

Press Release

Paris, 8th January, 2008

SG Private Banking creates an international commercial department

SG Private Banking is creating a commercial department that will coordinate commercial activities and the private bank's marketing and communication strategy at an international level.

Headed by François Barbé, appointed Global Head of Sales and Marketing for SG Private Banking, this new department, based in Paris, underlines SG Private Banking's commitment to pursuing its international growth strategy.

François Barbé is assisted in his role by:

- Benoît Vander Borgh, appointed Global Deputy Head of Sales and Marketing,
- Frédérique Dompeyre, Global Head of Marketing since 2002,
- Bart-Jan Van der Linde, appointed Global Head of Communication.

François Barbé, 60, joined Société Générale Group in 2002 as CEO of SG Private Banking Japan (Ltd). Previously, he had occupied various positions at BNP Paribas over a period of nearly 20 years, where, in particular, he was in charge of the private bank's development in Asia. He was President of BNP Paribas Trust Bank Japan from 1998 to 2002.

Benoît Vander Borgh, 48, is graduate of the Economics Faculty at the University of Louvain and holds an Executive Master in General Management from the Solvay Business School. He has also studied at the Catholic Institute of Business studies (ICHEC). After 16 years at JP Morgan, firstly at the investment bank in Brussels and New York and then as Head of JP Morgan Investment Management in Paris, he joined Dexia France in 2003 as Head of the Private Bank. In 2005 he was appointed Head of Merrill Lynch Global Private Clients for France and Benelux. He joined SG Private Banking on 1st October 2007.

Frédérique Dompeyre, 43, has a postgraduate degree in Company Finance and a Masters in Management and Applied Economics from the University of Paris IX Dauphine. She joined Société Générale Group in 1987, working to develop the business clientele within the retail bank and then to promote direct banking. She joined SG Private Banking in 2002 and is Head of marketing, synergy and development.

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Bart-Jan Van der Linde, 37, is a graduate of the Institute of Economic Studies and Management of Utrecht (Netherlands). He worked in communication for 7 years in Brussels, notably at Honeywell's European headquarters, before joining Société Générale Group in 2001 as Head of Internal Communication for Société Générale Corporate & Investment Banking. He joined SG Private Banking's communication department on 1st July 2007.

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, Sep 2007) and under management (EUR 450.1 billion, Sep 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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SG Private Banking

SG Private Banking, the wealth management arm of Société Générale Group is present in 23 countries, mainly in Europe and Asia, and 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.

The business, which was created in 1997, has experienced rapid development and now employs more than 2,500 people. SG Private Banking has EUR 75.5 billion euros in assets under management (30 September 2007).

SG Private Banking's professionalism has earned it a number of awards. In particular, it was voted "Best Worldwide Private Bank for its offer in structured products" (Euromoney 2005, 2006, and 2007). It was also named "Best private bank in France and Luxembourg" (Euromoney 2007) and "Outstanding Private Bank for its offer in Alternative Investments" (Private Banker International 2005 and 2007).

www.sgprivatebanking.com