

## PRESS RELEASE



Photo credit Getty Image

10 May 2017

### **SOCIETE GENERALE: WORLDWIDE PARTNER AND OFFICIAL BANK OF RUGBY WORLD CUP 2019 IN JAPAN**

**A longstanding partner of Rugby World Cup, Societe Generale will be supporting the Tournament for the sixth time in 2019 as a Worldwide Partner and Official Bank.**

To mark today's pool draw in Kyoto, Japan, Frédéric Oudéa, Chief Executive Officer of Societe Generale, has announced a major partnership between the Group and Rugby World Cup 2019. A key supporter of rugby, Societe Generale shares the sport's values of team spirit and commitment, making the bank a natural partner for Rugby World Cup.

This builds on the great success of Rugby World Cup 2015, held in the UK where the bank is also looking to increase its support of grass roots rugby.

The Group is proud to be associated with a major event such as Rugby World Cup - the world's third-biggest sporting event, watched by over four billion people around the world.

Frédéric Oudéa praised the partnership, which "reinforces a longstanding commitment to rugby and

demonstrates the Group's forward-looking ambition to be a supporter of all forms of rugby, all around the world. Rugby embodies values that are rooted in Societe Generale's DNA: team spirit and commitment, and also the will to surpass oneself and to collectively make the difference.”

World Rugby Chairman Bill Beaumont said: “We are delighted to be extending our long-standing worldwide partnership with Societe Generale. A brand leader, Societe Generale shares values of integrity, respect, discipline and passion with rugby, which have been evident during an association with the sport that stretches back more than 30 years.”

Societe Generale is increasing its support to all forms of rugby through longstanding partnerships.

For more than 30 years, Societe Generale has continuously reiterated its commitment to rugby, whether it's grassroots or professional rugby, men's or women's teams, rugby union or rugby sevens.

- **At major events:** With Rugby World Cup 2019, the Group is reinforcing a partnership that began at Rugby World Cup 1991.
- **With numerous federations and national leagues** in France and internationally: In France, the Bank has been a partner of the French Rugby Federation and the French national team since 1987, and has supported the National Rugby League since 1998. In India, the Group is an official partner of the Indian Rugby Football Union and has been a jersey sponsor of the national rugby sevens teams since 2016.
- **At the local level:** Through its network of branches in France and its international subsidiaries and locations, the Group supports community initiatives to promote the sport's development and accessibility. In France, where Societe Generale provides daily support to more than 20 regional rugby committees, nearly 500 amateur clubs receive assistance in the form of donated training equipment. The Bank also contributes to the growth of rugby in areas where the sport is not fully developed. In the Asia Pacific region, Societe Generale is also a partner to clubs in Australia, Hong Kong and India.

**Shared values of team spirit and commitment are what fuel Societe Generale's initiatives in support of the development and accessibility of rugby.**

**To follow the pool draw live,**

**go to [SocieteGenerale.com](https://www.societegenerale.com)**

**on 10 May at 09:00am GMT / 5:00pm Tokyo time**

**Press contact:**

Jerome Tam – +852 2166 4232 – [Jerome.tam@socgen.com](mailto:Jerome.tam@socgen.com) - [@SG\\_presse](https://twitter.com/SG_presse)

---

## 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 serve on a daily basis 31 million clients throughout the world. 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 multi-channel financial services at 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 currently included in the main sustainability indices: DJSI (World and Europe), FSTE4Good (World and Europe), Euronext Vigeo (World, Europe and Eurozone), Ethibel Sustainability Index (ESI) Excellence Europe, 4 of the STOXX ESG Leaders Indices, MSCI Low Carbon Leaders Index.

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

---

## Rugby World Cup

Rugby World Cup 2019 in Japan is the ninth edition of rugby's showcase global event and the first in Asia. The world's top 20 national teams will play in 48 matches hosted across 12 match cities for the right to lift the iconic Webb Ellis Cup and be crowned world champions. Rugby World Cup is the sport's financial engine, generating approximately 90 per cent of World Rugby's revenues for reinvestment in the global game over the four-year cycle. The record-breaking success of England 2015 is enabling World Rugby to invest £245.8 million in the sport by 2020, eclipsing the previous 2013-16 £201 million investment injection by 22 per cent. All the latest news can be found at [www.rugbyworldcup.com](http://www.rugbyworldcup.com) and via @rugbyworldcup across twitter, facebook and Instagram.

TM © Rugby World Cup Limited 2015. All rights reserved.