

Press release

Paris, 24th October 2008

“CITIZEN ACT III”, Société Générale’s Business Game goes global

Société Générale has just launched CITIZEN ACT III, the 3rd edition of its Business Game based on Corporate Social Responsibility. For this new season, Société Générale is opening up the company game to students across the globe. As of today, students from business schools, engineering schools and universities are invited to sign up at www.citizenact.com. Each team will develop a project based on the theme “Invent a bank using its activities to create a more responsible world”

For the 3rd year running, the Business Game CITIZEN ACT is giving students the chance to consider what Société Générale could offer its customers, employees and shareholders in terms of **Corporate Social Responsibility**. During the previous two editions, students have fully backed the game and its theme. Although initially aimed at European students, the game has grown over the years. *“In 2007, with 40 teams selected, CITIZEN ACT II was greatly received in Europe but also in other countries such as Canada and India. Therefore we have decided to widen the reach of CITIZEN ACT, namely to Africa and Asia”* explains François Mounier, CITIZEN ACT Project Manager at Société Générale.

Through a campaign entitled **“Choose your weapons to change the world”**, Société Générale is calling upon students to sign up in teams of three and send their pre-project by 15th December 2008, to www.citizenact.com. In order to manage their project, students will have access to a “wikiblog”, an interactive, collaborative tool, enabling them to generate ‘buzz’ in their school or university.

On 3rd February 2009, Société Générale will welcome the teams representing the 60 projects selected during the CITIZEN ACT Opening Meeting. The idea is to give students the chance to meet the Société Générale “ambassadors” who will accompany and guide them, connecting them with Société Générale experts. At the end of March 2009, the 6 finalist teams will compete for the top three places, during the CITIZEN ACT Final Contest. Each winning team will win an eco-friendly trip or will be offered a cash equivalent to start their project.

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Société Anonyme with capital of 582.831.013,75 EUR
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Société Générale

Société Générale is one of the largest financial services groups in the euro-zone. The Group employs 151,000 people worldwide in three key businesses:

- Retail Banking & Financial Services: Société Générale serves more than 30 million individual customers worldwide.
- Global Investment Management & Services: Société Générale is one of the largest banks in the euro-zone in terms of assets under custody (EUR 2 733 billion, June 2008) and under management (EUR 381.4 billion, June 2008).
- Corporate & Investment Banking: Société Générale ranks among the leading banks worldwide in euro capital markets, derivatives and structured finance.

Société Générale is included in 3 socially-responsible investment indexes: FTSE, ASPI and Ethibel.

www.socgen.com