

## Press Release

Paris, 24 January 2007

### **SG PRIVATE BANKING distinguished in Euromoney's 2007 rankings:**

- **Best private bank in France and Luxembourg**
- **Best worldwide private bank for structured products**

In the 2007 private banking survey conducted by UK magazine Euromoney\*, SG Private Banking, Société Générale's wealth management activity, was ranked "Best Private Bank" in France and Luxembourg and "Best worldwide Private Bank" for its structured products offer.

In addition, it was rated one of the "top ten" best private banks worldwide.

Daniel Truchi, Global Head of SG Private Banking, stated: "SG Private Banking had another year of strong growth in 2006, thereby strengthening our positions, as shown by our awards for France and Luxembourg.

Furthermore, I am pleased to note that the expertise of our teams in the area of structured products has been recognised for the 3<sup>rd</sup> consecutive year.. We have a highly active and dedicated team that operates on all types of underlying instruments (equities, fixed income, foreign exchange, raw materials, etc.), creating innovative structured products according to market developments and demand."

He added "After the Société Générale Group was designated 'Bank of the Year' by Euromoney in July 2006, these rankings underline the outstanding performance of SG Private Banking."

Thanks to the know-how of its teams specialising in asset engineering and asset allocation, SG Private Banking offers customised solutions based on a broad range of sophisticated products and services, according to the principle of open architecture.

In Luxembourg, the wealth management activity is integrated into the multi-specialist bank, Société Générale Bank & Trust. This original market positioning also enables it to offer solutions supported by the expertise of the Société Générale Group in securities and corporate services.

In France, SG Private Banking stands out in particular for its services to entrepreneurs and senior executives, such as company transmission and transfer, 'customised' services to stock option holders, etc. The quality of these services was recognised by Euromoney in 2006.

*\* Euromoney is a financial and banking magazine read by 160,000 decision-making professionals around the world.*

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### **Société Générale Group**

Société Générale is one of the largest financial services groups in the euro-zone. The Group employs 100,000 people worldwide in three key businesses

- Retail Banking & Financial Services: Société Générale serves more than 19 million individual customers in France and abroad.
- Global Investment Management & Services: Société Générale is one of the largest banks in the euro-zone in terms of assets under custody (EUR1,317 billion) and under management (370 billion) at end September 2005.
- Corporate & Investment Banking: Société Générale Corporate & Investment Banking ranks among the leading banks worldwide in euro capital markets, derivatives and structured finance.

Société Générale is included in the four major socially responsible investment indices.

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

### **SG Private Banking**

SG Private Banking, with offices in 24 countries, offers custom solutions to clients with financial assets in excess of one million euros.

Today, SG Private Banking ranks among the top 10 players worldwide (Euromoney 2007). Its professionalism has earned it a number of awards. In particular, it was elected 'Best private bank in Europe' (Private Banker International 2006) and 'Best worldwide private bank for structured products r' (Euromoney 2005, 2006, and 2007).

The business, which was created in 1997, has experienced rapid development and now employs more than 2,400 people. SG Private Banking has EUR 66 billion euros in assets under management (30 September 2006).

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

### **Société Générale Bank & Trust – Group**

A 100% subsidiary of Société Générale Group, SGBT is a multi-specialist Luxembourg bank:

- Corporate Banking
- Investor Services
- Private Banking

SGBT is also present in Switzerland, Monaco, Singapore, Hong-Kong and Athens through subsidiaries and branches mainly dedicated to private banking. SGBT has over 1000 employees.

SGBT has a solid financial base and is fully integrated into Société Générale's commercial structure.

The rating agency Standard and Poor's has raised Société Générale Bank & Trust's long term counterparty credit rating from AA- to AA. At the same time, it has also reaffirmed the A-1+ short term counterparty rating that was attributed to SGBT in 2005, with outlook stable. Standard & Poor's has thus attributed the same rating as to the Société Générale Group, near the top of its rating scale.

[www.sgbt.lu](http://www.sgbt.lu)