

Press release

Paris, 17 November 2008

Société Générale launches “bankers` stories”: testimonies from the field

On 17 November, Société Générale is launching an original communications initiative on the Internet in Europe (France, UK, Germany, Italy and Spain) and in Asia (Hong-Kong, Singapore and China).

From 24 November, it can also be seen on TV in France for a month.

Through a series of thirteen 30-minute films, Société Générale has chosen to give a voice to those who work in the bank everyday: the men and women who help individuals and companies to accomplish their projects.

Designed by Harrison & Wolf, this reality campaign is a first. It shows the vision of the bank as well as all the different jobs, and also shows how those who work there contribute to economic, social and societal progress.

“We wanted this campaign to be “real”. We wanted to show the enthusiasm, the professionalism and client commitment that motivates our teams”, says Jean Bourdoncle, Director of the Société Générale Brand. “In the current climate, we really wanted to reaffirm the raison d’être of our professions which provide truly local services that support the real economy”.

The 13 stories will also be shown on a web site - www.bankersstories.com

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APPENDICES OF THE PRESS RELEASE

Principles of the campaign:

- ❑ Give Société Générale employees doing different jobs throughout the world the opportunity to talk about their experiences.
- ❑ Ask them to talk about their careers, their activities, their achievements and their vision of their profession.
- ❑ Testimonies filmed in the manner of a TV documentary.
- ❑ Thirteen 30-minute films of true stories that contribute to economic or social progress, personal fulfilment, professional innovations.
- ❑ Create a “collection” that has a start and an end, original music, as well as a web site that groups all the stories.

Bruno Fradin`s point of view, General Director of the Harrison & Wolf agency:

“For this campaign we wanted to create a personal and sincere atmosphere to get as close to those who work in the bank as possible”

The principles of the production:

- ❑ By allowing the characters to talk off camera throughout the films we were able to obtain more open and spontaneous accounts.
- ❑ An individual is filmed for 2 days in his/her personal and professional life. Through these images we gain an insight into the person, his/her cultural professional and personal environment.
- ❑ The images are very carefully filmed using long focus professional 35mm lenses; we favoured depth of field and soft-focus/clear effects. The calibration is meticulous and is close to that of cinema films (high brightness, deep black etc.).

Reynald Gresset`s point of view, director:

“I was really struck by the motivation and involvement of the employees who participated in this campaign. They genuinely wanted to share the reality of their jobs”

The media plan: the choice of Internet

- ❑ Given the number of stories, it seemed natural to put them on the web, an excellent media platform that allows the films to be watched individually or as a collection.
- ❑ The campaign will be presented on the majority of information sites in Europe (France, Germany, the United Kingdom, Spain and Italy) and in Asia (China, Hong Kong and Singapore).
- ❑ In France, the initiative will be also be shown on satellite and cable TV channels.

Jorge Irizar`s point of view, Director of Havas Media International Paris:

“This media initiative reflects our willingness to maximise the target audience`s exposure to the campaign so that they have a complete vision of the collection.”

All aspects of this communication initiative direct viewers to the **Bankers` stories web site**, www.bankersstories.com that groups together all the stories.

The videos can be watched in 6 languages: French, English, German, Spanish, Italian and Chinese.



Société Générale

Société Générale is one of the largest financial services groups in the euro-zone. The Group employs 151,000 people worldwide in three key businesses:

- 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 2 744 billion, September 2008) and under management (EUR 371 billion, September 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: FTSE, ASPI and Ethibel.

www.socgen.com

Harrison & Wolf agency

- Founded in 1999 by Jean-Claude Boulet and Jean-Christophe Alquier, Harrison & Wolf provides savoir-faire and tools that respond to the corporate issues of companies and institutions: strategic consultancy, advertising, social communication, sustainable development, financial communication, sensitive and crisis communication, managerial communication, B2B, PR, publications, multi-media, and supporting international invitations to tender.
- The aim of the agency is to renew the approach to institutional communication by combining strategic consultancy and creativity, youthful and mature teams, and the effectiveness and inventiveness of implemented solutions.
- With around 60 staff, gross earnings of 9.5 million Euros in constant progression and a number of prestigious clients Total, Société Générale, Alstom, Lafarge, net-entreprises.fr and Suez Environnement/Lyonnaise des Eaux, Harrison & Wolf is now one of the top agencies for Institutional communication in France.

Harrison & Wolf is a member of the TBWA Worldwide network.

CAPA Entreprises production company

- Founded in 1989, today Capa is the number one independent agency for reports and magazine programmes in Europe. Its expertise can be seen in regular broadcasts such as Envoyé spécial, Des racines et des ailes, Dimanche +, L'effet papillon, Faites passer l'info, Extérieur jour, Madame, Monsieur, Bonsoir, and in over 3000 exclusive reports and documentaries broadcast by over 100 television companies worldwide. Capa brings together journalists and audio-visual professionals able to adapt their expertise to fiction - Capa Drama – and corporate communication - Capa Entreprises.
- For over 15 years, Capa Entreprises has produced almost 1200 documentaries, information and training films, educational films, corporate films, advertising films and short television programmes for over 150 clients.

In advertising, Capa Entreprises has built a solid reputation for films that show the testimonies of real people filmed by small teams that respect the formal and aesthetic demands of advertising content.