

SOCIETE GENERALE : COMPANIES' FAVOURITE BANK

Press release

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Societe Generale has topped the rankings of corporate CFOs' favourite banks, according to a study carried out with Challenges magazine.

According to a study* on the quality of the relationship companies have with their banks, a study carried out amongst their members by the associations of CFOs and management controllers (DFCG), credit managers (AFDCC) and accounting directors (APDC), in partnership with Challenges magazine, Societe Generale came top of all banking institutions in France. The criteria emphasised in this study included:

- Project support
- Granting of credit;
- Access to a bank advisor;
- Banks' role in the digitalisation of companies, notably in fighting fraud.

Societe Generale has always shown its ability to adapt in order to meet the growing need for expertise of its professional, VSE, SME and large corporate clients by putting its relationship model at the very heart of its strategy. Whether it be the Bank's business managers within its retail banking arm throughout France in special centres devoted to professional and corporate clients or its global banking and investor solutions teams, they are all committed to providing their expertise and establishing a long-term relationship with their clients.

"In a rapidly changing world in which new risks are appearing but new opportunities too, the role of banks is crucial for advising clients and accompanying their development projects. Banking is an industry based on long-term relationships of trust. The results of this survey confirm the promise we make to our clients: be the relationship-focused bank of reference, the trusted partner for its clients. I would like to pay tribute to the work undertaken by our staff and thank our clients for the trust they place in us", said Frédéric Oudéa, Societe Generale's Chief Executive Officer.

* Study carried out by Challenges magazine's editorial department in partnership with the association of chief financial officers and management controllers (DFCG), the association of accounting directors (APDC) and the association of credit managers (AFDCC) between 13 May and 14 June, 2019 amongst 235 officers, 43% of them CFOs. 41% of respondents belong to a company with more than 301 employees and 39% said their group generated annual revenue of over 100 million euros. 149 of respondents agreed to give a mark to their main bank which – according to the survey – represents 69% of their financial flows.

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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 149,000 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.

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