

## Press Release

Paris, 21 March 2008

### **Société Générale Consumer Finance sets up operations in Serbia**

Société Générale Consumer Finance is pursuing its international development strategy in Serbia with the recent launch of **PartnerKredit**, which reinforces its position in the Southeastern Europe.

**PartnerKredit**, located in Belgrade, is a department of **Société Générale Banka Srbija**, a subsidiary of the Société Générale Group. Specialising in consumer credit, it offers a large range of products adapted to the needs of Serbian customers. Its financial solutions are marketed across the country, both through direct distribution channels and via specialised distribution brands, and ensure the funding of everyday consumer goods and automobiles.

With more than 7.5 million inhabitants and rapidly growing consumption, Serbia is a market with high potential for development in consumer credit for Société Générale Consumer Finance and Société Générale Banka Srbija.

**PartnerKredit** will capitalise on international and local synergies and expertise from **Société Générale Consumer Finance** and **Société Générale Banka Srbija**, whose experience in Serbia has been recognised for over 30 years.

The development of **PartnerKredit** is in line with Société Générale's international development strategy, and in particular that of Société Générale Consumer Finance whose aim is to reinforce its presence in Central and Eastern Europe. This move supports the current strategy in this zone, which includes operations in Hungary, the Czech Republic, Slovakia, Romania, Poland, Russia, Ukraine, Kazakhstan, Bulgaria, Greece, Cypress, Turkey and Croatia.

Société Générale Consumer Finance is now present in 25 countries.

PRESS DEPARTMENT  
SOCIETE GENERALE

Stéphanie CARSON-PARKER  
+33 (0)1 42 14 95 77  
Hélène AGABRIEL  
+33 (0)1 41 45 97 13

Laura SCHALK  
+33 (0)1 42 14 52 86  
Mireille MOURTADA  
+33 (0)1 42 14 58 19

COMM/PRS  
Tour Société Générale  
92972 Paris La Défense cedex  
France  
Fax: +33 (0)1 42 14 28 98  
[www.socgen.com](http://www.socgen.com)

SOCIETE GENERALE  
Public limited company  
with EUR **583 270 841.25** capital  
552 120 222 RCS PARIS

### **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 27 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 2 583 billion, Dec. 2007) and under management (EUR 434,6 billion, Dec. 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.

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

### **Société Générale Consumer Finance**

Société Générale Consumer Finance manages the Group's consumer credit activities at an international level. It includes nearly 17,000 employees and several subsidiaries spread over 24 countries, and manages EUR 21 billion. Its activity consists of offering multiple product finance solutions to private customers and partners.

- Financing of sales, equipment goods and vehicles for distributors and manufacturers
- Direct financial solutions for private customers
- Management services for partner bank networks

The subsidiaries managed by Société Générale Consumer Finance are regularly among the main market players in which it operates: In France, Italy, Germany, Morocco, and Russia to name a few.

### **The International Retail Networks**

International retail banking (close to 9.5 million clients, 39,000 staff working in more than 2,800 branches in 33 countries and French Overseas Territories) develops and adapts its universal banking model to local markets. Its development is primarily focused in three geographic regions: Central and Eastern Europe, the Mediterranean Basin, and Africa and French Overseas Territories.

The strategy of organic and external growth of the international retail networks, underpinned by intra-Group synergies, expanding the product range and exploring alternative distribution channels, has enabled this core business to effectively increase its customer base.

In February 2008, Société Générale became majority shareholder in Rosbank, one of the leading retail banking networks in Russia, adding close to 16,000 new staff to the Group.