

Press Release
For Immediate Release
4th July 2006

Société Générale first to utilise mobile tag technology as an employee recruitment tool

Innovative campaign developed to recruit IT engineers

Abaxia, a leading specialist in embedded mobile software solutions, has today announced that Société Générale, one of the largest financial services groups in Europe is to use the Mobile Tag solution to recruit young IT engineers. This original and innovative campaign has been developed to recruit around thirty IT engineers, who are either graduates or have some professional experience, making this the first “tag-based” Human Resources communication campaign.

MobileTag will allow prospective employees to access online videos via their mobile phone that outline the different positions available to IT engineers within Société Générale's Corporate and Investment Banking department. This is an innovative and original way for employers to unveil the daily challenges and responsibilities of a role. In this instance those faced by IT support engineers working in financial centres where Société Générale operates.

“This technology is proof of Société Générale's commitment to innovation and enhances our image as a benchmark employer,” said Anne Marion-Bouchacourt, Head of Human Resources for Société Générale Corporate & Investment Banking. **“Beyond ‘Mobile Tag’, this campaign allows us to make people more aware of the IT positions available and highlight the importance of the role of IT engineers at Société Générale Corporate & Investment Banking.**

MobileTag is an embedded application that enables camera-phones to read and decipher data matrix prints, known as 'Tags', which appear as a small square symbol that can be inserted into any text on a paper document, on television, or any kind of advertisement. By using this technology, MobileTag can provide mobile users with instant access to dynamic and personalised SMS services and mobile internet sites, including job specifications and advertisements.

Four different videos will be accessible via these “electronic tags” each presenting the key attributes and information for the four positions, for which the IT support department of Société Générale Corporate & Investment Banking is recruiting. This is the first time that this technology has been used to communicate job specifications and form part of a Pan-European recruitment campaign.

"By conducting a recruitment campaign using new and exciting technology such as Mobile Tag, Société Générale hopes to attract innovative and forward thinking IT engineers who can play a role in the bank's development in competitive and global markets," says Cedric Mangaud, CEO, Abaxia. " Société Générale are pioneering this use for MobileTag, but before too long, this could be the norm for large scale recruitment campaigns."

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About Société Générale

Société Générale is one of the largest financial services groups in the euro-zone. The Group employs more than 103,000 people worldwide in three key businesses:

Retail Banking & Financial Services: Société Générale serves more than 19,8 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 1,521 billion, March 2006) and under management (EUR 402 billion, March 2006).

Corporate & Investment Banking: Société Générale ranks among the leading banks worldwide in euro capital markets, derivatives and structured finance.

Société Générale is included in the five major socially-responsible investment indexes.

www.socgen.com

Société Générale Corporate & Investment Banking

Present in over 45 countries across Europe, the Americas and Asia, Société Générale Corporate & Investment Banking is a reference bank specialising in:

- § Euro capital markets. A top ten player in debt and equity segments (bonds, securitisations, syndicated loans, equity-linked and equity issues).
- § Derivatives. Among the world leaders in equity derivatives and in many interest rate, credit, foreign exchange and commodities derivatives.
- § Structured finance. A worldwide leader in export, project and structured commodity finance.

Combining innovation and quality of execution, Société Générale Corporate & Investment Banking provides corporates, financial institutions and investors with value-added integrated financial solutions. www.sqcib.com

About Abaxia

Abaxia is a software publisher specialising in mobile embedded software solutions. Its primary mission is to provide Mobile Services carriers, Terminals manufacturers and Internet Service Providers mobile embedded solutions for increasing their ARPU by easing out the usage of mobile services. Abaxia designs very powerful user-friendly solutions to turn Smartphones into true wireless links at the centre of everyday use, giving the best user experience. Abaxia currently plays a major role in six constructors' ROM build, and is referenced among the leading mobile industry companies as Orange, Nokia, and Bouygues Telecom. The management team has extensive experience in mobile computing, with a mixed background in telecommunications, information systems and Internet technologies. More information is available at www.abaxia.com

About MobileTag

MobileTag allows individuals and professionals to create, manage, and print data matrix prints, known as 'Tags', which can be inserted into any text on a paper document, on television, or any kind of advertisement. Mobile phone users then simply have to centre the Tag within their screen, and snap the image with their camera phone, in order to be automatically directed to a specific online service, such as a Wap or Web portal. MobileTag is already a partner with a wide variety of content providers and publishers. More information is available at www.mobiletag.com

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