

Press Release

Paris, May 29 2006

Société Générale launches a dynamic currency change service

Société Générale has become the first French bank to offer customers in the retail sector a dynamic foreign exchange service at the point-of-sale, using EMV card technology (new international standard used by Eurocard, Mastercard and Visa).

The service allows foreign customers buying goods at retail outlets to pay for their purchases in their own currency (US dollar, pound sterling, Swiss franc, Japanese yen) rather than in euros. Customers are informed in advance of the applicable exchange rate, so they know exactly how much their bank will charge to their account. The service is easy-to-use and offers competitive exchange rates, updated on a daily basis, making it particularly appealing to customers.

The solution was developed in association with the payment terminal manufacturers Moneyline (integrated solution) and Ingenico (stand-alone solution), who are leading providers of electronic payment equipment to the French retail sector. All transaction processing and foreign exchange transactions will be handled by the Irish companies, OmniPay and Fexco, who are benchmark players in the European sector.

Following a pilot phase in 2005, Auchan has become the first customer to use the service, and has already implemented it at around ten outlets, using Moneyline solution. As Philippe Corbillon, treasury manager for the Auchan Group, told us "The service provides real added value to our customers. At our Calais site, it's already used by around 70% of our British customers and gives us a distinct advantage over the competition." The service should be available in nearly all Auchan's outlets by the summer.

According to Louis Caillon, head of e-commerce at Société Générale, "In addition to transaction processing, tomorrow's electronic payment systems will offer a range of services to meet the everyday needs of retailers and their customers. This new initiative is a prime example of the trend and clearly illustrates the Société Générale Group's capacity for innovation."

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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 19,8 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 1,521 billion, March 2006) and under management (EUR 402 billion, March 2006).
- 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 five major socially-responsible investment indexes.

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