

## Press release

Paris, 9 January 2007

### **Daniel Truchi appointed Global Head of SG Private Banking**

**Daniel Truchi** has been appointed Global Head of SG Private Banking as successor to Pierre Mathé.

Since 1973, Daniel Truchi, 55, has acquired a solid experience of the banking sector and wealth management in Europe and Asia. He joined Société Générale in 1997 to develop its wealth management business in the Asia-Pacific region, where the structure now has four main centres: Hong Kong, Singapore, Japan and India, as well as representative offices in the other important markets of the region. Since 1999, the rate of growth in assets under management has averaged 35% per year.

Philippe Collas, Deputy CEO of Société Générale Group and Head of the Global Investment Management and Services division, stated: « Daniel Truchi has been successful in developing the Group's private banking business in Asia-Pacific. This appointment demonstrates our intention to capitalise on the experience he has acquired in Asia, a region we consider to be one of the growth drivers for our businesses. Daniel Truchi's role will be to pursue the dynamic growth begun by Pierre Mathé ».

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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 21 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 2 155 billion, September 2006) and under management (EUR 411 billion, September 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)

*\* pro forma figures including UniCredit's Securities Services*

**SG Private Banking**

Present in 23 countries, SG Private Banking employs over 2300 people and has 66 billion euros in assets under management (30 September 2006). It ranks among the market leaders in France and has a strong presence in the United Kingdom, Luxembourg, Switzerland, Belgium and Asia, where SG Private Banking figures among the top ten players. Since its creation in 1998, the rate of growth of SG Private Banking (Asia Pacific) has averaged 35% per year. In September 2006, the business was named Best Private Bank in Europe by Private Banker International magazine.

A key element of SG Private Banking's strategy is a business model based on an overall approach to client requirements through advice and asset engineering. It offers clients a broad range of sophisticated products and services that cover differing client needs and include the best products available on the market, based on the principle of open architecture.

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