

## Press release

Paris, 25 January 2011

### **Societe Generale launches a magazine application for iPad®, to help see economy and finance in a different light**

Societe Generale launches RE-VIEW, an iPad® magazine application designed to help see economy and finance in a different light. The Bank's objective is to share its point of view on major economic and financial themes with all its stakeholders in an innovative, interactive and instructive manner.

The magazine application RE-VIEW, which is available in French and English, is aimed at a large population including the Group's individual and professional customers, and opinion leaders, journalists and potential recruits.

Every quarter, RE-VIEW offers an in-depth feature on one of the major current economic and financial issues. Societe Generale and its experts will simplify and clarify the major themes with objective, factual and instructive insight. The focus in the first edition is on financial regulation and its purpose.

RE-VIEW also offers real-time access to exclusive content, including a daily financial press review, monthly sector analyses, the share price, the Group's latest news and recent articles from the webzine, Coulisses, and the blog, SGeneration.

This new support is part of the Societe Generale's drive to innovate and transform with a view to improving the quality of our relationship with our different stakeholders in the context of our global strategic commitment to become the relationship-focused bank. This project is the latest in a series of innovations including the launch of the account management application for iPhone® six months ago and the release of its Android equivalent two months ago.

The application\*, which is available from the App Store<sup>SM</sup>, makes use of all the functionalities of the iPad® (audio, video, images, graphics, etc.). It was developed in partnership with the digital agency Textuel La Mine and the communication agency Harrison & Wolf.

\* For a guided tour:

[www.societegenerale.com/en/review-for-ipad](http://www.societegenerale.com/en/review-for-ipad)

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**Societe Generale**

Societe Generale is one of the largest financial services groups in the euro-zone. The Group employs 157,000 people worldwide in three key businesses:

- Retail Banking, Specialised Financing & Insurance: Societe Generale serves 32 million individual customers worldwide.
- Private Banking, Global Investment Management & Services: Societe Generale is one of the largest banks in the euro-zone in terms of assets under custody (EUR 3,246 billion, March 2010) and under management (EUR 164 billion excluding Amundi, March 2010).
- Corporate & Investment Banking: Societe Generale tailors solutions for its clients across sectors by capitalising on its worldwide expertise in investment banking, global finance, and global markets.

Societe Generale is included in the socially-responsible investment indexes: FTSE4Good and ASPI. In 2010, the title of SAM Sector Mover was awarded to Societe Generale.

[www.societegenerale.com](http://www.societegenerale.com)

**About Harrison & Wolf (TBWA Group)**

Harrison & Wolf is a full-service agency that's part of the TBWA network. While its added value is primarily derived from strategic consultancy services, the agency is also accustomed to dealing with every aspect of corporate communications (B-to-B, financial and internal communications, 'sensitive' communications, etc.) and is fully versed in all techniques: advertising, corporate publications, PR, online communication, etc.

**About Textuel La Mine (TBWA Group)**

Textuel La Mine is a digital communication agency providing high quality content input. It advises brands and companies on the use of new media in their communication and helps them design and launch websites, intranets, community platforms, interactive tools, etc.