

PRESS RELEASE

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Societe Generale and WHub jointly host FinHACK 2018, a hackathon to develop innovative ideas and connect creative minds of Fintech experts

Societe Generale and WHub Ltd are jointly hosting FinHACK 2018 on 6-8 July 2018, a FinTech hackathon to promote innovation and accelerate the digital transformation of the banking and financial industry in Hong Kong.

FinHACK 2018 is open to all university students, entrepreneurs, coders and developers. With the support of industry experts and representatives from Societe Generale, participants will have 36 hours to design and develop innovative solutions to address business challenges spanning **RegTech, WealthTech and Digital Banking** with the application of Artificial Intelligence, Blockchain and Cybersecurity technologies. Winners will receive a cash prize and a potential working opportunity at Societe Generale, with the possibility to further develop and implement their ideas.

Charles Gillet, Chief Information Officer for Asia Pacific at Societe Generale commented, “Fostering the next generation of FinTech talents directly correlates with Societe Generale’s strategy to drive innovation and digital transformation across its own organisation. Last year’s hackathon generated a plethora of creativity from the participants. The ambition of FinHACK 2018 is to provide the community with a platform to drive the FinTech revolution in Hong Kong forward.”

“As a startup community, we would like to promote innovation among the younger generation, who are the future of Hong Kong, by allowing them to contribute to the development of the city. We are happy to collaborate with Societe Generale to accelerate innovation and facilitate the development of the FinTech community in Hong Kong,” said Karen Farzam, co-founder of WHub.

In line with its commitment to anticipate the fast-changing customer demand, **Societe Generale is developing its innovation strategy by experimenting with disruptive technologies and stepping up its interaction with the digital ecosystem in a spirit of open cooperation.** The Group is notably dedicating €150 million euros over three years in an open innovation fund to finance internal and external startups strategically aligned to its digital transformation.

Read more on Societe Generale and Innovation on <https://www.societegenerale.com/en/digital-and-innovation>

To register and for any general enquiries, please visit: <http://finhack.io/> or contact: hello@finhack.io.

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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](https://twitter.com/societegenerale) or visit our website www.societegenerale.com.

WHub

WHub helps startups unleash their full potential

WHub.io, Hong Kong's biggest startup community and power connector, is the platform showcasing more than 2,000 startups to accelerate their business through making meaningful connections.

The WHub vision is based on 3 main pillars:

- **Connect:** Connecting startups with startup ecosystem to forge game-changing partnerships; enable startups to build their team by posting jobs and contacting talent directly.
- **Empower:** Favoring startups with exclusive WHub Perks to resources and events; access to inspiring and thoughtful connections and events through our curated event calendar.
- **Educate:** Issuing Startup Toolboxes to help startups scale beyond their home countries; organising events and supporting global conferences; curating the latest news in the ecosystem.

We believe in the combination of startup agility and corporate power.

Startups need infrastructure, access to market and know-how; while corporates need new products and services to stay competitive and with an innovative mindset keeping them ahead of the game.

For more information, you can connect with us on facebook [@whubhk](https://www.facebook.com/whubhk), follow us on twitter [@whub_io](https://twitter.com/whub_io), on LinkedIn [w-hub](https://www.linkedin.com/company/whub) and read our articles on medium [@whub](https://www.medium.com/@whub), feel free to visit our website www.whub.io and reach out at hello@whub.io