

## **SOCIETE GENERALE LAUNCHES WITH EPIC “HEDGE TO PLEDGE”, A NEW SOLIDARITY FINANCING INITIATIVE BASED ON THE ROUND-UP OF FOREIGN EXCHANGE TRANSACTIONS**

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### **Press release**

London, 24 September 2019

**Through this partnership with Epic, Societe Generale Corporate & Investment Banking offers its clients the possibility to make donations on the round-up of foreign exchange transactions to benefit social organisations helping disadvantaged youth. Societe Generale implements a matching policy to accompany its clients supporting organisations that respect the Bank’s solidarity policy.**

Societe Generale Corporate & Investment Banking (SG CIB) supports its large corporate clients in their solidarity approach with the project “Hedge to Pledge”. This unique initiative will enable them to make donations to social organisations based on the round-up of foreign exchange transactions executed with the Bank on electronic market platforms. To implement this partnership, SG CIB has chosen Epic, a non-profit organisation and a pioneer in the creation of innovative giving solutions which directs donations to carefully vetted high-impact organisations.

This solidarity financing initiative relies on a digital application developed by SG CIB and accessible from [SG Markets](#)<sup>1</sup>, which collects post-transaction information of client foreign exchange deals and the calculated rounded amounts. Each client will be able, from this user-friendly interface, to see the amounts derived from the round-up and choose in Epic’s portfolio the beneficiary organisations.

The Bank implements a matching policy to accompany its clients committed to organisations involved in the fields of professional integration or integration through sports and cultural activities, areas supported by the Group. Epic’s selection includes, amongst others, partners of [Societe Generale Foundation](#), such as Sport Dans La Ville or Agir pour l’Ecole, as well as other social organisations in line with the solidarity policy of the foundation.

Thanks to the strong capacity for innovation of the Bank’s markets activities, “Hedge to Pledge” is a further demonstration of Societe Generale’s commitment for solidarity financing initiatives.

*“We are very happy with this partnership with Epic which will enable us to offer an innovative solution of pledge collections to our clients, says Antoine Jacquemin, Head for Western Europe ex.France for Corporate Sales at Societe Generale Corporate & Investment Banking. With “Hedge to Pledge”, a unique and unprecedented initiative in the B-to-B market activities, we are offering to our clients executing on a daily basis foreign exchanges transaction the unique opportunity to support, with us, social organisations with very strong impact”.*

*“We are delighted with the implementation of Hedge to Pledge which is the result of a close collaboration between SG CIB and Epic teams,” said Alexandre Mars, Founder and CEO of Epic. “Hedge to Pledge*

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<sup>1</sup> SG markets is the online service platform dedicated to Global Banking & Investment Solutions clients. [Know more.](#)

*demonstrates that sharing can be seamlessly embedded into any business model. As always with Epic, 100% of the donations will go to social organisations working to address injustices affecting children and youth worldwide with a specific emphasis on access to health, education, protection, and economic empowerment.”*

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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 149,000 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, Crédit 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)

## Societe Generale Corporate & Investment Banking

At the core of Societe Generale's diversified and integrated banking business model, the Corporate & Investment Bank is a leading player with around 12,000 professionals and a commercial offer in 37 countries, with extensive European coverage as well as representative offices in central and eastern Europe, the Middle East, Africa, the Americas and the Asia-Pacific region.

Supporting its clients across various sectors, the Corporate & Investment Bank offers bespoke financial solutions combining innovation, advisory services and high execution quality in four areas of expertise: investment banking, financing, capital markets and investor services.

- For corporates, financial institutions, sovereigns and the public sector: providing strategic advisory services (M&A, debt, capital structure, and asset & liability management), capital market access to finance projects and hedging solutions especially in foreign exchange and fixed income.
- For investors: offering adapted investment opportunities and reliable risk management solutions through its integrated platform delivering comprehensive access to markets (fixed income, credit, foreign exchange, commodity markets, equity and derivatives), as well as advisory services and financial engineering, high execution quality, forward-looking research, and extensive clearing and prime brokerage services.

For more information, follow SG CIB on Twitter [@sg\\_cib](https://twitter.com/sg_cib) or go to [www.cib.societegenerale.com](http://www.cib.societegenerale.com)

## Societe Generale Corporate Foundation

Since its creation in 2006, the Foundation has been active in the field of education and professional integration of people in difficulty. With an annual capital of 4 million euros and thanks to Societe Generale staff's involvement in solidarity actions, the Foundation supports associations and structures in the field of the Social and Solidarity Economy. These supported actions take a wide variety of forms, adapted to the beneficiaries' needs. Career advice for young people, training, help in finding employment or obtaining a diploma, back-to-work projects and companies, programs using sport or culture to tackle failure to complete schooling, presenting the world of business, and guidance from volunteers are just some of the ways of effectively ensuring sustainable integration.

## Epic

Epic is a global nonprofit startup which fights to change the lives of disadvantaged youth. We remove obstacles to giving and focus donations on innovative social organisations to scale their impact. We also bring and promote new ways to give so sharing becomes an accessible and joyful habit. Our services are free and 100% of the money received goes to Epic portfolio organisations.