

## Press Release

Paris, 6 February 2007

### **Pierre de Bonneville appointed Head of the Middle East region for the SGAM Group**

**Société Générale Asset Management (SGAM)** announces the appointment of Pierre de Bonneville as Head of the Middle East region. He replaces Patrick Peignon, who is moving to other functions. Pierre de Bonneville will be responsible for accelerating and coordinating SGAM's development in this area. He retains his role as Head of Family Offices.

Alain Clot, Chairman and CEO of SGAM, said "The Middle East is a priority region for us. With the appointment of Pierre de Bonneville, our aim is to enable our local clients to access our whole range of investment products and services". As a global player, SGAM offers the most diversified range of international expertise and strategies in the market, along with proven know-how in the creation of tailor-made products. This applies both to fundamental management and alternative investments (structured products, hedge funds and private equity).

#### **Pierre de Bonneville**

Pierre de Bonneville joined SGAM in 2005 as Head of Family Offices, having himself created a family office. A graduate of the Ecole Supérieure de Commerce in Paris and the Harvard Business School, he has had a number of responsibilities with establishments involved in capital markets and financial engineering. In particular, he developed the debt derivatives team for Citibank in Paris before joining Bank of America as Head of Trading and Sales.

#### **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.

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**Societe Generale Asset Management** is one of the world's leading asset managers with € 345bn in assets under management as at September 30,2006.

A subsidiary of the Société Générale Group, SGAM is a global player with a balanced and robust business model based on:

- its multi-center structure: 2,600 employees, including 600 managers and analysts, are located at the heart of the markets in Continental Europe and the United Kingdom, and major centers (each with 600 employees) in the United States and Asia;
- a business that covers all asset classes: equities, fixed income, balanced, and alternative investment where SGAM is among the leaders with € 55 bn in assets under management;
- access to all types of investor: institutions, distributors, corporates and individuals, all of whom benefit from SGAM's leading edge expertise and a local service.

Thanks to cross-selling and a focus on quality and constant innovation, SGAM has developed value-added management solutions tailored to clients' specific needs and which optimize performance and control risk.

Since 2000, SGAM has been rated AM2+ by Fitch Ratings, the top rating awarded to an asset management company for the whole of its structure. For investors, this rating is a guarantee of the professionalism of SGAM's teams and the quality of its international organization.

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