperation agreements to offer leasing and financing services to CNH Industrial's customers in the Commercial Vehicle, Agricultural and Construction Equipment sectors, in Romania, Bulgaria, Switzerland and the Principality of Liechtenstein.

Following these agreements, Societe Generale Equipment Finance becomes the CNH Industrial's preferred finance partner in these countries. The dealers, importers and end-customers of Case IH, Steyr, New-Holland Agriculture, Case Construction, Iveco and Iveco Bus will benefit from tailor-made finance and leasing offerings under the brand names of CNH Industrial Capital and Iveco Capital, through dedicated sales support teams.

CNH Industrial is a long lasting premier customer of Societe Generale, as well as a key partner of Societe Generale Equipment Finance in a number of geographies. These agreements are the result of the synergies successfully implemented within Societe Generale various businesses, and more specifically between Societe Generale Equipment Finance and the International Retail Banking Network.

The partnerships will support CNH Industrial to further consolidate its leadership in Central and Oriental Europe.

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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 148,000 employees, based in 76 countries, we accompany 30 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 multichannel financial services on the leading edge of digital innovation;
- **International retail banking, financial services and insurance** with a presence in emerging 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 (Global, Europe, Eurozone and France), ESI Excellence (Europe) from Ethibel and 4 of the STOXX ESG Leaders indices.

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

### **Societe Generale Equipment Finance**

Societe Generale Equipment Finance is the international equipment and vendor finance specialist of Societe Generale group.

Societe Generale Equipment Finance is a worldwide leading player; it employs 3,500 people in 35 countries in the world.

Societe Generale Equipment Finance manages more than EUR 22 billion end managed assets.

For more information, visit our website: [www.equipmentfinance.societegenerale.com](http://www.equipmentfinance.societegenerale.com).

### **CNH Industrial N.V.**

**CNH Industrial N.V.** (NYSE: CNHI /MI: CNHI) is a global leader in the capital goods sector with established industrial experience, a wide range of products and a worldwide presence. Each of the individual brands belonging to the Group is a major international force in its specific industrial sector: Case IH, New Holland Agriculture and Steyr for tractors and agricultural machinery; Case and New Holland Construction for earth moving equipment; Iveco for commercial vehicles; Iveco Bus and Heuliez Bus for buses and coaches; Iveco Astra for quarry and construction vehicles; Magirus for firefighting vehicles; Iveco Defence Vehicles for defence and civil protection; and FPT Industrial for engines and transmissions.

More information can be found on the corporate website: [www.cnhindustrial.com](http://www.cnhindustrial.com)

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