

## Press Release

Paris, 28 December 2007

### Appointment

**Jean-Yves Bruna** has been appointed Administrator and CEO of Société Générale Consumer Finance and Director of the consumer credit business line within Specialised Financial Services. The Specialized Financial Services business is headed by Jean-François Gautier, assisted by Henri Bonnet, Deputy Head in charge of SG Equipment Finance and ECS, and Inès Mercereau, Deputy Head in charge of insurance and consumer credit. Jean-Yves Bruna is also administrator of various subsidiaries of the business line. He replaces Jean-François Vilain who has retired.

**Jean-Yves Bruna**, 48 years old, studied at the *Ecole Polytechnique* and ENSAE. He began his career as an Administrator at INSEE, with the French Ministry of Industry (Statistics and Industrial Strategies). He joined Société Générale in 1988 in the Markets Division to create the department of Auditing of International Market Activity and then the Internal Auditing Department of the same Division. In 1991, he was appointed Assistant General Manager of Société Générale in Spain, in charge of Finances and Operations. From 1993 to 1997, he held the positions of Sales Director and then General Manager of Société Générale in Italy. In 1998, he joined the Management Committee for the Americas, in charge of supervising Société Générale Group activities in Latin America and Canada. From 2000 to 2001, he led a transversal project concerning the Group's support functions. Since October 2001, he has been based in Italy within the Specialised Financial Services Division in charge of developing consumer loan activities. He was CEO of FIDITALIA, 100% owned by the Société Générale Group.

#### 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 27,6 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 2 585 billion, Sept 2007) and under management (EUR 450,1 billion, Sept 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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