

## PRESS RELEASE

Paris, 24 July 2013

### **SOCIETE GENERALE OFFERS ITS MERCHANTS THE PAYMENT SERVICE OF UNIONPAY CARD**

Societe Generale and UnionPay International have signed an agreement to permit the acceptance of UnionPay cards at Societe Generale merchants in France and Monaco.



*From left to right: Pascal Augé, Wang Bo, Cai Jianbo, Nicolas Revol et Jiang Zhichun*

This new agreement reinforces the two groups' cooperation since March 2010, when Societe Generale opened its 4,600 ATMs to UnionPay cards.

The merchants, clients of Societe Generale, in France and in Monaco, frequented by Asian tourists, will be able to offer their clients to pay with their UnionPay card.

The Chinese tourists in France represent a client category with strong purchasing power. They are visiting France in increasing numbers, especially popular tourist areas like Paris, the Loire Valley, Cote d'Azur and the Bordeaux region. In 2014, the number of Chinese tourists may reach two million, and will increase continuously in coming years. The merchants frequently visited by Asian clients are hotels, luxurious brands shops, wine and spirits retailers.

For UnionPay International, it is also very important to gain access to the big merchant network of Societe Generale, so that UnionPay cardholders are able to pay with their card at the targeted merchants in popular tourist areas.

To celebrate the signature of this agreement, a ceremony was organised on the 18th July 2013 at a venue particularly appreciated by Chinese tourists, LAVINIA wine shop in Paris ([www.lavinia.com](http://www.lavinia.com)), in the presence of Mr. CAI Jianbo, CEO of UnionPay International and Mr. Pascal Augé, Global Transaction and Payment Services Director of Societe Generale.

## 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.

More than 154,000 employees, based in 76 countries, accompany 32 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;
- International retail banking, with a presence in Central and Eastern Europe, 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 socially-responsible investment indices FTSE4Good and ASPI.

For more information, you can follow us on twitter @societegenerale or visit our website [www.societegenerale.com](http://www.societegenerale.com).

## UnionPay International

UnionPay International is a subsidiary focusing on international business of UnionPay. Unionpay International defines Membership Scheme to be the basis for development of the worldwide UnionPay Card acceptance network; promotes the international issuance and usage of the UnionPay Card as well as other innovative payment solutions and enhance the international brand position of UnionPay. By cooperation with over 200 associations worldwide, the UnionPay international network has enabled the UnionPay Card acceptance in over 140 countries and regions to date. UnionPay cards have been issued in above 30 countries and regions. UnionPay International provides quality, efficient and secure cross-border payment services to the world's largest cardholders group; and provides convenient and localized service to the increasing overseas UnionPay cardholders.

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