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## PRESS RELEASE

### Société Générale completes the acquisition of a 100% stake in Promek Bank

Société Générale announces that the acquisition of 100% of **Promek Bank** from the SOK Group, a Russian automobile conglomerate, has been successfully completed following **approval by Russian regulatory authorities** : the Central Bank of Russia and the anti-monopoly body.

Headquartered in Samara, Promek Bank is a leading regional bank in Russia specialized in consumer finance, with two thirds of its loan portfolio made up of car financing. With a strong network of more than **48 branches** in 34 Russian regions, Promek Bank employs around **600 staff** and serves **110,000 clients**.

This acquisition enables Rusfinance, Société Générale's subsidiary in Russia specialized in point of sale loans, to **enlarge its geographic scope** and to reinforce its **expertise in automobile finance** in dealerships, drawing on Promek's industry knowledge and regional network.

The new entity, which will use the Rusfinance brand, will have a unified organizational structure and share common IT tools. The combined loan portfolio of the two companies totals USD 150 million. The enlarged Rusfinance is a strong platform from which to accelerate Société Générale's regional development in this fast-growing market (consumer loans outstanding doubled in 2004).

This transaction follows the continued strategic development of Société Générale's Specialized Financial Services business, and will lead to increased synergies with the firm's other activities in Russia : retail banking and operational car leasing.

#### CONTACTS

##### SOCIETE GENERALE

Jérôme FOURRE  
+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

##### COMMPRS

Tour Société Générale  
92972 Paris-La Défense cedex  
France

Fax +33(0)1 42 14 28 98

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

##### SOCIÉTÉ GÉNÉRALE

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GROUP

RETAIL BANKING & FINANCIAL SERVICES – GLOBAL INVESTMENT MANAGEMENT  
& SERVICES – CORPORATE & INVESTMENT BANKING

### **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 17 million individual 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 1,180 billion, March 2005) and under management (EUR 326 billion, March 2005).
- 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](http://www.socgen.com)

### **Rusfinance**

Rusfinance is the consumer finance subsidiary of Société Générale Group in Russia, launched in August 2004 and specialized in consumer finance and car loans in dealerships.

A fast-growing company, Rusfinance currently employs more than 750 persons in 15 Russian regions, with a loan portfolio exceeding 100,000 clients. Rusfinance focuses on consumer loan distribution through two main channels: a direct marketing platform and a network of commercial partners (regional retail networks, federal distribution chains and car dealerships all over Russia).

[www.rusfinance.ru](http://www.rusfinance.ru)

### **SOK Group**

One of the most ambitious and fast growing industrial groups 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.