

## Press Release

Paris, 14 February 2006

### **SG Private Banking signs sponsorship agreement with the Unifrance association for the international promotion of French films**

SG Private Banking, the Wealth Management arm of the Société Générale Group, has signed a sponsorship agreement with Unifrance, the association responsible for international promotion of the French film industry. Unifrance operates under the supervision of the Ministry of Culture and Communication and directly through the National Centre of Cinematography; it is also supported by the Ministry of Foreign Affairs.

In 2005 French films attracted 73.6 million viewers throughout the world, an increase of 49% compared to 2004.

Through the sponsorship agreement SG Private Banking will lend its support to the cultural initiatives carried out by Unifrance in order to help French cinematography reach an international audience.

Margaret Menegoz, president of Unifrance, declared, "SG Private Banking provides services for a prestigious clientele in more than twenty countries. It is therefore an ideal partner for us in our mission to promote French films abroad".

Pierre Mathé, Director of SG Private Banking emphasized that, "We place great value on creativity, innovation and professionalism in the world of the arts, just as we do in the world of finance. We are proud to be able to participate with Unifrance in extending the international influence of the French film industry".

#### **SOCIETE GENERALE**

Société Générale is one of the largest financial services groups in the euro-zone. The Group employs more than 103,000 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: Société Générale Corporate & Investment Banking 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)

## **SG PRIVATE BANKING**

SG Private Banking has offices in 21 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.

The business line has been distinguished as Best global bank for alternative investments (Private Banker International, November 2005) and for structured products (Euromoney 2006).

Over 2000 professionals manage EUR 57.5 billion of assets as at 30 September 2005. 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.

## **UNIFRANCE**

Founded in 1949 in accordance with the association law of 1901, Unifrance has more than 600 members, made up of producers, agents, directors and actors. Daniel Toscan du Plantier was president of Unifrance from 1988 to February 2003; Margaret Menegoz became the current president on 2 June 2003.

Unifrance operates under the direct supervision of the *Centre National de la Cinématographie* (CNC) which is responsible for funding policy for the French film industry, and which is itself controlled by the Ministry of Culture and Communication.

Unifrance supports French films from sale to distribution: the association supports and helps to manage the artistic teams of the French films selected for the main International festivals, such as Rotterdam, Berlin, Cannes, Venice, Toronto, San Sebastian, and Pusan, and makes promotional and marketing space available for export companies on the main International film markets.

The association organises events dedicated to the French cinema, which have the double objective of helping with the launch of films in the country concerned and of informing buyers of the diversity of French film production: *Rendez-vous du Cinéma Français* in Paris, *Panorama du Cinéma Français* in Chine, *Rendez-Vous With French Cinema* in New York, the French Film Festival in Tokyo and Osaka, the French Film Season In the United Kingdom, the French Film Festival in Brazil, the French Film Festival In Hungary, the Franco-Mexican Film Festival In Mexico, the French Film Festival in Russia, etc.

For further information please visit: [www.unifrance.org](http://www.unifrance.org)

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