

Press release

Paris, 8th October, 2007

SG Private Banking awarded “Outstanding Private Bank for Alternative Investments” by Private Banker International

SG Private Banking, the wealth management business of Société Générale, was named “Outstanding Private Bank for Alternative Investments” during the recent annual award ceremony organized by the British magazine, Private Banker International, which awards excellence in wealth management.

This award recognizes the expertise and the capacity of SG Private Banking’s teams to implement personalised and innovative solutions in alternative investments. More widely, it reflects the commitment of the business to offering tailored and first-class wealth management services to its clients.

In addition, Keiichi Hirano, Managing Director and Global Market Manager in charge of offshore Japanese clients at SG Private Banking (Asia Pacific), was named “Outstanding Young Private Banker for Asia Pacific”.
Balakrishnan Kunnambath, Managing Director and Global Market Manager in charge of Indian clients, was runner up for “the Outstanding Asia Pacific Private Banker” award.

These distinctions reward the efforts of all SG Private Banking’s teams in Asia and position the business among the players of reference in the region.

** Private Banker International is a financial magazine specialising in private banking services, recognised worldwide with a readership of high-level decision makers in the private banking industry.*

Société Générale

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 24 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 2 580 billion, June 2007) and under management (EUR 467.2 billion, June 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

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.

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) and "Outstanding Private Bank for Alternative Investments" (Private Banker International 2005 and 2007).

The business, which was created in 1997, has experienced rapid development and now employs more than 2,500 people. SG Private Banking has EUR 73.8 billion euros in assets under management (30 June 2007).

www.sgprivatebanking.com