

## Press Release

Paris, 12 January 2009

### **More than 600 students across the globe take part in “CITIZEN ACT III”, Société Générale’s business game**

**For this 3<sup>rd</sup> edition, Société Générale is giving students from all over the world the opportunity to take part in CITIZEN ACT III, its CSR – Corporate Social Responsibility – Business Game. Since the opening date for applications on 15 October 2008, more than 600 students from business, engineering schools and universities have been working in 26 countries on the theme “*Invent a bank using its activities to create a more responsible world*”. Out of the 158 teams, 55 have just been selected to continue in the game and develop their project. The projects chosen can be seen on [www.citizenact.com](http://www.citizenact.com).**

With CITIZEN ACT III, Société Générale is opening up its Business Game to students from all over the world. *“We are delighted that CITIZEN ACT III is travelling so far this year! Students from across the world have applied, from Brazil to China via Russia, including applicants from schools as prestigious as Harvard University. With an international theme such as CSR and with a format which appeals to students and gives them the possibility of putting forward a real project, CITIZEN ACT involves and unites,”* explains François Mounier, CITIZEN ACT Project Manager within Société Générale.

CITIZEN ACT III gives students the opportunity to reflect on what Société Générale may offer its clients, employee and shareholders in terms of Corporate Social Responsibility. This year, 165 students “have chosen their weapons to change the world” and will put together their CITIZEN ACT. The economic crisis, microcredit and social advertising are among the themes they have approached. *“The selection of 55 teams was particularly difficult to finalise since the quality, originality and innovation of project outlines were all impressive. And this leads us to expect great things for what is to come,”* comments François Mounier.

On 3 February 2009, the second stage of the game will be launched by a great ceremony. For a month, the 55 teams selected will be invited to meet their Société Générale ambassadors who will assist, guide and put them in contact with Société Générale experts. To develop and promote their project, students will have access to a wikiblog, a collaborative, interactive tool which will enable them to generate a buzz in their schools or universities.

Finally, on 26 March 2009, the 6 finalist teams will compete for the top three places at the “Tour Granite”, the new Société Générale building in Paris-La Défense and first French High Environmental Quality building. There they will have the chance to launch their project within the Société Générale Group and win ecologically responsible holidays.

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**Société Générale**

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- Retail Banking & Financial Services: Société Générale serves more than 30 million individual customers worldwide.
- Global Investment Management & Services: Société Générale is one of the largest banks in the euro-zone in terms of assets under custody (EUR 2 744 billion, September 2008) and under management (EUR 371 billion, September 2008).
- Corporate & Investment Banking: Société Générale ranks among the leading banks worldwide in euro capital markets, derivatives and structured finance.

Société Générale is included in 3 socially-responsible investment indexes: FTSE, ASPI and Ethibel.

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