

SOCIETE GENERALE IN PARTNERSHIP WITH RUGBY AFRICA

Press Release

19th February 2019, Paris

Societe Generale and Rugby Africa have agreed to join forces for the next two years to support the development of rugby in Africa, with a particular emphasis on rugby competitions for women and young athletes.

This new partnership is an additional milestone in Societe Generale's ongoing commitment to supporting the development and openness of rugby in France and internationally, especially in Africa.

Rugby Africa is one of the six regional associations of World Rugby, the international body that oversees the organisation of the Rugby World Cup.

The partnership will focus specifically on:

- World Rugby's *Get into Rugby* program, which aims to encourage everyone around the world to take up rugby
- The two official competitions for women's rugby, the Africa Women's Sevens, and under-20s rugby with the U20 Barthès Trophy

"This partnership is the continuation of two of our long-term commitments: to rugby, of which we have been a reliable partner for over 30 years, and to Africa, with our *Grow with Africa* initiative, a program central to our priorities that aims to promote the sustainable development of the continent. African rugby is booming, and we intend, in association with Rugby Africa, to implement important rugby development projects as a force for social cohesion," Caroline Guillaumin, Director of Human Resources and Communication for the Group, explained.

"This partnership uniting us with Societe Generale will give strength to the development of African rugby, especially with young people and women. Currently, around half a million children and teenagers are introduced to rugby every year in Africa. And the number of registered female players has more than tripled in recent years in Africa. This partnership is a decisive step forward for Rugby Africa as it brings the necessary investment to support this rapid growth. We thank Société Générale for the confidence they have placed in Rugby Africa and its federations," commented Abdelaziz Bougja, President of Rugby Africa.

Societe Generale and rugby, a global commitment

Societe Generale is a long-standing partner of rugby, a sport with which the Bank shares the common values of team spirit, commitment and respect. The Bank supports the development of all forms of rugby, from the amateur level to the highest professional level:

- In France: it is partner to more than 450 amateur clubs in France, the Top 14, PROD2, the French Rugby Federation (FFR) as well as the French national rugby team.
- Internationally, it is a major partner and the official bank of the Rugby World Cup for the sixth time, a partner of Rugby India (Indian Rugby Federation) and title sponsor of the rugby sevens national teams in all categories (men, women and junior) since 2017, backer of the association *Terres en Mêlées* and partner of the Algerian Rugby Federation.

Press Contact:

Laure Bencheikh 01 57 29 39 38 laure.bencheikh@socgen.com

[@SG_presse](#)

Rugby Africa

Rugby Africa, formerly the African Rugby Confederation (CAR), is one of the six regional associations of World Rugby. It consists of 48 nations who play rugby fifteens, rugby sevens and women's rugby.

Société Générale will now be a partner of the ten or so tournaments organised by Rugby Africa including:

- The Rugby Africa Gold Cup (8 best African teams)
- The Rugby Africa Silver Cup (8 teams)
- Rugby Africa Women's Cup
- 2 rugby sevens regional tournaments (West Center)
- The Barthès Under 20 Tournament
- The women's rugby sevens tournament (10 teams)
- The men's rugby sevens tournament (12 teams)

In addition to organising competitions in Africa, Rugby Africa is launching initiatives to promote the training and development of rugby in Africa.

Societe Generale

Societe Generale is one of the leading European financial services groups. Based on a diversified and integrated banking model, the Group combines financial strength and proven expertise in innovation with a strategy of sustainable growth, aiming to be the trusted partner for its clients, committed to the positive transformations of society and the economy.

Active in the real economy for over 150 years, with a solid position in Europe and connected to the rest of the world, Societe Generale has over 147,000 members of staff in 67 countries and supports on a daily basis 31 million individual clients, businesses and institutional investors around the world by offering a wide range of advisory services and tailored financial solutions. The Group is built on three complementary core businesses:

- **French Retail Banking** which encompasses the Societe Generale, Crédit du Nord and Boursorama brands. Each offers a full range of financial services with omnichannel products at the cutting edge of digital innovation;
- **International Retail Banking, Insurance and Financial Services to Corporates**, with networks in Africa, Russia, Central and Eastern Europe and specialised businesses that are leaders in their markets;
- **Global Banking and Investor Solutions**, which offers recognised expertise, key international locations and integrated solutions.

Societe Generale is included in the principal socially responsible investment indices: DJSI (World and Europe), FTSE4Good (Global and Europe), Euronext Vigeo (World, Europe and Eurozone), four of the STOXX ESG Leaders indices, and the MSCI Low Carbon Leaders Index.

For more information, you can follow us on Twitter [@societegenerale](#) or visit our website www.societegenerale.com