

PRESS RELEASE

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SOCIETE GENERALE: CITIZEN ACT REWARDS SUSTAINABLE DEVELOPMENT

The winners of the sixth CITIZEN ACT corporate CSR (Corporate Social Responsibility) competition run by Societe Generale are:

- **First prize: Praja Inc. (India), for a project encouraging real estate developers and banks to fund housing for shantytown dwellers in Mumbai.**
- **Second prize: Buzz! (Ivory Coast) for a socially responsible public transport project in Abidjan.**
- **Third prize: Trust me (Austria) for a project to build an eco-designed shopping centre promoting alternative consumer behaviour among the inhabitants of St Petersburg.**
- **Societe Generale employee prize: We Are One (Morocco), for a project to set up a cooperative for waste collection from homes and businesses, to incite the latter to sort their waste in exchange for a number of services.**

Among the ten finalist projects, students privileged the themes of sustainable housing and waste management, followed by transport and renewable energy.

The challenge for students taking part in the competition was to encourage involvement from all parties with a stake in the sustainable city and, in particular, the financial community. The projects selected thus put forward new techniques and banking services likely to counter the issues faced by sustainable cities. Societe Generale and its subsidiaries will now study the various projects to decide on the support they can provide.

The number of teams signing up for CITIZEN ACT in 2011–2012 was up 137% compared to last year, showing the growing interest among young people across the world for CSR issues. The make-up of the teams, totalling almost 600, was even more international, with 56 countries represented, compared to 37 last year, with teams from the United States in the running for the first time.

Besides being a business game, Citizen Act is an actual training session for which the selected students can receive credit towards their university degree. The game, which offers them the opportunity to work with coaches from the banking sector and participate in training workshops, is recognised as of this year as a Skill Seminar by the Global Alliance in Management Education in France (CEMS), which means students from these reputable business schools can receive academic credit for participating in CITIZEN ACT.

In addition to the prizes of between €3,000 and €7,000, this year the winners will be offered an internship suited to their training and career path and enabling them to develop their employability even further.

About CITIZEN ACT

Launched in September 2006, CITIZEN ACT, the business game run by the Societe Generale group, offers students **an educational, professional skills-building experience which received Technology Enhanced Learning (TEL) accreditation by the European Foundation for Management Development (EFMD) in July 2009.**

Société Générale is the first bank to receive such recognition by the EFMD, Europe's main certifying body for business school and corporate training institutions.

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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.

Around 160,000 employees, based in 77 countries, accompany more than 33 million clients throughout the world on a daily basis. Societe Generale' 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
- International retail banking, with a presence in Central and Eastern Europe and Russia, in the Mediterranean basin, in Sub-Saharan Africa, in Asia and in the French Overseas Territories
- Corporate and investment banking with a global expertise in investment banking, financing and global markets.

Societe Generale is also a significant player in specialised financing and insurance, private banking, asset management and securities services.

Societe Generale is included in the main international socially-responsible investment indices: FTSE4Good, ASPI, DJSI World and DJSI Europe.

For more information, you can follow us on twitter @societegenerale or visit our website www.societegenerale.com.

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