

Press Release

Paris, 26 November 2010

Societe Generale becomes a Worldwide Partner of the next two Rugby World Cups in 2011 and 2015

Societe Generale announces its sponsorship as Worldwide Partner of Rugby World Cup 2011 in New Zealand and Rugby World Cup 2015 in England. A long-term partner of rugby in France, Societe Generale acquires a new dimension by building a long-term partnership with one of the world's foremost sporting events.

An established presence in rugby based on shared values

Frédéric Oudéa, Societe Generale Group's Chairman and CEO, says, "*Societe Generale and rugby share strong values: team spirit, commitment and respect. Societe Generale has supported the development of rugby for many years, at both elite and amateur levels. Today our commitment, already deeply rooted in France, is acquiring a new dimension: being a Worldwide Partner of the next two Rugby World Cups will enable us to illustrate our Group's international strategy and strengthen our ties with rugby around the world.*"

In addition to being an official partner of the French national team and of the French rugby championship, Societe Generale also provides support to over 400 amateur clubs throughout France and strives to develop local initiatives with players of all levels. Since 1987, Societe Generale has gradually extended its involvement beyond France and now supports numerous national rugby federations in Asia, Europe and Africa.

Societe Generale first became a partner of Rugby World Cup in 1999, when the tournament was hosted in Wales, with a communication strategy limited to France. In 2007, Societe Generale was the first Worldwide Partner to be announced for Rugby World Cup held in France, that beat all records in terms of audience and attendance.

A new, long-term international dimension

To illustrate its international dimension, with a presence in 82 countries, and support its strategic development objectives, Societe Generale is extending its collaboration with Rugby World Cup Limited (RWCL) by supporting the next two editions of the Rugby World Cup and joining the family of Worldwide Partners of the tournaments.

Bernard Lapasset, Chairman of the International Rugby Board (IRB), is very pleased with this renewed partnership, "*We are delighted to be extending our partnership with Societe Generale, a strong supporter of Rugby around the world, across the next two Rugby World Cup tournaments.*"

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"The strength of the commercial programme is integral to the success of Rugby World Cup and the development of the Game worldwide and this ongoing relationship with one of the world's leading banks is a massive boost for the Tournament. We look forward to working with Societe Generale over the next five years to further the promotion of the Game around the world."

Societe Generale

Societe Generale is one of the largest financial services groups in the euro-zone. The Group employs 157,000 people worldwide in three key businesses:

- Retail Banking, Specialised Financing & Insurance: Societe Generale serves 32 million individual customers worldwide.
- Private Banking, Global Investment Management & Services: Societe Generale is one of the largest banks in the euro-zone in terms of assets under custody (EUR 3,246 billion, March 2010) and under management (EUR 164 billion excluding Amundi, March 2010).
- Corporate & Investment Banking: Societe Generale tailors solutions for its clients across sectors by capitalising on its worldwide expertise in investment banking, global finance, and global markets.

Societe Generale is included in the socially-responsible investment indexes: FTSE4Good and ASPI. In 2010, the title of SAM Sector Mover was awarded to Societe Generale.

www.societegenerale.com