

PRESS RELEASE

EASTS RUGBY CLUB IS PROUD TO ANNOUNCE A LANDMARK AGREEMENT WITH LONG TERM SPONSOR SOCIETE GENERALE

Sydney - 24 March 2016 - In extending their Major Sponsorship of Eastern Suburbs District Union Football Club (ESDRUFC) for three more years, Societe Generale will now adorn the front of the historic ESDRUFC Jersey.

As a Major Sponsor of ESDRUFC, Societe Generale will continue to work with the club to develop its rugby program and foster local and international talent from entry to advanced levels. Societe Generale, in a new initiative, will also be Major Sponsor of the Junior Representative Program. The Societe Generale logo will be displayed on all goal posts and sideline stadium boards. With this partnership, Societe Generale will join a community with over 116 years of traditions and success.

President of ESDRUFC, John Murray said “Partnering with Societe Generale for another three years is something we are truly excited about, we look forward to working with them during what will undoubtedly be a great season and into the future.”

Societe Generale has built a long-term relationship with Rugby since 1987 and has since developed a fully fledged international partnership from grassroot to the highest level since 1991 with partnership of the Rugby World Cup. The values of Rugby and Societe Generale go hand in hand, as reflected in the Group’s “Building Team Spirit Together” corporate signature.

Toby Lawson, Managing Director and Head of Global Markets, Australia, Societe Generale said, “Societe Generale is delighted to extend its sponsorship of one of Australia’s most historic rugby clubs. We share common values of team spirit, commitment, innovation and responsibility. The sponsorship of ESDRUFC is a continuation of our long standing tradition of supporting rugby and will further raise the awareness of Societe Generale in the country”.

Marty Switzer, Vice President of ESDRUFC said, “This agreement exhibits the tremendous support that Societe Generale have for Rugby on both a local and global scale. We are proud to have Societe Generale as part of our rich 116 year history and look excitedly into the future with them as a major partner.

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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 or visit our website www.societegenerale.com.

East's Rugby Union Club:

Eastern Suburbs District Rugby Union Football Club was formed at a meeting at the Paddington Town Hall on Thursday, 22 March 1900 and to this day, Easts Rugby is the oldest district rugby union club in Australia. Throughout its rich history Easts have been helped along by a raft of talent that included such luminaries as H.H. (Dally) Messenger, G.C. (Wakka) Walker, sports star Harald Baker, and Victorian Cross winner Bede Kenny. Easts also had a touch of glamour in the backline when Stanley R. Rowley – Australia's first Olympic sprint medalist – graced the team in the early 1900s. Easts Rugby has won a total of 79 premierships titles or shields across Grade and Colts from 1900 to 2013. Along with this, they have won 9 club championships and continue to be a breeding ground for superstars of the future. The club is served by a dedicated group of players, supporters, administrators and board members who are looking to carry on over 110 years of strong traditions.