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PRESS RELEASE

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## **Société Générale, First Global Partner of IRB Rugby World Cup 2007, to be held in France**

**Société Générale**, sponsor of rugby since 1987, has just signed a contract giving it the status of Worldwide Partner for this sporting event which will take place in 10 cities throughout France (as well as some matches in Cardiff and Edinburgh) in September and October 2007. The agreement was signed with **Rugby World Cup Ltd (RWC)**, the company which handles the rights to the World Cup.

Société Générale will therefore become exclusive partner for the banking and finance activities of the World Cup 2007, which will enable it to continue to show the support it has been giving to rugby since 1987. The company will be celebrating the twentieth anniversary of its involvement with the sport at every level at the same time as the World Cup, which first took place in 1987 in New Zealand.

Hugues Le Bret, Société Générale Group Communications Director, said: "We have a long-standing, close link to the values that we have in common with rugby, such as team spirit, flair, and a sense of group strategy, and are proud to be able to once again contribute to the development of rugby worldwide, which is the principle goal of the International Rugby Board and the IRB Rugby World Cup."

IRB RWC Chairman, Dr Syd Millar said, "We are delighted to have the renowned international financial services company Société Générale on board as a global partner for IRB Rugby World Cup 2007. The tournament is now one of the largest sporting events in the world and its prestige is clearly highlighted by the involvement of blue chip companies such as Société Générale."

"Furthermore, it is pleasing that we will be in partnership with a company that has a long-standing history of supporting the game. For nearly two decades Société Générale has sponsored rugby in France and other rugby playing countries, not just at the elite level, but also at the all important grass roots level. We look forward to a productive and enjoyable working relationship."

"Like the International Rugby Board and the game, Société Générale has a proud heritage that dates back to 1864 when the bank was first established. It also has a set of corporate values – professionalism, team spirit and innovation – that are indicative of the IRB Rugby World Cup tournament," added Dr Millar.

In France, Société Générale is official sponsor of the FFR (French Rugby Federation), the LNR (French Rugby League) and supports numerous amateur clubs. In addition, the company favours the international development of rugby through its partnership with the FIRA (International Amateur Rugby Association), as well in countries where it does business, such as Czech Republic, Romania, Japan, Luxemburg and also some African countries.

## **Further Information:**

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### **Société Générale Group**

Société Générale is one of the largest financial services groups in the euro-zone. The Group employs 92,000 people worldwide in three key businesses:

- Retail Banking & Financial Services: Société Générale serves more than 16 million retail 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 1,115 billion) and under management (EUR 315 billion, December 2004).
- Corporate & Investment Banking: SG CIB ranks among the leading banks worldwide in euro capital markets, derivatives and structured finance.

Société Générale is included in the four major socially-responsible investment indexes.

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