

## PRESS RELEASE

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### **SOCIETE GENERALE ANNOUNCES SPONSORSHIP OF VALLEY RUGBY FOOTBALL CLUB**

Societe Generale, one of the largest European financial services groups, has announced its title sponsorship of Hong Kong's Valley Rugby Football Club (RFC). All teams will wear Societe Generale emblazoned shirts, and will be known as "Societe Generale Valley RFC" for the upcoming 2014/15 and 2015/16 seasons. The sponsorship is intended to help develop rugby talent at the grassroots level and support Hong Kong's sporting community.

Hikaru Ogata, Chief Executive Officer of Societe Generale Global Banking and Investor Solutions for Asia Pacific said, "Societe Generale and rugby share strong values: team spirit, commitment, innovation and respect. Societe Generale has supported the development of rugby for many years at all levels, and we are delighted to partner with one of Hong Kong's largest sports clubs and leading rugby team in our 150<sup>th</sup> anniversary year."

As a worldwide partner of Rugby World Cup 2011 and 2015, the sponsorship of Valley Fort RFC continues Societe Generale's long standing tradition of supporting rugby. Since 1987, Societe Generale has extended its involvement with amateur and professional rugby teams around the world and now supports national rugby federations in Asia, Europe and Africa.

Valley RFC was most recently victorious in Hong Kong's flagship rugby competition, the 2013/14 Premiership Grand Championship Final. The competition attracts some of the top rugby talent from around the rugby-playing world, with this year's Grand Championship Final at King's Park drawing over 2,000 spectators. The Club was founded in 1975 by a group of ex-members of the Royal Hong Kong Police Rugby Club, and derives its name from its home in Happy Valley.

Andrew Riebe, Valley RFC Chairman said, "Societe Generale's long standing global rugby tradition, combined with its strong determination to be the best in their field makes this an ideal fit, especially at a time when the club is going from strength to strength."

Hong Kong has been the headquarters of Societe Generale's business in the Asia Pacific region for over 35 years. In recent years Societe Generale has expanded its operations throughout Greater China and India. Its business strategy in Asia is based on a multi-specialist approach with leading positions in equity derivatives, structured products and structured finance.

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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 148,000 employees, based in 76 countries, we accompany 32 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 multichannel financial services on the leading edge of digital innovation;
- **International retail banking, financial services and insurance** with a presence in emerging 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: Dow Jones Sustainability Index (Europe), FTSE4Good (Global and Europe), Euronext Vigeo (Global, Europe, Eurozone and France), ESI Excellence (Europe) from Ethibel and 5 of the STOXX ESG Leaders indices.

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

### Societe Generale: 150 years

In 2014, Societe Generale Group celebrates its 150th anniversary with a focus on entrepreneurial spirit, innovation and team spirit. Founded by a group of industrialists and financiers, the bank's very name illustrated their ambition: "Société Générale pour favoriser le développement du commerce et de l'industrie en France" ("**Societe Generale to support the development of trade and industry in France**"), as written into the Imperial decree signed by Napoléon III on 4 May 1864.

Societe Generale has always served economic development, contributing to the financing of infrastructures that symbolised the modern world and of leading French groups. Societe Generale was among the first French banks to open branches in London and in Russia in the 1870s, before expanding into the Maghreb, New York and Africa and to set up operations in Central European countries.

Societe Generale has always been at the cutting edge of financial innovation, and takes strength from its origins to assert its banking vision for the future, reinvent its businesses to serve its clients and become the reference bank of the 21st century.

### Valley Rugby Football Club

The Valley Rugby Football Club (RFC) was founded in 1975 and is one of the most successful sports clubs in Hong Kong. Over the decades the club has expanded from a single team rugby club to today a club with over 450 members and 7 rugby teams, 12 netball teams and 10 hockey teams. In addition Valley has an academy which offers coaching and promotes sport in schools and the community and through its affiliate Valley Fort RFC, Valley RFC also has the largest contingent of rugby-playing children in Asia, with some 800 boys and girls from ages 4 to 18 wearing the Valley Fort strip every weekend. Valley has built a reputation as an inclusive club that welcomes young (and old) sportspeople from a variety of backgrounds – long term residents and recent arrivals, local Hong Kongers and overseas nationals, accomplished sportspeople and enthusiastic amateurs. While establishing a strong culture centred around formal and informal social events, sporting success has long been a hallmark of the club and is reflected in the club results where in the past 5 years alone rugby, hockey and netball teams have all won championships multiple times. This is best characterised by the men's rugby first team which in the past 25 years has won the rugby Grand Championship 12 times and the League 14 times.

<http://www.valleyrfc.com>