



CORPORATE &
INVESTMENT BANKING

Press Release

Tokyo, 19 November, 2003

SOCIÉTÉ GÉNÉRALE APPOINTS ERIC BELLAICHE AS PRESIDENT OF SOCIÉTÉ GÉNÉRALE SECURITIES TOKYO BRANCH AND CHIEF COUNTRY OFFICER, JAPAN

Société Générale Securities (North Pacific), Ltd., Tokyo Branch today announces the appointment of Eric Bellaiche as President of Société Générale Securities Tokyo Branch and Chief Country Officer of Société Générale Group in Japan, effective December 1, 2003. Mr. Bellaiche replaces Shozo Nurishi who has decided to pursue other career opportunities outside the Group.

Michel Macagno, Head of SG Corporate and Investment Banking for Asia Pacific, commented: "I am very pleased to announce Eric's appointment. He has made substantial contributions across our worldwide business. His international business background, track record and leadership skills will enable him to contribute to the further development of our business in Japan."

Eric Bellaiche brings more than 10 years' global banking experience to his new position, having served in a series of key international postings within the SG global network. Most recently he was Global Head of Emerging Country Risk at Société Générale Paris. Prior to that, he was with SG CIB in New York, serving as Head of Coverage of US affiliates of European and Asian multinationals. Mr. Bellaiche also worked at SG Chicago, as a Banker covering US Midwest multinationals. His career with Société Générale Group began in 1992, when he joined SG's oil trading arm, SG Energie. Prior to joining SG, Mr. Bellaiche worked for Philips Electronics in France, Sweden and Canada.

Additionally, as of November 1, 2003, Laurent Depus has been appointed as Managing Director and Branch Manager of Société Générale Tokyo Branch, replacing Toru Ogino who has retired from the Group. In his new position, Laurent Depus will be responsible for all operations of Société Générale Tokyo Branch.

Société Générale
Corporate Press Relations
Stephanie Carson-Parker
Tel: 331 42 14 95 77
stephanie.carson-
parker@socgen.com

For further information, please contact:

SG Corporate & Investment Banking

Ayako Suzuki, Communication Manager
ayako.suzuki@sgcib.com

+ 81 3 5549 5580

NOTE TO EDITORS

SOCIÉTÉ GÉNÉRALE GROUP

The Société Générale Group is one of the largest banks in the eurozone. The Group employs more than 80,000 people worldwide in three key businesses:

- Retail Banking: Société Générale serves 14,5 million retail customers worldwide.
- Asset Management & Private Banking: Société Générale ranks third in the eurozone in terms of assets under management (EUR 270 billion in 2002).
- Corporate & Investment Banking: SG is the third largest bank in the eurozone based on net banking income.

Société Générale is included in the four major socially responsible investment indexes. www.socgen.com

SG CORPORATE & INVESTMENT BANKING

SG CIB is the Corporate and Investment Banking arm of the Société Générale Group. Present in over 45 countries across Europe, the Americas and Asia, SG CIB is a bank of reference 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, SG CIB provides corporates, financial institutions and investors with value-added integrated financial solutions.

www.sgcib.com

In Japan

Société Générale Group has nearly 600 employees in Japan working in three key businesses: Corporate & Investment Banking, Asset Management and Private Banking. SG is widely recognized for market-leading capabilities in export and project finance, a strong equity derivatives platform and innovative structured and alternative products offering.

The Group has also a strong asset management presence in Japan, with assets under management of approximately JPY 1.58 trillion (March 31, 2003).

In June 2002, SG Private Banking was launched in Japan providing to Japanese High Net Worth Individual unhindered on-shore private banking services.