

## Press release

Paris, 16<sup>th</sup> October, 2008

### SG Private Banking strengthens its teams in the Middle East

Following the opening of its regional hub in the Dubai International Finance Centre (DIFC) in December 2007, SG Private Banking is strengthening its teams in the Middle East, appointing two new managers: Dina EIYacoubi and Ashish Anand. They will both be based in the DIFC and report to Patrick Thiriet, Global Market Manager for the Middle East.

**Dina EIYacoubi** joins the private bank as Senior Vice President and Head of the newly created Women's Desk for the Middle East.

Dina EIYacoubi has significant experience in private banking and wealth management. Prior to joining SG Private Banking, she held senior positions as Relationship Director at Barclays Wealth and Relationship Manager at Citibank. She has a Bachelor of Arts in International Administration from New England College in the United Kingdom.

There are a growing number of high net worth women throughout the Middle East who need a dedicated and specific personalised approach to wealth management services and asset protection which is consistent with local cultural considerations. Dina EIYacoubi's considerable expertise will enable SG Private Banking to enhance the high quality services it provides to high net worth women.

**Ashish Anand** joins SG Private Banking as Executive Director, Wealth Planning and Fiduciary services. In this role, he will be under the functional responsibility of Olivier Gougeon, Global Head of Wealth Planning and Fiduciary Services Division based in London.

A member of the Society of Trust and Estate Practitioners, Ashish Anand has more than 10 years of banking experience in the Middle East region. Prior to joining SG Private Banking, he held senior positions with Royal Bank of Canada as Director and Chief Representative for the Middle East and with National Bank of Oman, where he was Head of International Wealth Management.

Ashish Anand will be responsible for developing services to the booming class of entrepreneurs in the Middle East who require professional advice to protect and structure their professional and private assets worldwide. To this end, he will be supported by the expertise of the Global Wealth Planning and Fiduciary Services Division, comprising 230 experts in 12 countries around the world.

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**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).
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Société Générale is included in 3 socially-responsible investment indexes: FTSE, ASPI and Ethibel.

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**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)