

Press release

Paris, 11 May 2007

Société Générale Consumer Finance creates subsidiary in Vietnam

Société Générale Consumer Finance (SGCF) has received authorization from the State Bank of Vietnam (SBV) to launch Société Générale Viet Finance Co. Ltd., a new subsidiary dedicated to consumer finance in Vietnam.

SGCF is one of the first foreign players in the Vietnamese market. The Non Banking Financial Company License given by Mr. Dang Thanh BINH, Vice Governor of the SBV to Mr. Jean-François GAUTIER, Global Head of Specialized Financial Services on May 11 2007 in Hanoi is only the second such license granted to a foreign institution in Vietnam.

Société Générale Viet Finance Co. Ltd. will be operational by the 3rd quarter 2007.

Vietnam's dynamic economy (which grew over 8% in 2006), and the emergence of a new middle class in this country of 84 million inhabitants with a strong appetite for consumption, offer considerable opportunities in the field of consumer finance.

Société Générale Viet Finance will reinforce the presence of the Société Générale Group in Vietnam, which currently has two representative offices in Hanoi and Ho Chi Minh City as well as being a leader in export finance. For Société Générale Consumer Finance, this creation also represents a milestone in the development of a consumer finance hub in Asia. SGCF is present in India through the acquisition of Apeejay Finance in October 2006.

With the addition of this new entity, Société Générale Consumer Finance has a presence in 22 countries.

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A limited company (*société anonyme*) with a share capital of EUR 576,780,702.50

Registered under No. 552 120 222 RCS PARIS

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 22,5 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 2 262 billion, December 2006) and under management (EUR 422 billion, December 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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Société Générale Consumer Finance

Société Générale Consumer Finance manages the international consumer finance activities of the Group. It employs more than 15 000 persons and manages subsidiaries in 22 countries with over EUR 21 bn outstanding.

It provides multi-product financing solutions to a client base of individuals and partners :

- Financing of sales, consumer goods and vehicles for retailers and manufacturers
- Direct financing solutions to individuals
- Management services to retail banking partners

Société Générale Consumer Finance subsidiaries regularly rank among the main players on the local markets where they operate : in France, Italy, Germany, Morocco, and Russia for example.