

## Press Release

Paris, 25 July 2006

### **Société Générale Consumer Finance sets up new subsidiary in Greece**

Société Générale Consumer Finance announces the creation of **SFS HellasFinance**, specialized in consumer finance, based in Greece.

**SFS HellasFinance** merges the activities of Geneki Card (a Société Générale entity, specialized in credit card management) with those of Chrofin (a Greek firm offering car financing via car dealers and operational car leasing, recently purchased by Société Générale Consumer Finance).

**SFS HellasFinance** provides a full range of financing solutions (third party management, prescription, direct sale, financing in car dealerships) and offers a wide selection of products tailored to customers' needs (redeemable loans, revolving credit, credit card, LOA,...).

**SFS HellasFinance** plans to develop its consumer finance activities in Greece and provide financing solutions through a network of 95 car dealer partnerships, Geneki Bank's retail banking network and direct sales.

With a team of 155 people, **SFS HellasFinance** manages a loan book of over 135 MEUR in addition to managing 300 MEUR on behalf of Geneki Bank, for a customer portfolio over 180 000 accounts.

For Jean-François GAUTIER, Head of Specialized Financial Services : « *With SFS HellasFinance, Société Générale Consumer Finance today has a strong set up which will encourage the development of the Group's consumer finance activities in Greece. It will allow to quickly foresee the growth of its credit outstanding, drawing on a complete range of products and a multi-channel commercialisation* ».

This operation is in line with the development strategy of Société Générale Consumer Finance, reinforcing its international coverage and its ambitions as a major European player in consumer finance.

**SFS HellasFinance** complements Société Générale's existing set up in Greece in terms of retail banking activities (Geneki Bank) and in private management and securities custody services, and will contribute to increased synergies with the Group's other activities in the country.

SERVICE DE PRESSE  
SOCIETE GENERALE

Stéphanie CARSON-PARKER  
+33 (0)1 42 14 95 77  
Hélène AGABRIEL  
+33 (0)1 41 45 97 13

Laura SCHALK  
+33 (0)1 42 14 52 86  
Mireille MOURTADA  
+33 (0)1 42 14 58 19

COMM/PRS  
Tour Société Générale  
92972 Paris La Défense cedex  
France  
Fax: +33 (0)1 42 14 28 98  
www.socgen.com

SOCIETE GENERALE  
Société Anonyme au capital  
de 548.431 403,75 Euros  
552 120 222 RCS PARIS

### **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.

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

### **Société Générale Consumer Finance**

Société Générale Consumer Finance manages the international consumer finance activities of the Group. It employs more than 10 500 persons and manages subsidiaries in 16 countries and around EUR 14 bn outstanding. It provides financing solutions to individuals through various distribution channels :

- Point of sale financing
- Financing in car dealerships
- Direct financing

Société Générale Consumer Finance regularly ranks among the main players on the local markets where it operates : in France, Italy, Germany, Morocco and Russia for example.