

Press Release

Paris, 2 February 2007

SG Private Banking renews its sponsorship agreement with Unifrance to promote French films around the world

SG Private Banking, the wealth management business of Société Générale Group, has for the second year running signed a sponsorship with Unifrance, the association responsible for the promotion of French cinema around the world. Unifrance comes under the authority of the Ministry of Culture and Communications through the National Cinema Centre (CNC), and enjoys support from the Foreign Ministry.

In 2006, 298 French films were shown in at least one foreign country, attracting 60 million viewers in all. This figure confirms the upward trend in the viewing figures of French cinema that has been seen over the last 10 years.

SG Private Banking is thus involved in Unifrance's cultural action to support the international distribution of French cinema creations.

Margaret Menegoz, Chairman of Unifrance says, "SG Private Banking offers its services to a prestigious client base in over twenty countries. It is therefore a partner of choice to support us in our task of promoting the reputation of French cinema abroad".

Daniel Truchi, Global Head of SG Private Banking, emphasises, "We are extremely attached to the values of creativity, innovation and professionalism both in the arts and in the field of finance. We are proud and pleased to be able to take part alongside Unifrance in the promotion of French films abroad".

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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 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

SG Private Banking

SG Private Banking, with offices in 24 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 elected '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).

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

Unifrance

Unifrance was set up in 1949 as an association under the law of 1901. From 1988 until February 2003 it was chaired by Daniel Toscan du Plantier, and since 2nd June 2003 by Margaret Menegoz. It has over 600 members, producers, exporters, directors and actors. Unifrance is under the direct supervision of the National Cinema Centre (CNC), which is responsible for the policy of supporting French films, under the authority of the Ministry of Culture and Communications.

Unifrance supports French films from sale to distribution: the association supports and supervises the artistic teams of French films chosen for the main international film festivals, such as Rotterdam, Berlin, Cannes, Venice, Toronto, San Sebastian, Pusan etc, and makes available to export companies promotion and sales space at the main international film Markets.

The association arranges events for French cinema, which have the dual purpose of laying the ground for the release of films in the countries in question, and of making buyers aware of the diversity of French film production: Rendezvous with French Cinema in Paris, Panorama of French Cinema in China, Rendezvous With French Cinema in New York, French Film Festival in Tokyo and Osaka, the French Film Season in the UK, the French Film Festival in Brazil, the French Film Festival in Hungary, the Franco-Mexican Festival in Mexico, the French Film Festival in Russia, and others.

For more information: www.unifrance.org