

Press release

Paris, 9 October, 2007

Société Générale opens its first pan-African branch in Paris

Société Générale is opening a new branch at 27/29 Boulevard Rochechouart in the 9th *arrondissement* of Paris, using the concept "Your Bank, here and over there" to provide the best possible service to customers with ties to Africa.

This approach, which is unique in France, is based on the specialist nature of the branch and its ability to provide the best assessment of customers' specific needs "here and over there": making the full range of products and services marketed by the French distribution network available "here", and giving customers all the relevant information on services which could be offered to them "there".

To facilitate these exchanges, the new branch also houses representative offices of four Société Générale subsidiaries in Africa: SGBC in Cameroon, SGBCI in Ivory Coast, SGBG in Guinea and SGBS in Senegal.

Société Générale has previous experience successfully setting up dual-purpose branches. The first were opened in Paris over 4 years ago at Place Clichy, with the bank's Moroccan subsidiary, and on Boulevard Barbès, with its Senegalese subsidiary. Subsequently, two new Société Générale/Société Générale Marocaine de Banque branches were opened, one in May 2006 in Villemomble in Seine St Denis near the Moroccan Consulate and one in the Guillotière district of Lyon at the start of September 2007. In addition, work has started on a Société Générale/Société Générale Algérie branch located on Cours Belsunce in Marseille, which is due to open at the start of 2008.

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 24 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 2 580 billion, June 2007) and under management (EUR 467,2 billion, June 2007).
- 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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