

## Press Release

Paris, 6 January 2010

### **Société Générale selects 55 student teams for its CITIZEN ACT Business Game**

**For the 4<sup>th</sup> edition of CITIZEN ACT, its CSR (Corporate and Social Responsibility) Business Game, Société Générale is selecting 55 teams from the 181 that registered. This "practical" business game continues to establish its international reputation with the participation of 21 countries, including the United States, Russia, Brazil and China. Two new countries have joined the competition this year: Cameroon and the Ivory Coast. In total, 543 students have come together to "Invent the Bank of Tomorrow", proof that CSR is a genuine concern for them.**

From 9 October to 6 December 2009, Société Générale invited students from around the world to participate in the 4<sup>th</sup> edition of CITIZEN ACT. 181 teams from 21 countries put forward their visions of the bank of tomorrow, against 158 in 2009. 55 teams reached the second phase of the game, 17 French and 38 international teams. Spain, India, Romania and Morocco are the countries with the largest number of participants. A total of 44 universities, business and engineering schools have confirmed that they will be taking part.

Awarded the "Technology Enhanced Learning" certification by the EFMD Foundation\*, CITIZEN ACT has gained student recognition and credibility as demonstrated by the quality of the projects and the increase in the number of registrations (23 additional teams). CITIZEN ACT enables students to bring together banking, CSR, their environment and the current economic climate. The most popular topics this year are responsible finance, social solidarity and microcredit.

Next phases:

- **18 February:** teams are invited to meet their coaches at the Société Générale HQ in Paris-La Défense
- **18 February – 14 March:** projects are finalised via a wikiblog
- **15 April:** final before a jury chaired by Anne Marion-Bouchacourt, Head of Société Générale Group Human Resources

To follow the development of the 55 projects: [www.citizenact.com](http://www.citizenact.com).

\* In July 2009, CITIZEN ACT was awarded CEL "Technology Enhanced Learning" certification by the EFMD (European Foundation for Management Development). CEL officially certifies that CITIZEN ACT is an international programme involving education and businesses. Société Générale is the first bank to receive this certification.

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Société Anonyme au capital de 924.757.831 EUR  
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**Société Générale**

Société Générale is one of the largest financial services groups in the euro-zone. The Group employs 163,000 people worldwide in three key businesses:

- 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 3 073 billion, September 2009) and under management (EUR 348 billion, September 2009).
- Corporate & Investment Banking: Société Générale tailors solutions for its clients across sectors by capitalising on its worldwide expertise in investment banking, global finance, and global markets.

Société Générale is included in the socially-responsible investment indexes: FTSE4Good and ASPI.

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