

## Press release

Paris, 19th February, 2009

### SG Private Banking recognised by Euromoney

SG Private Banking, the wealth management arm of Société Générale Group, has received a number of awards in the 2009 “Euromoney\* Private Banking Survey”. These annual awards are based on the assessments of private banks by their peers, together with financial data provided by the banks themselves:

- “Best Private Bank Worldwide for its offer in Structured Products”
- “Best Private Bank in Western Europe for its offer in Structured Products”
- “Best Private Bank in Luxembourg”
- “Best Private Bank in Japan”

This is the 4<sup>th</sup> year in which SG Private Banking has been named “Best Private Bank Worldwide for its offer in Structured Products” and the 5<sup>th</sup> for its nomination as “Best Private Bank in Western Europe for its offer in Structured Products”.

SG Private Banking’s experts in structured products combine creativity and innovation on behalf of high net worth clients throughout the world. They develop, select and assure the management of personalised strategies that allow wealthy clients to invest in different asset classes (equities, fixed income, funds...) and to benefit from all market situations (bear, bull or stable scenario...).

With the titles of “Best Private Bank in Luxembourg” and “Best Private Bank in Japan”, SG Private Banking confirms its position on these two key wealth management markets.

In Luxembourg, the private bank’s wealth management activity is integrated within a multi-activity bank, Société Générale Bank & Trust. This original position in the Luxembourg financial market allows the private bank to offer solutions backed by Société Générale Group’s expertise in securities and corporate services. Its strong creativity in cross-border engineering enables it to manage a wide range of wealth management solutions. It also has a highly-developed discretionary management services department.

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\*Euromoney Magazine is a global reference publication on trends in international banking and capital markets

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In Japan, SG Private Banking is the only foreign trust bank offering trust and wealth management services to high net worth individuals in Japan. This award as “Best Private Bank in Japan” ranks it among the top players in the Japanese wealth management market, where SG Private Banking has been present since 2002 and now has offices in Tokyo and Osaka.

#### **Société Générale**

Société Générale is one of the largest financial services groups in the euro-zone. The Group employs 163,000 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 2 744 billion, September 2008) and under management (EUR 371 billion, September 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 73 billion of assets under management at the end of September 2008.

With more than 2,900 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.

In 2009, SG Private Banking was rewarded by Euromoney with the titles of 'Best private bank worldwide and in Western Europe for its offer in structured products' and 'Best Private Bank in Japan and Luxembourg'. It was also named in 2008 'Outstanding Wealth Manager for Innovation of its Products and Services' by Private Banker International.

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