

Société Générale's corporate advertising campaign focuses on the Group's performance and the adoption of the single brand

The 2006 campaign represents a continuation of the corporate advertising campaign launched in 2002. It focuses on the dynamic growth of each of the Group's three major businesses through its base line "*Red, black and rising.*" It retains the same visuals while highlighting the Group's performance and its single brand.

3 major themes and visuals

The bank's performance is seen through a bouquet of roses that bloom before one's very eyes. In the same way, the customer is invited to benefit from the Group's growth.

The bank's international expansion and capacity for innovation are all evoked through a surrealist picture that opens up new, unexpected prospects to the painting's viewer and the reader of the advert. A variant of this advertisement is used in some countries to highlight the local performances of the Group and its subsidiaries in the country.

Finally, two rugby teams illustrate the strength and power of the closely-knit teams that serve the bank's partners – a topical symbol for the official sponsor of the 2007 Rugby World Cup.

An optimistic tone

The campaign is an opportunity to unite the Group around its single brand, the distinctive red and black square. These guidelines will be used by the Group's different divisions in their advertising.

The campaign will be launched in Europe, the United States and Asia in April, with advertisements in the main economic and financial press and posters displayed in international airports. It will also appear on the Web and through programme sponsorship on the main international business TV channels.

An innovative campaign

Société Générale has used the Internet as a medium for its corporate campaigns, targeting international financial decision-makers. In this respect, Société Générale has decided to invest in a new media for its 2006 Corporate Campaign: PDAs (Personal Digital Assistant). Société Générale and Economist.com (*The Economist* magazine's website) will sponsor the PDA version of the website. For a period of two months, Société Générale, via Economist.com, will enable Internet users to receive Economist.com website articles on their PDA free of charge.

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Société Générale

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 more than 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 1,418 billion, December 2005) and under management (EUR 386 billion, December 2005).
- Corporate & Investment Banking: Société Générale 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

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Some red, some black,
103,000 professionals (+45% in 5 years)
of 114 nationalities
in 76 countries
**and our
strength
is yours**



Red, black
and rising.

Retail Banking & Financial Services • Global Investment Management & Services • Corporate & Investment Banking

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Some red, some black
and your performance
blooms
19.2 million customers
Net Banking Income:
x 2 in 7 years
all over the
world



Red, black
and rising.

Retail Banking & Financial Services • Global Investment Management & Services • Corporate & Investment Banking

1 Individual clients in retail banking and financial services. 2 Fitch IBCA in 1999 to 19.2 million euros in 2005. 2004: IFRS norms (except IAS 32-39 and IFRS 4). 2005: IFRS norms (including IAS 32-39 and IFRS 4). Societe Generale is authorized by Banque de France and the Financial Services Authority, and is regulated by the Financial Services Authority for conduct of all business in the United States, certain securities, underwriting, trading, brokerage and advisory activities as conducted by Societe Generale Group's wholly-owned subsidiary SG American Securities, LLC (regulated broker-dealer and member of NYSE, NASD and SIPC) © 2007 Societe Generale Group and its affiliates.

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Some red, some black
and your perspectives
open up
Leader in Euro Capital Markets,
Derivatives and Structured Finance
19.2 million customers
386 billion euros
assets managed
worldwide



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1 Individual clients in retail banking and financial services. 2 AUM as of Dec 31, 2006. Societe Generale is authorized by Banque de France and the Financial Services Authority, and is regulated by the Financial Services Authority for conduct of all business in the United States, certain securities, underwriting, trading, brokerage and advisory activities as conducted by Societe Generale Group's wholly-owned subsidiary SG American Securities, LLC (regulated broker-dealer and member of NYSE, NASD and SIPC) © 2007 Societe Generale Group and its affiliates.