

## NEWS FLASH

Paris, 8 July 2013

### SOCIETE GENERALE LAUNCHES UNIQUE COLLABORATIVE DIGITAL INITIATIVE

As part of its ambitious strategy to meet the various digital challenges facing the Group, Societe Generale has launched a unique collaborative initiative involving all its staff around the world. In order to make this **large-scale co-building effort** a success, the Group invited its entire staff in and outside France to think about the current developments and to make their own proposals in the three areas of the Group's digital transformation: developments in customer relations, changes in staff's working conditions and the impact on IT systems. The **in-house social network** "SG Communities", which is available to a great number of the Group's staff, proved to be an ideal platform for the collaboration's vast consultation and contribution phase which ran from 21 May to 21 June 2013.

The outcome of this original initiative is extremely positive, with record participation levels. The number of active members on SG Communities soared from **8,000 to 15,000 in a single month**, and most importantly, **over 1,000 ideas** were put forward by staff in **19 countries**. After organising these proposals by category, they were put to an open vote, and a total of **16,000 votes** selected the most popular proposals by category. The top 10 proposals were then presented on 8 July at an internal event attended by Frédéric Oudéa, Group CEO, and Françoise Mercadal-Delasalles, Group Head of Corporate Resources and Innovation. These proposals will be published in a digital official report, which will be issued to heads of Group activities who will review their feasibility.

"Understanding and taking on board the significant changes brought about by digital technology in both the private and company sphere is vital for the Group's performance, differentiation and competitive edge," explained **Françoise Mercadal-Delasalles, Group Head of Corporate Resources and Innovation**. "We were convinced that this issue demanded a different, less traditional and more innovative approach, and a collaborative process was an obvious choice for us. Our staff, who are extremely active on social networks, proved more than willing to participate in this debate. This event marks both an end and a starting point."

#### 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;

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- 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.

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