

SOCIETE GENERALE CONNECTS PEOPLE, BUSINESS AND CULTURES THROUGH RUGBY WORLD CUP 2019

Press release

Japan, Hong Kong, 20 September 2019

First Rugby World Cup in Asia and biggest ever rugby event to unify and inspire fans across Asia and the world through rugby's spirit and values

Societe Generale is continuing its association with Rugby World Cup for the sixth time with the 2019 edition in Japan. Held in Asia for the first time, 20 of the world's best rugby teams will play out 48 matches to be broadcast to more than 800 million households in 217 territories¹, set to become the largest-ever rugby audience.

The journey for the "Official Bank of Rugby" began in 1987 when Societe Generale partnered with the French Rugby Federation. Since then, the link between rugby and Societe Generale has grown over the years into a partnership that has cemented a bond between its own values and the core values of rugby.

With a mission to nurture and grow the game, and as Worldwide Partner and Official Bank of Rugby World Cup 2019, Societe Generale is aiming to bring people and communities together to share the spirit and passion in an historic sporting celebration of rugby across Asia.

Hikaru Ogata, Chief Executive Officer, Societe Generale Asia Pacific says: "Societe Generale supports rugby from its grassroots to professional pinnacles. We want this landmark event – the first time an Asian country is hosting Rugby World Cup – to inspire the next generation of fans and players. Our ambition for 2019 is to connect people, business and cultures through the unifying power of rugby's values of team spirit, friendship, diversity and respect."

"Our motto is, the more you love something, the further you take it. That is why we have invited 200 children from across Asia to play in a tag rugby tournament in Japan, sent world-class rugby legends to meet grassroots teams and set up the first ever Fanzone outside of a host country in Hong Kong."

¹ Source: World Rugby

Societe Generale will connect its 9,000 employees, customers and partners across Asia Pacific through new and exciting activations that include:

- **Societe Generale's Rugby World Cup 2019 Fanzone** in Hong Kong, the first ever official Fanzone outside of a host country, open for the duration of the tournament, and broadcasting all games live.
- The production of an exceptional documentary '**Home Field Advantage**' showcasing rugby's ability to bring people together, from any social background or culture.
- **The Rugby Spirit Festival**, a new charity programme, bringing together 200 children for a three-day event in Japan, including the Rugby World Cup semi-final.

Societe Generale's Rugby World Cup 2019 Fanzone, Hong Kong, 20 September – 2 November 2019

The Societe Generale Fanzone in collaboration with the Hong Kong Rugby Union Community Foundation is the first-ever Rugby World Cup Fanzone outside of a host country. Located on Hong Kong's iconic Central Harbourfront, and open for the duration of the tournament, all 48 matches will be broadcast live on a super-sized screen, alongside rugby-themed activities, appearances by rugby legends and live music. The Fanzone will be open to the public on a first-come first-serve basis. The Fanzone will also welcome children from local schools and charities for dedicated rugby clinics outside of RWC 2019 matches. For more information visit www.sgfanzone.hk.

Homefield Advantage – launched on 12 September 2019

Societe Generale's acclaimed rugby documentary 'Homefield Advantage' is back for a third series. It 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 can 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) travel to Scotland, Ivory Coast, India and Fiji before heading to Japan to share the message. The documentary is available to watch on Societe Generale's Youtube channel, 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 Rugby World Cup.

Societe Generale Rugby Spirit Festival, Yokohoma Japan, 24-26 October 2019

The Societe Generale Kids Rugby Spirit Festival is an inspirational new charity programme bringing together 200 children aged 11-14 from across 10 locations. Organized in partnership with World Rugby's charity partner ChildFund, 100 underprivileged children from Societe Generale's supported charities across Asia Pacific will travel to Japan for a once-in-a-lifetime experience at Rugby World Cup 2019. They will join 100 Japanese children for cultural exchange, educational workshops, a tag rugby tournament and a chance to meet one of their sporting heroes, such as Johnny Wilkinson, Rugby World Cup 2003 winner, and Vahbiz Barucha, Indian rugby captain in the Women's 15 and Sevens team. Each participant will also have the chance to attend the 1st semi-final of Rugby World Cup 2019 on Saturday 26 October 2019.

Societe Generale's long-standing partnership with rugby

Societe Generale's support of rugby is visible world over, from grassroots to professional levels. A proud longstanding partner of Rugby World Cup, 2019 marks the sixth time Societe Generale has supported the tournament. The partnership began in 1991 at the Rugby World Cup hosted across the Five Nations countries of England, Scotland, Wales, Ireland and France.

In the 2007 France tournament, Societe Generale became sole Banking partner and since then has remained committed to Rugby World Cup at Worldwide Partner level (top tier), in recognition of the Tournament's contribution to promoting, financing and governing the game globally.

Societe Generale supports national rugby unions around the world, in 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.

At grassroots level, Societe Generale is committed to making rugby accessible to everyone by promoting both the male and female games and engaging young people in disadvantaged communities that rarely have the opportunity to learn to play. Societe Generale supports over 500 amateur clubs, predominantly in France. In Asia Pacific, Hong Kong Valley Rugby Football Club and Eastern Suburbs Rugby Union Football Club in Sydney, Australia, are supported by Societe Generale.

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Societe Generale

Societe Generale Societe Generale is one of the leading European financial services groups. Based on a diversified and integrated banking model, the Group combines financial strength and proven expertise in innovation with a strategy of sustainable growth, aiming to be the trusted partner for its clients, committed to the positive transformations of society and the economy.

Active in the real economy for over 150 years, with a solid position in Europe and connected to the rest of the world, Societe Generale has over 149,000 members of staff in 67 countries and supports on a daily basis 31 million individual clients, businesses and institutional investors around the world by offering a wide range of advisory services and tailored financial solutions. The Group is built on three complementary core businesses:

- **French Retail Banking**, which encompasses the Societe Generale, Crédit du Nord and Boursorama brands. Each offers a full range of financial services with omnichannel products at the cutting edge of digital innovation;
- **International Retail Banking, Insurance and Financial Services to Corporates**, with networks in Africa, Russia, Central and Eastern Europe and specialised businesses that are leaders in their markets;
- **Global Banking and Investor Solutions**, which offers recognised expertise, key international locations and integrated solutions.

Societe Generale is included in the principal socially responsible investment indices: DJSI (World and Europe), FTSE4Good (Global and Europe), Euronext Vigeo (World, Europe and Eurozone), four of the STOXX ESG Leaders indices, and the MSCI Low Carbon Leaders Index.

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