

## PRESS RELEASE

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### **Societe Generale and WHub Team Up to Host a FinTech Hackathon in Hong Kong**

*36-hour challenge for participants to develop innovative ideas for tomorrow*

Societe Generale and WHub Ltd jointly launch FinHACK, a 36-hour FinTech hackathon in Hong Kong, to promote innovation and the development of Hong Kong's FinTech ecosystem. Online registration for the hackathon is now open on <http://finhack.io/> until 3 July 2017.

FinHACK will take place on 7-9 July 2017 at Campfire Creative, a co-working space in Wong Chuk Hang, where participants including students from universities, entrepreneurs, coders and developers will work together to come up with and develop new ideas.

With the support and coaching of industry experts, each participating team will have 36 hours to design and develop innovative solutions to address business challenges spanning four main themes: Blockchain; Artificial Intelligence (AI) and ChatBots; Big Data; and RegTech, InsureTech and WealthTech. The winners will receive a cash prize, the opportunity to bring their ideas to life, and some of them may also receive opportunities to join Societe Generale.

"Digital transformation has reshaped how the financial industry operates while also enriching the client experience. FinHACK is testimony to new technologies and innovation, as well as a strong team spirit, which is at the heart of everything we do. Hong Kong is a vibrant city full of creative minds, we look forward to collaborating with the participants and co-creating innovative ideas at the hackathon," said Charles Gillet, Asia Pacific Chief Information Officer at Societe Generale.

"As a startup community, we would like to promote innovation among the younger generation, who are the future of Hong Kong, by allowing them to contribute to the development of the city. We are happy to collaborate with Societe Generale to accelerate innovation and turn Hong Kong's financial centre into a FinTech hub," said Karen Farzam, co-founder of WHub.

FinHACK will take place ahead of one of the most influential tech conferences RISE 2017 in Hong Kong, which will be held on 11-13 July.

For more details of the FinHACK and any general enquiries, please visit: <http://finhack.io/> or contact: [hello@finhack.io](mailto:hello@finhack.io).

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### **Societe Generale**

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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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### **WHub**

WHub is Hong Kong's online startup community with more than 1,400 startups making meaningful connections to develop their business.