

Sydney, 20 April 2015

SOCIETE GENERALE ANNOUNCED SPONSORSHIP OF EASTERN SUBURBS RUGBY UNION CLUB

Sydney and Hong Kong – 20 April 2015 - Societe Generale today announced the sponsorship of Eastern Suburbs District Rugby Union Football Club (ESDRUFC) in Sydney, further demonstrating its on-going support for rugby since 1987.

As a Major Sponsor of ESDRUFC, Societe Generale will work with the club to develop its rugby program and foster local and international talent from entry to advanced levels. Societe Generale will have their logo displayed on all playing jerseys in the senior programs as well as on all goal posts and sideline stadium boards. With the partnership with ESDRUFC, Societe Generale will join a community with over 110 years of traditions and success.

Most recently, Societe Generale announced to be the official worldwide partner of Rugby World Cup 2015, as well as the sponsorships of two leading clubs in the region the Singapore Cricket Club (SCC) and Hong Kong's Valley Fort Rugby Club (HKFC) for 2014/2015 and 2015/16 seasons. This new sponsorship in Australia, one of the powerhouses in world rugby - comes as a natural complement to Societe Generale's sponsorship strategy in Asia Pacific.

Societe Generale has built a long-term relationship with Rugby since 1987 and has since developed into a fully fledged international partnership from grassroot to the highest level since 2007 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 partner with one of Australia's most historic rugby clubs who shares common values: team spirit, commitment, innovation and respect. Through sponsoring a well established rugby club in Australia we will also raise the awareness of Societe Generale in the country".

PRESS RELATIONS

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Marty Switzer, Vice President of ESDRUFU said, “Prior to the integration into Societe Generale, Newedge has been a supporter of Easts Rugby for over ten years, and it is with great pleasure that we continue this partnership with Societe Generale. The sponsorship is of vital importance to Sydney Premiership Rugby and Easts which is intended to help develop rugby talent at the grassroots level and support Sydney’s sporting community. We look excitedly into the future with Societe Generale 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 148,000 employees, based in 76 countries, we accompany 30 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: FTSE4Good (Global and Europe), Euronext Vigeo (Global, Europe, Eurozone and France), ESI Excellence (Europe) from Ethibel and 4 of the STOXX ESG Leaders indices.

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