



PRESS RELEASE

Paris, September 2nd 2002

Thierry Dehesdin appointed Head of Corporate Patronage and Sponsorship

Thierry Dehesdin is appointed Head of Corporate Patronage and Sponsorship, reporting to Hugues Le Bret, Head of Communication at Société Générale Group.

Born in 1947, Thierry Dehesdin graduated from the Paris Institut d'Etudes Politiques. A representative of the Department of Trade and Industry in 1972, he joined Société Générale in 1974 in charge of several financing subsidiaries, in France (Diebold Computer Leasing, SogeFactoring) and abroad (Sogelease Japan). Thierry later worked for Société Générale in Latin America, Paris and New York until October 2001.

Société Générale's Patronage and sponsoring activities include : rugby, music, golf, bridge, modern and contemporary art.

- **Rugby**

French rugby is currently Société Générale's main sponsorship activity. The bank identifies strongly with the values projected by this sport: **strategy, competitiveness, dynamism, ethics, team spirit**. Société Générale has been committed to rugby for over fifteen years. This includes the creation of *Challenge Jean Bouin, a Société Générale trophy in 1984*, the partnership agreement signed in 2001 with the FIRA - European Rugby Association, the partnership with the French Rugby Federation since 1987 and the sponsorship of the Rugby World Cup in 1999.

- **Music**

In its role as a patron of music, Société Générale focuses on fostering young talent, enriching and protecting our musical heritage and contributing to the development of musical knowledge and practice. It chooses projects based on a desire to make a genuine contribution to music and a willingness to provide support for the full duration of a project. In this regard, it provides temporary, but well-defined, assistance with the aim of producing or reviving quality musical projects.

- **Golf**

The French Golf Federation works with Société Générale under a partnership agreement concluded in July 1st 2001 until December 31st 2004. This agreement covers both international and federal competitions for France's amateur teams. It also includes projects to develop golf schools for young people within clubs.

- **Bridge**

The bank is the official and main partner of 1,362 clubs (100,000 registered players and over 2.5 million other players). This involves national and international competitions, which bring together over 700,000 players every year. This partnership also supports the development of bridge in schools and universities.

Press contact

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SOCIÉTÉ GÉNÉRALE, a Société Anonyme with a share capital of EUR 530,423,152.50 - 552 120 222 RCS PARIS

- **Modern and contemporary art**
Société Générale's collection of contemporary art offers a broad panorama of visual art creation from the end of the 1950's through the 1990's, The public can view this collection at the bank's Modern Art Gallery internet site at www.socgen.com.

The Société Générale Group is one of the leading banks in the euro zone. The Group employs 85,000 people around the world in three key businesses:

- Retail Banking: 13.4 million retail customers in France and worldwide.
- Asset Management & Private Banking: Société Générale ranks third in the euro zone in terms of assets under management (EUR 298 billion at year-end 2001).
- Corporate & Investment Banking: SG is the fourth largest bank in the euro zone based on net banking income.

Société Générale is the only French bank to be included in the four major international sustainable development indices. www.socgen.com