



PRIVATE BANKING

Press Release

Paris, February 2, 2004

SG Private Banking named “Best Private Bank” in France in *Euromoney* survey

SG Private Banking has been named “Best Private Bank” in France in the *Euromoney* private banking survey, confirming the bank’s leadership position in a highly competitive market. The survey also ranked SG Private Banking number 11 among the world’s top 25 private banks.

The survey of 1,000 private banks around the world was carried out during the first half of 2003. It focuses on the features of each bank’s activities and includes peer rankings of the private banks that offer the best services. The institutions are classified by category (world’s best private bank, best private bank by country, etc.) and according to criteria set by the magazine to measure the quality of services offered.

The Société Générale Group has considerably expanded its private banking business in recent years, combining organic growth and acquisitions. SG Private Banking in France benefits from long-standing recognition of its expertise in financial and asset engineering.

Pierre Mathé, Global Head of Private Banking for Société Générale, said “winning the *Euromoney* award for “best private bank” in France reflects our teams’ commitment to offering high-quality tailored wealth management services and is a mark of their strong client commitment.”

Société Générale Group

Société Générale is one of the largest financial service groups in the eurozone. The Group employs more than 80,000 people worldwide in three core businesses:

- Retail Banking & Financial Services: Société Générale serves more than 15 million retail customers worldwide.
- Global Investment Management: Société Générale is one of the largest banks in the eurozone with assets under management of EUR 281.5 billion in September 2003.
- Corporate & Investment Banking: SG CIB ranks among the world’s leading banks in euro capital markets, derivatives and structured finance.

Société Générale is included in the four major socially-responsible-investment indices.

www.socgen.com

Société Générale

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SG Private Banking

SG Private Banking has offices in 23 countries. It ranks among the market leaders in France, and has a strong presence in the United Kingdom, Luxembourg, Switzerland, Belgium and Asia, where SG Private Banking figures among the top ten players.

Over 1,700 professionals manage EUR 45 billion of assets for more than 75,000 high net worth clients (at year-end 2003). SG Private Banking's growth strategy is based on a business model that encompasses a global approach to client requirements via advisory and asset engineering. It offers clients a broad range of sophisticated products and services that cover differing needs and include the best products available on the market, based on an open structure. www.sgprivatebanking.com

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