

PRESS RELEASE

Hong Kong, 28 June 2016

SOCIETE GENERALE AND HONG KONG RUGBY UNION COMMUNITY FOUNDATION PARTNER TO BRING POSITIVE CHANGE TO THE SOCIETY

Societe Generale and the Hong Kong Rugby Union Community Foundation announced a three-year partnership to promote education and integration of disadvantaged members in the society.

The partnership this year will focus on three HKRU Community Foundation-supported projects:

- 'Breaking Barriers through Sport' programme with the Hong Kong Society for the Protection of Children supporting both local and ethnic minority children aged 16 or below and their families;
- 'A Chance to Play', with The ChickenSoup Foundation which gives 100 youth the opportunity to join local mini rugby clubs at zero personal cost; and
- the second Asian School Rugby Sevens Championship in July.

The announcement was made on 25 June at the Societe Generale Citizen Commitment Day at King's Park where over 300 Societe Generale staff and children from the charity partners attended the sport-themed festival.

"Societe Generale is excited to partner with the Hong Kong Rugby Union Community Foundation, which shares our objective to use sports and cultural activities to promote education and social integration, creating an opportunity for us to contribute to the communities in which we operate," said Hikaru Ogata, Chief Executive Officer for Societe Generale in Asia Pacific.

The HKRU Community Foundation will support the programmes with specialized coaching services provided by the Union's Community Rugby Department as well as the provision of venues for the specific programme activities, which include both Rugby and other sports.

"The Hong Kong Rugby Union is delighted to be partnering with Societe Generale around these engaging and innovative community-based programmes. Societe Generale has the ethos of rugby in its DNA as demonstrated by its commitment to giving back to the community through the game, which is emblematic of our own belief that rugby is a value-added sport that can positively contribute to one's personal development.

"We look forward to working closely with Societe Generale and the beneficiaries to provide the expertise and resources of our Community Rugby department as we look to shape young futures through rugby," said Stuart Gunn, Inclusive Rugby Officer of the Hong Kong Rugby Union.

For further information, please contact:

Societe Generale

Jerome Tam

E-mail: jerome.tam@socgen.com

Tel: +852 2166 4232

Hong Kong Rugby Union

Sean Moore

E-mail: sean.moore@elitestep.com

Tel: +852 9095 8889

Andy Yeung

E-mail: andy.yeung@elitestep.com

Tel: + 852 2808 0977

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:

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

HKRU Community Foundation

The Foundation works to promote, develop and support rugby in the Hong Kong community, using the positive power of sport to tackle society's most pressing challenges and create positive social change. Programmes focus on the areas of health, education, social inclusion, youth crime with the objective of giving all youngsters the opportunity to participate in sport through the vision of "A Game for All". For more information please visit www.hkrugby.com and www.hksevens.com

Hong Kong Rugby Union

The Hong Kong Rugby Union (HKRU) was founded in 1952, and became an affiliated union of World Rugby in 1988. In 1968, the HKRU became a founding member of Asia Rugby and remains committed to the development of the game in Asia. The HKRU has hosted the world-famous Cathay Pacific/HSBC Hong Kong Sevens since 1976 and remains the only Union to have hosted two sevens World Cups in 1997 and 2005. In 2008, the HKRU hosted the first ever neutral venue Bledisloe Cup - hosting a second match in 2010. In 2013, the HKRU hosted the first British & Irish Lions match played in Asia and the following year hosted the first regional Olympic qualifier tournament for Rugby Sevens. The HKRU is a member of the Sports Federation & Olympic Committee of Hong Kong, China and provides competitive and social rugby opportunities for men and women at every age and skill level, with a thriving community of over 10,000 players. To learn more please visit www.hkrugby.com, www.facebook.com/hkrugby and twitter.com/HongKongRugby.

About the Programme Beneficiaries

The Hong Kong Society for the Protection of Children

Founded in 1926 to deal with extreme poverty in Hong Kong, the Society focuses on providing resources to impoverished families in Hong Kong to support early-childhood development, including the provision of day care services by trained staff. Today, the Society operates 27 service units across Hong Kong include daycare crèche and nursery school services as well as residential homes for infants, as well as children's and family services centres across Hong Kong.

For more information please visit: <http://www.hkspc.org>

The ChickenSoup Foundation

Since its establishment in September 2013, the Foundation strives to provide all-rounded development to students in Hong Kong who are financially deprived and living under extreme poverty. With 100+ partners, including non-profit organizations, schools, businesses and individuals, CSF presently offers 10 well-structured and tailored programs according to the urgent and specific needs of these students in three service categories: Education, Healthcare and Inspirational Activities.

Starting with 60 kids in 2013, ChickenSoup is now serving 1,100+ children aged between 5 and 18 whose needs are diligently reviewed by social service workers and school administrators.

Services are provided daily in nine locations where the beneficiaries reside: Chai Wan, Sham Shui Po, Kowloon City, Tsuen Wan, Kwai Chung, Tseung Kwan O, Tin Shui Wai, Tuen Mun and Tung Chung. The Foundation hopes to reach out to an additional 400+ youth in Tsing Yi, Aberdeen and Yuen Long in late 2016.

Learn more at <http://www.chickensoupfoundation.org>