

Press release

Paris, July 13th, 2007

SG Private Banking Japan Ltd appoints Alain Simon as President and Chief Executive Officer

SG Private Banking announces the appointment of Alain Simon as President and Chief Executive Officer of SG Private Banking Japan Ltd, effective July 13th, 2007, following President François Barbé's nomination to an executive position at head office in Paris.

Alain Simon will be supported in his responsibilities by Christophe Billard, Deputy Chief Executive (Products & Marketing) and Seiichi Uruma, Deputy Chief Executive (Internal Control & Support).

Alain Simon has more than 30 years of experience within the Société Générale Group. His previous roles include General Manager of the Bank's Melbourne and Sydney branches, Country Manager for the Netherlands, Head of SG South Asia Division, Country Head for Hong Kong and China and Head of the French Corporate Department. Alain Simon is 59 years old and is a graduate of ESC Brest, France (Management School).

Today, SG Private Banking is a leading player in Japan's private banking industry. Since its establishment in 2002, SG Private Banking Japan has enjoyed substantial growth, with total assets under management recording JPY 605 billion (EUR 3.84 billion) as of March 31st, 2007, showing clear customer confidence in the Bank.

Société Générale Group

Société Générale is one of the largest financial services groups in the euro-zone. The Group employs 120,000 people worldwide in three key businesses:

- Retail Banking & Financial Services: Société Générale serves more than 22.8 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 2 448 billion, March 2007) and under management (EUR 441.4 billion, March 2007).
- 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

PRESS SERVICE
SOCIETE GENERALE- GIMS

Joëlle ROSELLO
+33 (0)1 56 37 18 88
joelle.rosello@soggims.com

Jolyon BARTHORPE
+33 (0)1 56 37 88 17
jolyon.barthorpe@soggims.com

GIMS/COM
Immeuble SGAM
170, place Henri Regnault
92043 Paris La Défense cedex
France
Fax: +33 (0)1 56 37 28 88

PRESS SERVICE
SOCIETE GENERALE
+33 (0)1 42 14 49 48
www.socgen.com

Société Générale in Japan

Société Générale Group has been operating in Japan for close to 35 years. With more than 700 staff, the Group is currently active in four key areas: Corporate and Investment Banking, Asset Management, Private Banking and Brokerage.

Through its local bank and securities company, Société Générale Corporate and Investment Banking (SG CIB) serves large multinational Japanese corporates in Japan and throughout its extensive international network in Europe, the US and emerging countries, providing tailor-made structured finance solutions, access to euro capital markets and banking services. SG CIB is also a major counterpart of Japanese financial institutions. Its strong Tokyo-based derivatives trading platform designs leading edge structured investment products for the institutional and retail markets.

Société Générale Asset Management (Japan) has more than 30 years of investment management history in Japan. It is well-positioned in both the investment advisory and mutual fund businesses with assets under management of approximately JPY 2.42 trillion (31 March 2007).

Launched in 2002, SG Private Banking Japan is a leader in the private banking market in Japan and is the only foreign trust bank offering high net worth individuals a comprehensive and innovative range of on-shore private banking services.

For brokerage of securities and derivatives, Société Générale Securities Services' Fimat Division is also a major player in Japan.

SG Private Banking

SG Private Banking, with offices in 23 countries, mainly in Europe and Asia, ranks among the top 10 players worldwide (Euromoney 2007). Thanks to the know-how of its teams specialising in asset engineering and asset allocation, SG Private Banking offers customised solutions to clients with financial assets in excess of one million euros, through a broad range of sophisticated products and services, according to the principle of open architecture.

The business, which was created in 1997, has experienced rapid development and now employs more than 2,400 people. SG Private Banking has EUR 70.2 billion euros in assets under management (31 March 2007).

SG Private Banking's professionalism has earned it a number of awards. In particular, it was voted 'Best worldwide private bank for structured products' (Euromoney 2005, 2006, and 2007). It was also named 'Best private bank in France and Luxembourg' (Euromoney 2007).

www.sgprivatebanking.com

SG Private Banking Japan

SG Private Banking (Japan) Ltd. leads the private banking market in Japan as the only institution offering high net worth clients a full range of private banking options. Since 2002, SG Private Banking Japan's dedicated experts have offered high net worth Japanese investors with sophisticated services such as financial engineering, discretionary portfolio management and non-discretionary trust services.

www.sgprivjapan.com