

## Press release

Paris, 18 September, 2008

### **SG Private Banking completes its wealth management structure in France by creating two regional private banking centres in Marseille and Lyon**

SG Private Banking, the wealth management arm of the Société Générale Group, is continuing to reach out to high net worth individuals outside Paris by opening two new regional centres in Marseille and Lyon. This follows its establishment of a regional centre in Bordeaux in June 2008.

SG Private Banking has decided establish itself in the heart of these two cities' business districts, choosing offices that are located off the street to ensure both discretion and confidentiality. The centres in Marseille and Lyon are managed by Isabelle Martinon and Jean-François Forner, respectively.

SG Private Banking's teams of wealth advisors and planners will work closely with Société Générale's retail banking network in France, which has more than 330 branches in the Marseille region and 300 branches in and around Lyon.

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

Based on its strong track record in wealth management and advisory services, SG Private Banking will focus particularly on accompanying entrepreneurs, company directors and members of the liberal professions in their projects to sell or pass on their business and will also offer services for long-term financing operations. High net worth individuals will thus have access to the private bank's comprehensive and tailor-made offering in investment and financial services.

SG Private Banking is also planning to open in Lille, Strasbourg and Rennes in 2009.

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Isabelle Martinon, 42, started her career in the Société Générale Group in 1988. She began in the retail banking network in France, holding various sales positions in branches dealing with Corporate Accounts. In 1996, she joined the wealth management business, first as a financing manager and then as Deputy to the director of wealth planning at SG Private Banking in France. In 2004, she was appointed Sales Director for the Vaucluse and Arles regional branches within the French retail banking network.

Jean-François Forner, 42, is a graduate of Paris Dauphine University and the Institute of Political Studies in Paris, and has spent his entire career with the Société Générale Group. He began in the French retail bank in 1991 as branch manager in Besançon, before moving to the Wealth Management Board in Dijon in 1995. He joined SG Private Banking in Paris as a Wealth Management Consultant and then Client Director.

#### **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 more than 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 2 733 billion, June 2008) and under management (EUR 381.4 billion, June 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 3 socially-responsible investment indexes: FTSE, ASPI and Ethibel.

[www.socgen.com](http://www.socgen.com)

#### **SG Private Banking**

SG Private Banking, the wealth management arm of Société Générale, is one of the leading private banks worldwide, with EUR 72.2 billion of assets under management at the end of June 2008.

With more than 2,800 staff in 26 countries across the globe, SG Private Banking offers wealth management solutions to entrepreneurs and High Net Worth Individuals with financial assets in excess of one million euros. In addition, SG Private Banking provides dedicated solutions to Ultra High Net Worth Individuals and Family Offices around the world, notably through its global alliance with Rockefeller & Co.

SG Private Banking's offering includes international wealth planning and fiduciary services (trust and tax planning), a global expertise in structured products, hedge funds, mutual and private equity funds, real estate investment solutions and access to capital markets.

SG Private Banking was rewarded by Euromoney with the title 'Best private bank in Western Europe for its offer in structured products' in 2008, and it was named 'Outstanding Private Bank for its offer in Alternative Investments' by Private Banker International in 2007.

[www.sgprivatebanking.com](http://www.sgprivatebanking.com)