

Press release

Paris, 6 April 2009

French, Chinese and Algerian teams are rewarded for their participation in “CITIZEN ACT III” - Société Générale’s business game

The finale of “CITIZEN ACT III”, Société Générale’s Corporate Social Responsibility Business Game took place before an international jury of Société Générale experts and Anne Marion-Bouchacourt, the Group’s Director of Human Resources. The six finalists presented and defended their projects on the theme of *“Invent a bank using its activities to create a more responsible world.”* Three projects were singled out and Asia and Africa were honoured for their very first participation in CITIZEN ACT. The “It’s up to you” team from HEC won first prize followed by the Chinese and Algerian teams.

The award ceremony was held on 26 March at the Tour Granite, the 1st skyscraper to receive the High Environmental Quality (HQE®) label in France. The six finalists presented their projects to Société Générale employees in the CITIZEN ACT village. Launched on 15 October last year, the 3rd edition of this business game attracted hundreds of students from around the world. Supported by their ambassadors and Société Générale employees, over a three-week period, 55 teams were selected from 25 different countries. The teams developed projects on the theme of Corporate Social Responsibility, by imagining the bank of the future.

Winners from three continents – a truly international Business Game:

- **The French HEC team** “It’s up to you” won first prize for its microfinance project. The students came up with a web site aimed at developing microfinance using the Peer-to-Peer model. The idea is to give Société Générale clients the option to choose and invest in micro-entrepreneurial projects.
- The second prize went to the **Chinese team from Tsinghua University**, “Finger Light”, for their eco-responsibility project. The idea is to install software in ATMs to enable individuals to make small donations to not-for-profit organisations.
- **The Algerian students from the Ecole Supérieure de Banque**, “Youth Citizens Team”, won the third prize. They came up with the idea of awarding companies eco-labels based on qualitative and quantitative criteria. If a company received a good rating, it would be able to borrow money at a more competitive rate.

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The 3rd edition of CITIZEN ACT was open to students from everywhere in the world

- Over 600 students from 30 different countries participated (USA, China, Canada, Brazil, Rumania etc.)
- The www.citizenact.com web site has had 11,000 visitors
- The "Citizen Actors" community now has 200 active members on www.citizenactors.com
- 17 groups with 1 800 members have been set up on Facebook
- 67 videos have been viewed more than over 10,000 times on YouTube and Dailymotion

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Société Générale

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- 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 2 560 billion, December 2008) and under management (EUR 336 billion, December 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: FTSE4Good, ASPI and Ethibel.

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