



## **Société Générale and American Express Join Forces to Create Le Club Société Générale-American Express**

(Paris – November 7, 2002) —Société Générale and American Express **have announced a partnership agreement to create Le Club Société Générale-American Express to meet the special needs of the French bank’s high-income retail customers.**

**For the first time in France, a bank and a card issuer are leveraging the fit between their respective skills.** Le Club Société Générale-American Express is a **unique offer** that combines financial and asset management expertise and support, an array of more personalized services, and a prestigious American Express international payment card.

Membership in Le Club entitles customers to a package comprising three benefits:

- **Société Générale’s asset management skills and services.**
- A premium payment card, **the American Express Gold or Platinum Card**, with a range of very high quality services.
- **Preferred service benefits, like loyalty programs and special invitations.**

Le Club grew out of strategic discussions led by Société Générale on the special needs of its upper-income-bracket customers, who have specific requirements in terms of advisory and other services. *“Société Générale already offers them its professionalism and expertise,”* commented Bertrand de Lachapelle, the bank’s Vice President for Retail Customer Marketing. *“The creation of Le Club Société Générale-American Express demonstrates our commitment to providing a single product delivering a clearly stated promise in line with specific customer needs. We want to give our customers the best possible service and in this respect, American Express is the ideal partner.”*

*“Société Générale’s positioning and understanding of affluent customers fits seamlessly with ours,”* said Nicolas Sireyjol, France Country Manager. *“The partnership has led to a highly innovative, comprehensive suite of services for retail customers. We’re proud to have been chosen by Société Générale to serve its customers.”*

### **Additional Information**

**Le Club Société Générale-American Express** is being marketed by more than 3,000 Société Générale employees in 2,000 agencies in France for an annual fee of 230 euros with a Gold Card or 580 euros with a Platinum card.

[www.club.societegenerale.fr](http://www.club.societegenerale.fr)

### **About Société Générale**

One of the leading Euro Zone banks, Société Générale employs some 80,000 people worldwide and operates in three core businesses:

- Retail banking, with 13.4 million customers in France and other countries.
  - Asset management, in which it ranks third among Euro Zone banks with 298 billion euros in managed assets at year-end 2001.
  - Finance and investment banking, in which it ranks fourth in net banking income in the Euro Zone.
- Société Générale is included in the four leading international sustainable development indexes.

[www.socgen.com](http://www.socgen.com)

### **About American Express**

American Express Travel Related Services (TRS) includes the travel services, payment card and travelers cheque businesses of the American Express Company. American Express is both an acceptance network and the world's leading non-bank issuer of payment cards, in terms of number of cards (55.2 million cards in circulation, denominated in 43 currencies and accepted in more than 200 countries) and total card payments (\$298 billion in 2001).

#### **American Express Company – Key Figures at December 31, 2001**

Net revenues: \$21.36 billion

Net income: \$1.31 billion

3,700 travel agencies and representatives serving retail customers and companies

More than 500,000 ATMs

Travelers Cheques in nine currencies, including the euro

84,400 employees

[www.americanexpress.fr](http://www.americanexpress.fr)

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