

## Press release

Paris, 6 December, 2005

### **Société Générale extends the brand strategy implemented in 2001 to the entire Group**

The Société Générale brand strategy used since 2001 for international retail banking subsidiaries and specialized financial services has been extended to the entire Group. The aim is to create a uniform visual identity: the red and black square with no text inside and the Société Générale corporate name on the right. From 6 December onwards, this new logo will be used to brand the entire Group and its major international business lines.

*“Société Générale forms an integrated unit which is more than the sum of its parts. We should be perceived as a single Group with a coherent, shared identity”,* said Hugues Le Bret, Head of Group Communications. In the current context of market globalisation and increasingly stringent customer demands, the use of a single banner offers a number of advantages: greater accessibility, increased transparency for the product and service range and stronger visibility at international level.

The international retail banking subsidiaries have been using the principle of a single banner since 2001, while retaining local characteristics (e.g.: KB, BRD, UIB, etc.). The Specialized Financial Services businesses (e.g.: ALD Automotive) already use the red and black square, but will retain their respective brands which have considerable value in the market. Similarly, the branding of Société Générale’s retail network in France will remain unchanged due to its widespread popularity (voted No.1 brand in France according to the Efficienc 3 barometer for September 2005). Subsidiaries whose activities are not related to the Société Générale retail network (Crédit du Nord, Disponis, Boursorama, etc.) will continue using their existing brands and visual identities.

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#### **Société Générale Group**

Société Générale is one of the largest financial services groups in the euro-zone. The Group employs 93,000 people worldwide in three key businesses:

- Retail Banking & Financial Services: Société Générale serves about 19 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 1,317 billion, September 2005) and under management (EUR 370 billion, September 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.

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## APPENDIX

