

Paris, Samara, 30 March 2005

PRESS RELEASE

Société Générale set to acquire Promek Bank

Société Générale and the SOK Group announced today the acquisition by Société Générale of 100% of **Promek Bank**, a subsidiary of the SOK Group.

Closing of the transaction is expected within the next few months and will be subject to the approval of the Central Bank of Russia and the Russian Anti-Monopoly Authority.

Headquartered in Samara, Promek Bank has consumer loans outstanding exceeding 75 million USD of which two thirds are car financing products. Promek Bank has around 500 employees and 48 branches and/or representative offices.

The acquisition of Promek Bank will complement the geographical scope of **Rusfinance**. Rusfinance is the consumer finance subsidiary of Société Générale group in Russia, launched in August 2004 jointly with Barings Vostok Capital Partners. Rusfinance currently employs 600 persons in 15 Russian regions, with a loan portfolio exceeding 50 000 clients. This acquisition will accelerate Rusfinance's development on the car finance market (Promek is currently the financing partner of more than 600 multi-brand dealerships in Russia).

This transaction perfectly fits the development strategy of the Specialized Financial Services business of Société Générale and will also allow synergies with its other activities in Russia (retail banking and car renting).

CONTACTS

SOCIÉTÉ GÉNÉRALE

Jérôme FOURRÉ
+33(0)1 42 14 25 00
Stéphanie CARSON-PARKER
+33(0)1 42 14 95 77
Hélène AGABRIEL
+33(0)1 41 45 97 13

COMM/PRS

Tour Société Générale
92972 Paris-La Défense cedex
France

Fax: +33(0)1 42 14 28 98

www.socgen.com

SOCIÉTÉ GÉNÉRALE

A French corporation with
share capital of
EUR 542 691 448,75
552 120 222 RCS PARIS



GROUP

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.
- Global Investment Management & 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 main socially-responsible investment indices. www.socgen.com

Rusfinance

Rusfinance is the consumer finance subsidiary of Société Générale group in Russia, launched in August 2004 jointly with Barings Vostok Capital Partners.

Rusfinance currently employs 600 persons in 15 Russian regions, with a loan portfolio exceeding 50 000 clients. Through its powerful IT systems and using modern risk management tools, including scoring systems, Rusfinance focus on consumer loans distribution through two main channels: a direct marketing platform and a network of commercial partners (auto dealers and retail chains all over Russia).

www.rusfinance.ru

SOK Group

One of the most ambitious and fast growing industrial group in Russia, the SOK Group controls more than 40 industrial companies all over Russia. More than 20 companies produce auto component parts and 3 companies – ROSLADA, IZHAUTO and VAZINTERSERVICE – produce cars. Total turnover of the Group in 2004 amounted to USD 1,5 billion. The Group employs more than 80,000 people.