

PRESS RELEASE

Paris, 5 May 2014

SOCIETE GENERALE IS 150 YEARS OLD. HOW OLD ARE YOU? In the digital era, the Group is celebrating its anniversary with its customers, employees and all of France

On 4 May 1864, the "Societe Generale to foster business and industrial growth" was founded by a group of industrialists and financiers driven by ideals of progress.

This anniversary is an opportunity to look back on the history of a bank that has continuously reinvented itself to keep up with the changing times. In the digital era, Societe Generale naturally chose to take advantage of new technologies to share its 150th anniversary with its customers, employees and the general public.

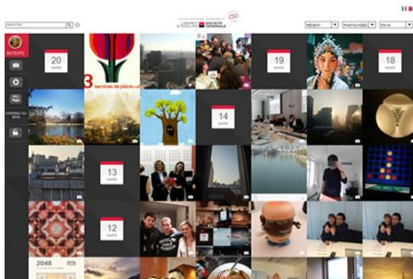
A digital journey through 150 years of history

The digital journey invites users to explore Societe Generale's history since their birth year by means of 50 surprising and unusual angles: from Societe Generale's founders to the Bank 2.0, including world exhibitions, the development of our retail banking network in France and abroad, the evolution of banking techniques, architecture, bank heists, the introduction of the euro, etc.

This playful, tablet-friendly website is available via <http://www.societegenerale.com/en/150years> in French and in English. A less bandwidth-heavy mobile version is also available for smartphones.



The 150th Anniversary Wall takes off with employee involvement



More than 50 locations in France and abroad have organised breakfasts during the week of 5 May 2014 so that employees can share a friendly bonding experience. These events will be shared through digital tools, in particular through the 150th Anniversary Wall, a digital mosaic of photos and videos posted directly online by Group employees. A perfect opportunity to share and "like" these celebrations of Societe Generale's 150th around the world.

PRESS RELATIONS

LAETITIA MAUREL
+33(0)1 42 13 88 68
Laetitia.a.maurel@socgen.com

HELENE AGABRIEL
+33(0)1 41 45 98 33
Helene.agabriel@socgen.com

NATHALIE BOSCHAT
+33(0)1 42 14 83 21
Nathalie.boschat@socgen.com

ANTOINE LHERITIER
+33(0)1 42 13 68 99
Antoine.lheritier@socgen.com

ASTRID FOULD-BACQUART
+33(0)1 56 37 67 95
Astrid.Fould-Bacquart@socgen.com

SOCIETE GENERALE
COMM/PRS
75886 PARIS CEDEX 18
SOCIETEGENERALE.COM

A FRENCH CORPORATION WITH SHARE CAPITAL OF
EUR 1 000 024 292,50
552 120 222 RCS PARIS

A 150th anniversary contest open to everyone, with more than more than 30,000 prizes to win.

From 5 May to 30 June, this free online contest is open to everyone* via internet, tablet and smartphone or using a participation form available at our branches. More than 30,000 prizes are up for grabs, including trips to Tahiti, rugby weekends, televisions, tablets, Bluetooth speakers, MP3 tracks and autographed rugby balls and shirts.

**The competition is open to all persons over the age of majority before the start of the game who are tax residents of mainland France.*



An advertising campaign thanking our customers



On 4 May, Societe Generale launched a communications campaign to thank all of its customers and invite them to join in its anniversary celebrations, particularly through a newspaper ad and a retrospective video shared widely on social networks (YouTube, Twitter and Facebook). Over the coming days, the Group will launch an advertising campaign (press, web and radio) that is targeted more at businesses. The Bank will reaffirm its support for business with more than 43,000 projects financed and 5,000 businesses established in 2013 alone.

Find all of the 150th anniversary celebrations here:

<http://www.societegenerale.com/en/150years>



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.

Societe Generale has been playing a vital role in the economy for 150 years. With more than 148,000 employees, based in 76 countries, we 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, offering a comprehensive range of multichannel financial services on the leading edge of digital innovation;
- **International retail banking, financial services and insurance** with a presence in emerging economies and leading specialised businesses;
- **Corporate and investment banking, private banking, asset management and securities services**, with recognised expertise, top international rankings and integrated solutions.

Societe Generale is included in the main socially responsible investment indices: Dow Jones Sustainability Index (Europe), FSTE4Good (Global and Europe), Euronext Vigeo (Global, Europe, Eurozone and France), ESI Excellence (Europe) from Ethibel and 5 of the STOXX ESG Leaders indices.

For more information, you can follow us on twitter @societegenerale or visit our website www.societegenerale.com.

Societe Generale: 150 years

In 2014, Societe Generale Group celebrates its 150th anniversary with a focus on entrepreneurial spirit, innovation and team spirit. Founded by a group of industrialists and financiers, the bank's very name illustrated their ambition: "Société Générale pour favoriser le développement du commerce et de l'industrie en France" ("**Societe Generale to support the development of trade and industry in France**"), as written into the Imperial decree signed by Napoléon III on 4 May 1864.

Societe Generale has always served economic development, contributing to the financing of infrastructures that symbolised the modern world and of leading French groups. Societe Generale was among the first French banks to open branches in London and in Russia in the 1870s, before expanding into the Maghreb, New York and Africa and to set up operations in Central European countries.

Societe Generale has always been at the cutting edge of financial innovation, and takes strength from its origins to assert its banking vision for the future, reinvent its businesses to serve its clients and become the reference bank of the 21st century.