

## PRESS RELEASE

Paris, 15 September 2014

### **AYMERIL HOANG IS APPOINTED HEAD OF INNOVATION FOR THE SOCIETE GENERALE GROUP**

Societe Generale today announces the appointment of **Aymeril Hoang** as Head of Innovation for the Societe Generale group. He will report to Françoise Mercadal-Delasalles, Head of the Group's Corporate Resources and Innovation Division.

Within the context of the ongoing digital transition and transformation of all the Bank's business lines, Aymeril Hoang's mission will be to spread the innovation culture and momentum throughout the Societe Generale group. He will be responsible for strengthening ties between the Group and the external innovation environment, in particular small businesses and start-ups, schools and universities and competitiveness clusters.

A graduate of the *Ecole Normale Supérieure* university in Cachan and holding an *Agrégation* in Economics and Management, Aymeril Hoang has developed solid experience in relations with start-ups in the field of new technologies and innovation, both in France and in the United States. He was notably Innovation, Digital and Attractiveness Advisor to the French Minister for Small Businesses, Innovation and the Digital Economy from 2012 to 2014, where he steered the "French Tech" initiative.

Aymeril Hoang's recruitment is in line with the strategy aimed at accelerating the Bank's digital transition, and will contribute to reinforcing the Group's leadership in terms of innovation <sup>(1)</sup>.

<sup>(1)</sup> The Societe Generale group is ranked as the CAC 40's 4<sup>th</sup> best company in terms of digital maturity, in the "*Les Champions numériques du CAC 40*" digital rankings drawn up by *Enjeux Les Echos* magazine.

#### **Note to the editors:**

##### **Biography:**

A graduate of France's *Ecole Normale Supérieure*, Aymeril Hoang has an *Agrégation* in Economics and Management, a Masters in Public Finance Law (Paris II) and a B.A. in Econometrics (Paris I). He joined ARCEP (the French telecom regulatory authority) in 1999 and the Ministry of the Economy's DGCCRF (general directorate for competition) in 2003 to work on opening up the telecom sector to competition. Between 2005 and 2008, he headed the digital team at the French Trade Office in San Francisco and accompanied close to 80 French start-ups. In 2009, he joined the French Embassy in Washington DC as advisor in innovation and new technologies. In 2010, he became COO of an Internet start-up in property services. In 2012, he was appointed Innovation, Digital and Attractiveness Advisor to the French Minister for Small Businesses, Innovation and the Digital

#### **PRESS RELATIONS**

LAETITIA MAUREL  
+33(0)1 42 13 88 68  
[Laetitia.a.maurel@socgen.com](mailto:Laetitia.a.maurel@socgen.com)

NATHALIE BOSCHAT  
+33(0)1 42 14 83 21  
[Nathalie.boschat@socgen.com](mailto:Nathalie.boschat@socgen.com)

ANTOINE LHERITIER  
+33(0)1 42 13 68 99  
[Antoine.lheritier@socgen.com](mailto:Antoine.lheritier@socgen.com)

ASTRID FOULD-BACQUART  
+33(0)1 56 37 67 95  
[Astrid.Fould-Bacquart@socgen.com](mailto:Astrid.Fould-Bacquart@socgen.com)

**SOCIETE GENERALE**  
COMM/PRS  
75886 PARIS CEDEX 18  
SOCIETEGENERALE.COM

A FRENCH CORPORATION WITH SHARE CAPITAL OF  
EUR 1 006 489 617.50  
552 120 222 RCS PARIS

Economy, where he steered the “French Tech” initiative. Since March 2014, Aymeril has been an advisor to venture capital company 360 Capital Partners.

### **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 32 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: Dow Jones Sustainability Index (Europe), FSTE4Good (Global and Europe), Euronext Vigeo (Global, Europe, Eurozone and France), ESI Excellence (Europe) from Ethibel and 5 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: 150 years**

In 2014, Societe Generale Group celebrates its 150th anniversary with a focus on entrepreneurial spirit, innovation and team spirit. Founded by a group of industrialists and financiers, the bank’s very name illustrated their ambition: “Société Générale pour favoriser le développement du commerce et de l’industrie en France” (“**Societe Generale to support the development of trade and industry in France**”), as written into the Imperial decree signed by Napoléon III on 4 May 1864.

Societe Generale has always served economic development, contributing to the financing of infrastructures that symbolised the modern world and of leading French groups. Societe Generale was among the first French banks to open branches in London and in Russia in the 1870s, before expanding into the Maghreb, New York and Africa and to set up operations in Central European countries.

Societe Generale has always been at the cutting edge of financial innovation, and takes strength from its origins to assert its banking vision for the future, reinvent its businesses to serve its clients and become the reference bank of the 21st century.