

Société Générale becomes an official sponsor of the Japan National Rugby team

Société Générale announced today that it has become an official sponsor of the Japan national rugby team. Société Générale is the first foreign-owned company to achieve this status.

The official sponsorship agreement between Société Générale and the **Japan Rugby Football Union (JRFU)** will cover the period from April 1, 2005 to March 31, 2008. Through its sponsorship, Société Générale aims to contribute to increasing the awareness, the importance and the popularity of the sport of rugby in Japan, and also to promote the values of strategy, strength, ethics and team spirit which characterize rugby.

Société Générale Group's sponsorship strategy focuses essentially on rugby. In France, Société Générale has been official sponsor of the French Rugby Federation since 1987. In the Czech Republic, Romania, and Luxembourg, it is the main sponsor of the national rugby federation, and the Group has also a presence in the UK by sponsoring the club Saracens. Société Générale is therefore very pleased to extend its sponsorship of rugby to Japan, a key market for the Group.

Hugues Le Bret, Director of Communications for Société Générale Group, said, "Société Générale's commitment to rugby is long-standing and broad-based. We are extremely pleased to announce this key partnership with JRFU as a way to demonstrate our support to the development of rugby, which we hope will become increasingly prominent in Japan."

Eric Bellaiche, President of Société Générale Securities (North Pacific) Ltd., Tokyo Branch and Chief Country Officer of Société Générale in Japan, said, "This new sponsorship is an additional signal of Société Générale's firm commitment to the Japanese market." Noting that the Japan Rugby Football Union has announced its intention to bid for the 2011 Rugby World Cup, E Bellaiche said that Société Générale wanted not only to support the Japan national team, but also to contribute to the advancement of rugby in Japan.



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Société Générale is active in Japan through Société Générale, Tokyo Branch; Société Générale Securities (North Pacific) Ltd., Tokyo Branch; Société Générale Asset Management (Japan) Co., Ltd.; and SG Private Banking (Japan) Ltd. The establishment of this new official sponsorship arrangement means that the four Société Générale entities will be supporting the Japan national rugby team.

Société Générale Group

Société Générale is one of the largest financial services groups in the euro-zone. The Group employs 92,000 people worldwide in three key businesses:

- Retail Banking & Financial Services: Société Générale serves more than 16 million retail customers worldwide.
- Asset Management, Private Banking & Securities Services: Société Générale is one of the largest banks in the euro-zone in terms of assets under custody (EUR 1,115 billion) and under management (EUR 315 billion, December 2004).
- Corporate & Investment Banking: SG CIB ranks among the leading banks worldwide in euro capital markets, derivatives and structured finance.

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

SG in Japan

Société Générale Group has been operating in Japan for more than 30 years. With more than 500 staff, the Group is currently active in three key areas: Corporate and Investment Banking, Asset Management and Private Banking.

Through its local bank and securities company, SG Corporate and Investment Banking (SG CIB) serves large multinational Japanese corporates in Japan and throughout its extensive international network in Europe, the US and emerging countries, providing tailor-made structured finance solutions, access to euro capital markets and banking services. SG CIB is also a major counterpart of Japanese financial institutions. Its strong Tokyo-based derivatives trading platform designs leading edge structured investment products for the institutional and retail markets.

The Group also has a strong asset management presence in Japan, with assets under management of approximately JPY 1.97 trillion (as of February 28, 2005). The acquisition of Resona Asset Management and a distribution agreement with Resona Bank were announced in April 2004.

In June 2002, SG Private Banking was launched in Japan providing Japanese High Net Worth Individuals a comprehensive, innovative range of on-shore private banking services.