



## **SOCIETE GENERALE, WORLDWIDE PARTNER AND OFFICIAL BANK OF RUGBY WORLD CUP 2019**



In 1987, the journey for the “Official Bank of Rugby” began when Societe Generale partnered with the French Rugby Federation. Since then, and for more than 30 years, Societe Generale has cemented a bond between its own values and the core values of rugby.

With the belief that the sport’s unique identity, coupled with our commitment to actively contribute to expanding rugby’s natural reach, our partnership has grown alongside Societe Generale’s own development in markets around the world.

Today, Societe Generale supports rugby from its grassroots to professional pinnacles, encouraging the practice of rugby by women and younger generations, especially as a channel for social inclusion, and making sure that our historic journey with rugby embodies Societe Generale’s mission – contributing to positive transformations in society.

Rugby World Cup 2019 will be the perfect illustration of Societe Generale’s commitment: connecting all of our stakeholders through rugby’s values and spirit.

### **THIS DOCUMENT WILL TAKE YOU THROUGH:**

- A – Societe Generale’s unique and long-standing partnership with rugby**
- B – Societe Generale and Rugby World Cup 2019**
- C – Societe Generale Rugby World Cup 2019 Activities**



## A – SOCIETE GENERALE’S UNIQUE AND LONG-STANDING PARTNERSHIP WITH RUGBY

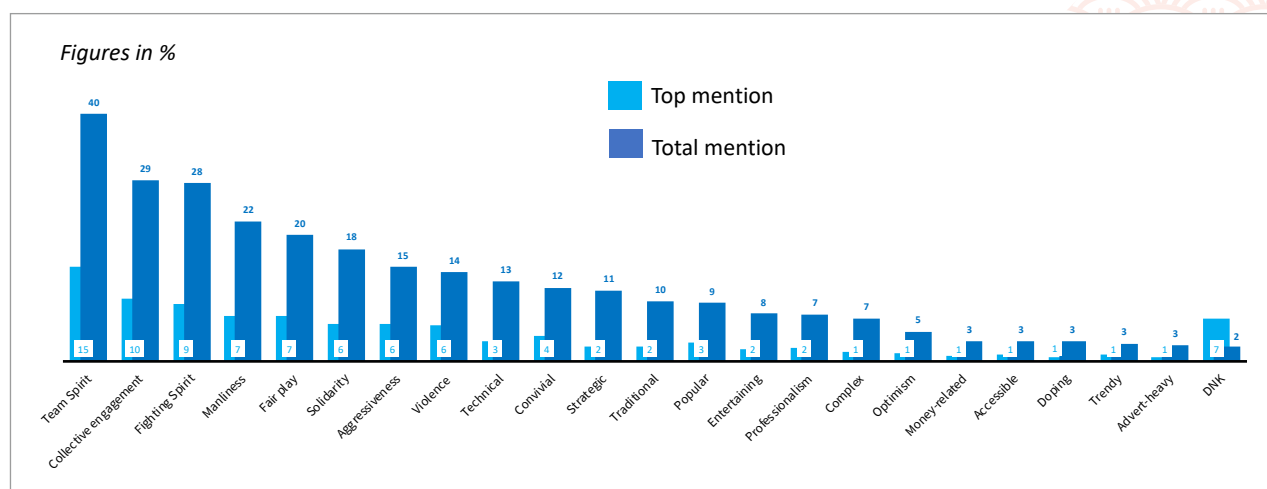
### An enduring Rugby Heritage that has an impact at all levels of the Company

Societe Generale’s support of rugby is visible all around the world. Even in countries where the sport is not widely popular, Societe Generale acknowledges its role as one of rugby’s main global partners and looks to make a difference. This means we are an active and involved partner, who believes that as well as putting our brand on a jersey or on an advertising board, Societe Generale should also encourage, promote and support everyone involved in rugby, whether they are in the spotlight or in the background.

The link between rugby and Societe Generale has grown over the years into a partnership that leverages shared values, the most notable of which is team spirit.

Since its start in France in 1987, Societe Generale’s involvement with rugby has constantly developed and is now built on three principle pillars:

- Amateur and professional rugby
- Development of rugby
- Inclusion through rugby



Example of rugby’s image with a survey conducted in France in 2019 over 1.600 people (source:

Nielsen Sport for Societe Generale, June 2019)

Q. What are the three image items which are for you mostly associated to rugby?







## A – SOCIETE GENERALE'S UNIQUE AND LONG-STANDING PARTNERSHIP WITH RUGBY

### Supporting Rugby at both Grassroot and Professional levels

Societe Generale supports over 500 amateur clubs, mainly in France through its retail network of 1,600 branches in the country. In Asia Pacific, the clubs of [Valley RFC](#) in Hong Kong and [Sydney Easts](#) in Australia are also playing under Societe Generale's colours. A unique activation between the 3 institutions is allowing players from Easts to spend a year playing for Valley, whilst also working through an apprenticeship in Societe Generale's banking offices in Hong Kong. The latest player who was benefited from this initiative is Andrew Ferris, who after a successful season in Hong Kong, both on and off the pitch, is now back in Sydney and is a full-time employee of Societe Generale Australia.

At a national or regional level, Societe Generale is supporting different rugby unions, illustrating its worldwide presence: in Central and Eastern Europe, France, Luxembourg, and Russia, as well as Rugby Europe; in Africa, the unions of Algeria, Ghana, Ivory Coast, Madagascar, Mozambique and Tunisia, as well as Rugby Africa; in Asia: Hong Kong and India.

Not all clubs or unions have implemented professionalism. Nevertheless, and regardless of level, Societe Generale is happy to celebrate with all these institutions every 4 years, and for the sixth time in 2019, at the pinnacle of rugby events, the Rugby World Cup. We are proud to share World Rugby's commitment to expanding the sport by engaging the next generation of fans and inspiring future players across the globe.







## **A – SOCIETE GENERALE'S UNIQUE AND LONG-STANDING PARTNERSHIP WITH RUGBY**

### **Promoting the Development of Rugby**

Since 1987, Societe Generale has continuously supported rugby from grassroots to professional levels in all parts of the world. We support local clubs, university teams, and the diversification of rugby as a sport. Societe Generale has officially supported the Rugby Sevens format for many years, culminating in its successful confirmation as an Olympic sport in 2016.

This form of rugby allows easier access to the game, both for male and female players, and for younger players. In our home nation, we have created France's Rugby Sevens University Championship, open to both male and female teams.

Supporting the development of rugby in Africa and in India underlines Societe Generale's desire to bring new players into the sport. In partnership with the Indian Rugby Football Union, we have launched a programme 'Get into Rugby' created by World Rugby, providing opportunities for children to play rugby in schools across the country. To date, over 76,000 players have taken part in this programme.





## **A – SOCIETE GENERALE'S UNIQUE AND LONG-STANDING PARTNERSHIP WITH RUGBY**

### **Rugby to support Integration and Education**

Recognising rugby as a “school for life”, Societe Generale has decided to support initiatives using rugby as a channel for social inclusion. This is in line with Societe Generale’s charitable mission focusing on education and professional integration. We want to inspire children from underprivileged backgrounds to take up rugby and help to positively shape their values and their futures.

Different landmark charities, such as Terres en Melees (Madagascar), Sport dans la Ville (France), or ChildFund (Asia) benefit from Societe Generale’s support, whether through its Foundation for Solidarity or as part of its staff’s fundraising efforts.

Our Rugby World Cup 2019 charity programme will culminate in the inaugural [Societe Generale Rugby Spirit Festival](#) on 24-26 October, a 3-day event in which children from 12 charities across Asia Pacific will be joined by Madagascar’s Terres en Melees to showcase how rugby’s values can build ties between different cultures.





## B – SOCIETE GENERALE AND RUGBY WORLD CUP 2019

### A shared History

A longstanding partner of Rugby World Cup, Societe Generale is supporting the Tournament for the sixth time. As Worldwide Partner and Official Bank of the Rugby World Cup 2019 in Japan, and with its Asia Pacific business mainly focused on Corporate & Investment Banking, Societe Generale's ambition is to connect its stakeholders and communities with the event.

Societe Generale became a listed company in 1987, the year of the first Rugby World Cup. The partnership began in 1991 at the Rugby World Cup hosted across the Five Nations countries of England, Scotland, Wales, Ireland and France. In 1999, with Wales as the host country, and a limited number of games of the Tournament played in France, Societe Generale renewed its partnership addressing only its French retail market.

The 2007 edition, hosted in France, saw a shift in this strategy with Societe Generale becoming the sole Banking partner of Rugby World Cup for the first time to celebrate 20 years of its involvement in rugby. Since then, Societe Generale has constantly renewed its commitment to Rugby World Cup at Worldwide partner level (top tier), acknowledging the Tournament's contribution to promoting, financing and governing the game globally.

As Societe Generale grew internationally, with now 149,000 staff in 67 countries supporting 31 million clients, Rugby World Cup has also grown and has become the third-largest sporting event in the world, providing monumental moments such as the post-apartheid 1995 Rugby World Cup in South Africa, which truly took the game across cultural and generational divides.







## **B – SOCIETE GENERALE AND RUGBY WORLD CUP 2019**

### **Rugby World Cup 2019: a new Dimension**

The world's third-largest sporting event offers a far-reaching platform to build support for Societe Generale's community initiatives, show our passion for rugby and highlight the values that the sport and Societe Generale share.

Japan is set to host 20 of the world's best rugby teams across 48 matches from 20 September to 2 November 2019. The first Rugby World Cup hosted in Asia will be broadcast to more than 800 million households in 217 territories (source: World Rugby) and is expected to become the largest-ever rugby audience in history.

As the first time that an Asian country is hosting the competition, it represents a huge opportunity to grow the sport in the region – and in particular Japan, where Societe Generale has been present for nearly 45 years. As the only company supporting the Rugby World Cup that has its headquarters in France, and a business in Asia Pacific that focuses on wholesale banking, Societe Generale is able to extend the reach of the event beyond its local audiences.





“

*In Asia Pacific, Societe Generale's value is our ability to offer tailor-made investment and financing solutions, as well as connect the region to Europe, our home market, and to our African and Russian networks. With a set-up perfectly positioned to support our clients looking to expand in a dynamic environment, we are aiming to build and grow as their trusted partner through a responsible and innovative mindset. Our strengths are built on the diversity of our people sharing a common culture of commitment and team spirit.*

”

**Hikaru Ogata**, Chief Executive Officer,  
Societe Generale Asia Pacific

## **B – SOCIETE GENERALE AND RUGBY WORLD CUP 2019**

### **A Rugby World Cup illustrating Societe Generale's Business expertise and Relationship Model**

**YOU CAN EXPAND  
INTERNATIONALLY  
WHILE CONTRIBUTING  
LOCALLY**

At Societe Generale, experts in Investment Banking + Financing + Transaction Banking + Markets + Securities Services gather around your table to support your expansion and positive impact.

**THE FUTURE  
IS YOU**  **SOCIETE  
GENERALE**

Advisory – Investment Banking – Financing – Markets – Transaction Banking  
Asset Management – Securities Services – Equipment Finance – Fleet Management

THIS COMMUNICATION IS INTENDED FOR ELIGIBLE COUNTERPARTIES AND PROFESSIONAL CLIENTS ONLY AND IS NOT DIRECTED AT RETAIL CLIENTS.  
Societe Generale is a French credit institution (bank) that is authorized and supervised by the European Central Bank (ECB) and the Autorite de Controle Prudentiel et de Resolution (ACPR) (the French Prudential Control and Resolution Authority) and regulated by the Autorite des Marches Financiers (the French Financial Markets Regulator) (AMF). This document is issued in the U.K. by the London Branch of Societe Generale. Societe Generale London Branch is authorized by the FCA, the ACPR and the Prudential Regulation Authority (PRA) and subject to limited regulation by the Financial Conduct Authority (FCA) and the PRA. Details about the extent of our authorisation, supervision and regulation by the above mentioned authorities are available from us on request.  
© Getty Images – September 2019.

One of the leading European financial services groups, Societe Generale is present in 12 locations across Asia Pacific, supporting on a daily basis businesses and institutional investors by offering a wide range of advisory services and tailored financial solutions for their financing and investment needs.

With 9,000 staff in Asia Pacific, Societe Generale primarily operates wholesale banking activities (BtoB). It has offices in Australia, China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Singapore, Taiwan, Thailand and Vietnam.

[www.wholesale.banking.societegenerale.com](http://www.wholesale.banking.societegenerale.com)





**Jonny Wilkinson**  
91 caps for England



**Ayumu Goromaru**  
56 caps for Japan



**Matt Giteau**  
103 caps for Australia



**Thierry Dusautoir**  
80 caps for France



**Toshiaki Hirose**  
28 caps for Japan

## **B – SOCIETE GENERALE AND RUGBY WORLD CUP 2019**

### **A Rugby World Cup illustrating Societe Generale's Business expertise and Relationship model**

In line with this strategy and positioning, Societe Generale's ambition for its involvement in Rugby World Cup 2019 is to connect people, business and cultures by uniting around rugby's values of team spirit, friendship, diversity and respect.

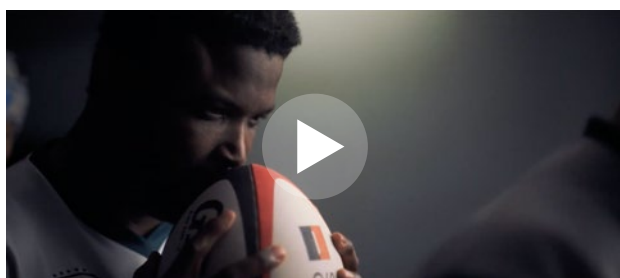
With legendary players, heart-breaking moments and breath-taking victories, we believe that the Rugby World Cup is an experience that's best shared together. To assist on this journey are international rugby legends, who have reached the highest echelons of the game, inspired fans around the world, and are role-models both on and off the pitch. Current or former players such as **Jonny Wilkinson** (ENG), **Matt Giteau** (AUS), **Thierry Dusautoir** (FRA), **Ayumu Goromaru** and **Toshiaki Hirose** (JAP) – among others – are bringing to life and supporting Societe Generale's key activations on Rugby World Cup 2019.





## C – SOCIETE GENERALE RUGBY WORLD CUP 2019 ACTIVITIES

As Worldwide Partner and Official Bank of Rugby World Cup 2019, Societe Generale has the unique opportunity to connect its clients with rugby, bring the event, and the game, to our supported charities, and ultimately help to connect Japan and Asia to the rest of the world. Our sponsorship of Rugby World Cup will be an opportunity to have a positive impact on our communities, highlighting our belief that: “The more you love something, the further you take it”.



Aligned with this positioning, Societe Generale is bringing people together to share in the team spirit, the passion and emotions, and embark on the journey towards the first Rugby World Cup on Asian shores, illustrated by key activations:

- The setup of a Rugby World Cup 2019 Fanzone in Hong Kong, Societe Generale’s main hub in Asia, broadcasting all games live. The first time a Fanzone has been created outside of a host country;
- The production of a unique documentary showcasing rugby’s ability to bring people together, from any social background or culture, launched on 12 September;
- A unique charity programme, the Rugby Spirit Festival, bringing together 200 children for a 3-day event in Japan including the Rugby World Cup semi-final.





## C – SOCIETE GENERALE RUGBY WORLD CUP 2019 ACTIVITIES

### Societe Generale's Rugby World Cup 2019 Fanzone, Hong Kong

The Societe Generale Fanzone will be the first-ever outside of a host country for a Rugby World Cup. The partnership with the Hong Kong Rugby Union to deliver this unique activation illustrates the shared ambition to promote rugby in Hong Kong during Rugby World Cup 2019.

Hong Kong has been home to Societe Generale's regional head office in Asia since 1977 and we have strong community involvement through the title sponsorship of Societe Generale Valley Rugby Club since 2014 and the support of the Hong Kong Rugby Union Community Foundation and Hans Andersen Club. The Fanzone will allow Societe Generale to gather our employees, partners and the local community to celebrate Rugby World Cup 2019 as it comes to Asia for the first time.

Located by the iconic Observation Wheel on the Central Harbour front, the Societe Generale Fanzone will be accessible to anyone who wants to experience Rugby World Cup 2019: all matches will be broadcast live on a super-sized high-res LED screen. A range of rugby-themed activities, presence of rugby legends, activations and live music will also be available to visitors.

In addition, the Fanzone will welcome kids from local schools and charities for dedicated rugby clinics outside of Rugby World Cup 2019 matches. This initiative led by Societe Generale and Hong Kong Rugby Union Community Foundation embodies the desire of both partners to support rugby as a channel for education and social inclusion.

The Fanzone will be open from 20 September to 2 November, from 11am to 11pm.

[www.sgfanzone.hk](http://www.sgfanzone.hk)





**C – SOCIETE GENERALE  
RUGBY WORLD CUP 2019  
ACTIVITIES**

## ‘Home Field Advantage’ Documentary Series

As the world of rugby is looking towards the ninth Rugby World Cup, iconic player Jonny Wilkinson (91 caps for England, Rugby World Cup 2003 winner) is sending some of his friends, all of them international rugby legends, on a mission around the world to see first-hand the human and social benefits of the sport. Their journey, depicted in this eye-opening adventure, is full of incredible people and a treasure trove of experiences.

With a starting point in Kamaishi, Japan, the new documentary series ‘Home Field Advantage’ produced by Societe Generale on the occasion of Rugby World Cup 2019, features men and women from many different backgrounds who have one thing in common: their passion for rugby. These players show how rugby is a force for good in communities all over the world and is able to unite beyond social and cultural differences.

The new season consists of six episodes in which **Jonny Wilkinson** (ENG), **Thierry Dusautoir** (FRA), **Christian Califano** (FRA), **Matt Giteau** (AUS), **Conrad Smith** (NZL), **Joe van Niekerk** (RSA) and **Toshiaki Hirose** (JPN) share amazing moments of bonding on a journey to Scotland, Ivory Coast, India and Fiji before heading to Japan to share the message of all these peoples.

The documentary is available to watch on Societe Generale’s Youtube channel from 12 September 2019, and will be broadcast by Beln Sports in Singapore, Malaysia, Thailand, Indonesia, Philippines, and Hong Kong, by JSports in Japan, and will be also shown on airline ANA during the Rugby World Cup.



66

*I really love rugby. The more you love something, the more you want to promote it, right? I can travel the world and continue trying to develop the game. Not just because I love it, but because of all the things that it brings to people.*

99

Jonny Wilkinson,  
Rugby World Cup 2003 winner



## C – SOCIETE GENERALE RUGBY WORLD CUP 2019 ACTIVITIES

### ‘Home Field Advantage’ Documentary Series

#### SYNOPSIS OF HOME FIELD ADVANTAGE 2019:

In **IVORY COAST**, Thierry Dusautoir heads back to Divo, the village where he grew up. A club was born there following Rugby World Cup 1995 in South Africa. Conrad Smith, a two-time world champion with the All Blacks, is tagging along. The club boasts one of the best eight structures in Ivory Coast, with a team in the top-flight league and talented players such as Zozo. It also contributes to the cohesion of its local community. It aims to keep the flame alive and promote the social and local development of Sub-Saharan Africa through rugby.

Although rugby has never really taken root in the Northwest Highlands of **SCOTLAND**, Oban Lorne RFC has become a major part of the local scene in Oban. The senior team helps to integrate workers employed in the local fishing industry, while the women’s team ranks among the best in the country. The affable Christian Califano visits a high-school team to share a bunch of stories packed with positive vibes.

Neha Pardeshi, the captain of the national team, is living proof of how women’s rugby contributes to the emancipation of women in **INDIA**. Her story has helped to break down stereotypes. She now runs a programme for children at Delhi Rebels Rugby Club. Thierry Dusautoir and Joe Van Niekerk fly out to meet her and other amazing people in a huge country in which rugby has carved out an original niche for itself.

Rugby is much more than a game in **FIJI**. It is also a way of life, a social ladder, something that gives players a little extra and, sometimes, even a life-saver. Seremaia Baï (over 50 caps with Fiji) set up an academy to give young players a sporting and social education. As well as lending him a hand, Matt Giteau and Christian Califano will show us how the «Flying Fijians» are made.

Kamaishi, **JAPAN**, known as «rugby town», was heavily damaged by the March 2011 tsunami. The Kamaishi Seawaves rugby club quickly became a rallying point for the resilience, solidarity and reconstruction of its area. Its new stadium, a venue charged with symbolism, is hosting two Rugby World Cup matches. The home team faced Taiwan on 19 May 2019. Our team, including Toshiaki Hirose (28 caps for Japan) helped them to prepare for this symbolic showdown and shared the messages of all the peoples that they had met earlier.





**SOCIETE  
GENERALE**

**RUGBY SPIRIT  
FESTIVAL**

YOKOHAMA 横浜 JAPAN 2019

**C – SOCIETE GENERALE  
RUGBY WORLD CUP 2019  
ACTIVITIES**

## Societe Generale Rugby Spirit Festival, Japan, 24-26 October

The Societe Generale Rugby Spirit Festival is a unique, child-focused charity programme taking place during Rugby World Cup 2019.

Implemented in partnership with ChildFund, World Rugby's principal charity partner, the Festival will enable 100 children from Societe Generale's supported charities across Asia Pacific to gather in Japan for a once-in-a-lifetime experience.

Set to take place over 3 days from 24-26 October, the Festival will be hosted by the City of Yokohama, which has involved its Nakaodai Junior High School to develop a cultural exchange program. In total, the Festival will bring together over 200 children, aged 11-14, from 10 locations with rugby as the connecting factor.

The Festival will include educational workshops, focusing on diversity and integration. Children will then be given the opportunity to experience rugby with a tag rugby tournament organised through the innovative ChildFund Pass It Back sport-for-development program, with coaches on hand to provide training and mentoring. Finally, and to celebrate Rugby World Cup, the 200 youngsters will be invited to be part of the stadium crowd at the first semi-final on 26 October.

Johnny Wilkinson, Rugby World Cup 2003 winner, Vahbiz Barucha, Indian rugby captain in the Women's 15 and Sevens team, and Marcelia, a Malagasy whose life was completely changed thanks to rugby and now is now a leading figure in developing rugby's social role, will be involved in the Festival to share their insights, their passion and their experience with all children.







## **C – SOCIETE GENERALE RUGBY WORLD CUP 2019 ACTIVITIES**

Societe Generale Rugby Spirit Festival, Japan, 24-26 October

### **PARTICIPATING CHARITIES:**

Charities invited to take part in the Festival have been selected in line with Societe Generale's charitable commitment to support education and professional integration.

- Australia: National Aboriginal Sporting Chance Academy
- China: Adream Charitable Foundation
- Hong Kong SAR: HKRU Community Foundation
- Hong Kong SAR: Hans Andersen Club
- India: Aseema Charitable Trust
- India: Get into Rugby (Indian Rugby Union)
- India: Magic Bus Foundation
- Japan: Kids Door
- Madagascar: Terres en Melees
- Singapore: Children's Wishing Well
- Taiwan: Taiwan Fund for Children & Families
- Vietnam: ChildFund

The Rugby Spirit Festival, a charity programme, is financed by Societe Generale staff's fundraising efforts. More than 200 staff across Asia Pacific participated in a 2-day touch rugby tournament which took place on 24-25 August in Hong Kong. The unique condition for each team to be invited to the Tournament was to raise 6,000 euros among their communities. The event raised close to 165,000 euros, showing our staff's dedication and commitment to support education and professional integration in the region, and their motivation to allow more than 200 children to have a chance to experience Rugby World Cup 2019. The revenues generated by the fundraising will be matched on a basis of 1 to 1 by Societe Generale to finance the entire Festival.

