

Press Release

Paris, 10 June 2008

SG Private Banking strengthens its wealth management platform in France by opening a regional private banking centre in Bordeaux

SG Private Banking, the wealth management arm of Société Générale Group, is reaching out to high net worth individuals outside Paris by opening a regional private banking centre in Bordeaux.

Working with Société Générale's retail bank, SG Private Banking is strengthening its presence in France's regions to develop its business with high net worth individuals seeking proximity, availability and a comprehensive approach to the management of their wealth. SG Private Banking will benefit from the retail network's expertise and knowledge of the local economic context.

With its strong track record in wealth management and advisory services, SG Private Banking will focus in particular on accompanying entrepreneurs, company directors and members of the liberal professions in their project to sell or pass on their business. These high net worth individuals now have access locally to the private bank's tailor-made investment solutions and financial services.

The SG Private Banking regional centre in Bordeaux is headed by Henri Felzine and offers the full range of SG Private Banking services to wealthy clients in the "Greater South West" region of France (Aquitaine, Midi-Pyrénées, Poitou-Charentes, Limousin). SG Private Banking's wealth advisors and planners will be working closely with Société Générale's retail banking network in France, which has 270 branches in this region.

Further openings are planned in Marseille and Lyon by September 2008, followed by Lille, Strasbourg and Rennes in 2009.

Henri Felzine, 56, started his career with Société Générale's French Retail Bank. After holding various positions within the Finance Division, he went on to join the International Retail Banking network. In 1998, he joined the wealth management business, first in Neuilly sur Seine, then in Paris as Sales Director at SG Private Banking France. Subsequently, he served as Director of SG Private Banking in Monaco and Belgium.

PRESS SERVICE
SOCIETE GENERALE- GIMS

Joëlle ROSELLO
+33 (0)1 56 37 18 88
joelle.rosello@sggims.com

Jolyon BARTHORPE
+33 (0)1 56 37 88 17
jolyon.barthorpe@sggims.com

GIMS/COM
Immeuble SGAM
170, place Henri Regnault
92043 Paris La Défense cedex
France
Fax: +33 (0)1 56 37 28 88

PRESS SERVICE
SOCIETE GENERALE

+33 (0)1 42 14 49 48
www.socgen.com

Société Générale

Société Générale is one of the largest financial services groups in the euro-zone. The Group employs 151,000 people worldwide in three key businesses:

- Retail Banking & Financial Services: Société Générale serves 30 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 2 731 billion, Mar. 2008) and under management (EUR 391 billion, March. 2008).
- 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.

www.socgen.com

SG Private Banking

SG Private Banking, the wealth management arm of Société Générale, is one of the Top 15 private banks worldwide (Euromoney 2008), with €71.7bn of assets under management at the end of March 2008.

With more than 2,700 staff in 25 countries across the globe, SG Private Banking offers wealth management solutions to High Net Worth Individuals with financial assets in excess of one million euros. SG Private Banking's offering includes:

- Domestic and international wealth planning and fiduciary services (trust and tax planning),
- Global expertise in structured products, hedge funds, mutual and private equity funds and real estate investment solutions,
- Access to capital markets.

SG Private Banking teams are widely recognized for their expertise in wealth management and asset allocation, and propose global tailor-made solutions combining performance and risk control. Their professionalism was rewarded by Euromoney with the title 'Best private bank in Western Europe for its offer in structured products' in 2008. SG Private Banking was named 'Outstanding Private Bank for its offer in Alternative Investments' by Private Banker International in 2007.

www.sqprivatebanking.com