

PRESS RELEASE

Hong Kong, 23 July 2018

“Augmented Reality” wins among a diversity of ideas at FinHACK 2018 - hackathon co-organized by Societe Generale and Whub

Societe Generale and WHub successfully concluded their second FinTech hackathon ‘FinHACK 2018’ in Hong Kong on 8 July 2018. Over 150 university students, entrepreneurs, developers, designers, business analysts and startups from Hong Kong and other Asian countries registered to participate in the 36-hour challenge.

Building on Societe Generale’s commitment to drive innovation and digital transformation in the financial services industry, participants were mentored by experts from the bank and the FinTech industry to develop a diversity of innovative solutions that addressed business challenges on three themes: **RegTech, WealthTech and Digital Banking**.

CreDiscount Go, a team of six students from the University of Hong Kong, won first place this year with their idea to use augmented reality (AR) technology to collect discount information based on the Pokemon Go concept. The solution was created based on the observation of the huge demand and interest for product discount information in Hong Kong.

Other outstanding projects developed at FinHACK include:

- *Good Time Scooby* – A money saving assistant that provides behaviour training for both parents and children to improve their saving habits
- *Polar* – A smart scan app that manages receipt information and reduces the use of paper
- *MPFHero* – An app that allows users to track, analyse and merge MPF accounts

The winners were picked by a panel of judges which comprised executives from Societe Generale, the Hong Kong Monetary Authority, the Fintech Association of Hong Kong and others from the international Fintech scene.

With the objective to nurture the next generation of FinTech talent, FinHACK provides an interactive platform for talent and entrepreneurs to develop creative ideas that address some of the challenges facing the industry.

In line with its digital transformation strategy, Societe Generale is committed to fostering an innovative culture that inspires new business developments and services with the objective to better meet customer needs. By supporting internal and external startups and developing partnerships with the external digital ecosystem, Societe Generale is well positioned to harness disruptive innovations and emerging technologies to offer its customers tomorrow's banking services.

Read more on Societe Generale and Innovation on
<https://www.societegenerale.com/en/digital-and-innovation>

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Societe Generale

Societe Generale is one of the largest European financial services groups. Based on a diversified universal banking model, the Group combines financial solidity with a strategy of sustainable growth, and aims to be the reference for relationship banking, recognised on its markets, close to clients, chosen for the quality and commitment of its teams.

Societe Generale has been playing a vital role in the economy for 150 years. With more than 145,000 employees, based in 66 countries, we accompany 31 million clients throughout the world on a daily basis. Societe Generale's teams offer advice and services to individual, corporate and institutional customers in three core businesses:

- **Retail banking in France** with the Societe Generale branch network, Credit du Nord and Boursorama, offering a comprehensive range of omnichannel financial services on the leading edge of digital innovation;
- **International retail banking, insurance and financial services to corporates** with a presence in developing economies and leading specialised businesses;
- **Corporate and investment banking, private banking, asset management and securities services**, with recognised expertise, top international rankings and integrated solutions.

Societe Generale is included in the main socially responsible investment indices: DJSI (World and Europe), FTSE4Good (Global and Europe), Euronext Vigeo (Europe, Eurozone and France), ESI Excellence (Europe) from Ethibel and 4 of the STOXX ESG Leaders indices.

For more information, you can follow us on twitter  [@societegenerale](https://twitter.com/societegenerale) or visit our website www.societegenerale.com.

WHub

WHub helps startups unleash their full potential

WHub.io, Hong Kong's biggest startup community and power connector, is the platform showcasing more than 2,000 startups to accelerate their business through making meaningful connections.

The WHub vision is based on 3 main pillars:

- **Connect:** Connecting startups with startup ecosystem to forge game-changing partnerships; enable startups to build their team by posting jobs and contacting talent directly.
- **Empower:** Favoring startups with exclusive WHub Perks to resources and events; access to inspiring and thoughtful connections and events through our curated event calendar.
- **Educate:** Issuing Startup Toolboxes to help startups scale beyond their home countries; organising events and supporting global conferences; curating the latest news in the ecosystem.

We believe in the combination of startup agility and corporate power.

Startups need infrastructure, access to market and know-how; while corporates need new products and services to stay competitive and with an innovative mindset keeping them ahead of the game.

For more information, you can connect with us on facebook [@whubhk](#), follow us on twitter [@whub_io](#), on LinkedIn [w-hub](#) and read our articles on medium [@whub](#), feel free to visit our website [www.whub.io](#) and reach out at hello@whub.io