

Press Release

Paris, July 10, 2008

Société Générale launches CrediNil in Egypt

Société Générale Consumer Finance continues its international development strategy with the recent launch of **CrediNil** in Egypt.

CrediNil is a new specialized consumer finance division of **National Société Générale Bank**, a subsidiary of the Société Générale Group and number one private bank in Egypt. CrediNil will offer a high-quality service for distributors and partners and promote a large range of products adapted to the needs of Egyptian customers, either through its network of specialized distributors or directly to the customer. The product offer will begin with car loans sold in car dealerships and be extended in the near future to other types of loans and distribution channels.

With 80 million inhabitants and rapidly growing consumption, Egypt is a market with high potential for development in consumer finance credits.

CrediNil will benefit from international synergies with Société Générale Consumer Finance, and from the local expertise of National Société Générale Bank. This launch is in line with the aim of Société Générale Consumer Finance to develop its consumer credit activities in the region, which already includes Morocco, Turkey, Greece and Cyprus.

Société Générale Consumer Finance now operates in 26 countries.

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.

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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 26 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 12 million clients, 57,000 staff working in more than 3,400 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.