

Press Release

Paris, 21 October 2010

Societe Generale gives employees a comic book to raise awareness of disabilities at work

Ten comic book authors have lent their talents to Societe Generale's Mission Handicap for a humorous and taboo-free look at disabilities. The comic book is a creative way to start a discussion at work.

Societe Generale's Mission Handicap has distributed to its employees in France a comic book entitled "*Y'a pas de malaise*" (*No Problem*), in order to raise awareness of disabilities and professional relationships between disabled and non-disabled persons at work.

The book, which was created on Societe Generale's initiative, is far removed from the usual discussions of the topic and aims to create a change in behaviour. Ten authors, both rising talents and established stars of the comic book world, enthusiastically greeted the idea of using this creative format as a channel for communications. Their mission : to deal with the theme "disabilities and work" and to discuss recruitment, maintenance of employment, and different types of visible and invisible disabilities.

The book, which is published by Steinkis, has a preface by Frédéric Oudéa, Chairman and CEO of Société Générale, and uses a free, hard-hitting tone to shake up our pre-conceived ideas and call our views on disabilities in the workplace into question.

For this French first, Mission Handicap teamed up with AGEFIPH, ADAPT, Logica, Pôle Emploi and the Publicis Group, which will also distribute the book to their employees.

For more information: <http://www.tousuniques.fr/tags/bd/> and <http://www.societegenerale.com/coulisses/%C2%AB-pas-de-malaise-%C2%BB>

Copies of the comic book are available upon request.

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Mission Handicap: A strong commitment by Societe Generale

Societe Generale signed an agreement with staff representatives on 4 May 2007 in order to set specific goals for the years 2007-2010, thus affirming its commitment and strengthening its activist policy on recruiting and integrating disabled persons. Societe Generale's Mission Handicap has been pursuing ambitious goals since its 2007 creation:

- Long-term recruitment of at least 160 disabled employees over 4 years, more than twice the number previously hired over the same period.
- Helping employees who have become disabled to remain employed through certification courses, training activities, adaptation of tasks or working hours, and various financial aid programmes.
- Developing solidarity and experience sharing by raising awareness among HR players, managers and all employees and getting them involved; by supporting charities, and by increasingly making purchases from adapted sector companies.

For more information: www.tousuniques.fr

Société Générale

Société Générale est l'un des tout premiers groupes de services financiers de la zone euro. Avec 157 000 personnes dans le monde, son activité se concentre autour de trois grands métiers :

- Réseaux de détail, Financements Spécialisés & Assurances qui comptent 32 millions de clients particuliers en France et à l'international.
- Banque Privée, Gestion d'actifs & Services aux investisseurs, où le Groupe compte parmi les principales banques de la zone euro avec 3 246 milliards d'euros d'actifs en conservation et 164 milliards d'euros d'actifs sous gestion hors Amundi à fin mars 2010.
- Accompagnant ses clients dans de nombreux secteurs, la Banque de Financement & d'Investissement, Société Générale Corporate & Investment Banking offre des solutions sur mesure en s'appuyant sur son expertise globale en matière de banque d'investissement, de financements et d'activités de marchés.

Société Générale figure dans les indices internationaux de développement durable : FTSE4good et ASPI. En 2010, l'agence de notation SAM a décerné à Société Générale le titre de "Mover 2010" pour le secteur bancaire.

www.societegenerale.com