

# Societe Generale

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For Societe Generale, a bank is first and foremost a service company, and the customer relationship will always be at the heart of this service. This conviction is the basis of the new Group signature. The promise of building team spirit together gives a complete sense of the modern relationship that the bank hopes to build with its customers – a balanced, long-term relationship where the bank works alongside its customers to help them succeed in their projects and to progress with them.

"Building team spirit together" is also the internal motto for the transformation undertaken by the Group. Combining skills, initiating synergies, pooling resources and best practices, to ultimately improve the company's customer service – the message is as rich in meaning for employees as it is for customers. Beyond the transformation underway, team spirit is a strong value at Societe Generale, anchored in its managerial culture and practices; as a universal value, it has the potential to unite all of the Group's employees throughout the world. "We believe that it is by working together with our customers and within the company that we will build the reference for relationship banking. We are mobilising all of our energies and resources to meet this ambition. We know that customer satisfaction cannot be decreed; it is earned through sustained deeds and action: this is the meaning of our transformation programme and our new campaign. It unites us and drives us to succeed. This is how we perceive our profession as bankers, this is how we will be useful to our clients and to the economy, in a world in upheaval", says Frédéric Oudéa, Chairman and Chief Executive Officer of Societe Generale.

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