

PRESS RELEASE

Paris, April 15th 2016

SOCIETE GENERALE APPOINTS ALAIN FISCHER IN CHARGE OF THE NEWLY CREATED DIGITAL OFFICE WITHIN ITS GLOBAL BANKING & INVESTORS SOLUTIONS DIVISION

Societe Generale announces the creation of a Digital Office within its Global Banking & Investors Solutions division and appoints Alain Fischer as Chief Digital Officer. He will be in charge of defining the digital strategy and stepping up the digital transformation of all the division's businesses and will report to Didier Valet, Head of Global Banking & Investor Solutions.

The Digital Office will coordinate all projects related to digital transformation and collect market intelligence. It will also contribute to the division's partnership and investment strategy in external platforms and ensure consistency among the various digital initiatives.

« Digital technology is impacting the way we interact with clients and serve them, providing a world of opportunities to innovate while deeply transforming our businesses. In order to bring more value to our clients and maintain our competitiveness, we are accelerating our digital transformation to be more agile in a changing environment », Didier Valet commented.

« Digitalisation is an ongoing process for the financial services industry which was an early mover with the electrification of markets and is currently going through a new technological cycle. The Digital Office will enable us to go further in simplifying our architecture and tools, and delivering customized webservices with unique access points and optimized interfaces to all users. With these key principles, we will enhance the user experience and deliver innovative tailored services to our clients while monitoring technological developments which could support the transformation of our businesses », Alain Fischer added.

Biography

Alain Fischer began his career within Axa's Life Insurance Actuary Department. He was appointed Project Manager within the Economic and Financial Research Department of Chevreux in 1997, before becoming Head of Research & Sales Technology. In 2007, he joined Societe Generale Corporate & Investment Banking's (SG CIB) Cash Equity team as Global Head of Projects & Organization and then later became Global Head of Operations and Technology for the Research and Strategy department. In 2013, he was appointed Global Head of e-Business for Global Markets.

Alain Fischer is a graduate of the Ecole Nationale Supérieure d'Informatique et de Mathématiques Appliquées, in France.

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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.

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