

Press release

Paris, January 21, 2011

Societe Generale Private Banking establishes a new executive committee

As part of Ambition SG 2015 and the outlook for accelerated growth in its wealth management business, Societe Generale Private Banking is creating a new executive committee, responding to the need for synergies and a transversal management of its activities.

Headed by Daniel Truchi, Global CEO of Societe Generale Private Banking, this executive committee, comprising 6 members, will lead the strategy and development of the private bank. In addition to their current functions, 4 of its members will be responsible for supervising the different geographic zones in which the private bank is present.

From 1st February 2011, the executive committee of Societe Generale Private Banking will comprise:

- Daniel Truchi, Global CEO of Societe Generale Private Banking;
- Yves Thieffry, Deputy CEO of Societe Generale Private Banking, who will supervise the activities of the private bank in Switzerland, Luxembourg, Monaco and the Middle East;
- Patrick Folléa, CEO of Societe Generale Private Banking France, who will also supervise the activities in Belgium;
- Eric Barnett, CEO of Societe Generale Private Banking Hambros, who will supervise the activities of the private bank in the UK, Canada and the United States;
- Bruno Lèbre, Global Head of Investment Solutions, who will supervise the activities in Asia (Singapore, Hong Kong, mainland China and Japan) ;
- The new Global Head of Sales and Marketing, who will be appointed in the next few weeks.

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A French corporation with share
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The objective of this new organisation is to strengthen the transversal culture, synergies with Societe Generale Group and the sharing of expertise within the private bank. This will encourage the development and adaptation of its offering in a context where the needs of its wealthy clients worldwide are permanently evolving.

Societe Generale

Societe Generale is one of the largest financial services groups in the euro-zone. The Group employs 157,000 people worldwide in three key businesses:

- Retail Banking, Specialised Financing & Insurance: Societe Generale serves 32 million individual customers worldwide.
- Private Banking, Global Investment Management & Services: Societe Generale is one of the largest banks in the euro-zone in terms of assets under custody (EUR 3,246 billion, March 2010) and under management (EUR 164 billion excluding Amundi, March 2010).
- Corporate & Investment Banking: Societe Generale tailors solutions for its clients across sectors by capitalising on its worldwide expertise in investment banking, global finance, and global markets.

Societe Generale is included in the socially-responsible investment indexes: FTSE4Good and ASPI. In 2010, the title of SAM Sector Mover was awarded to Societe Generale.

www.societegenerale.com

Societe Generale Private Banking

Societe Generale Private Banking, the wealth management arm of Societe Generale, is one of the leading private banks worldwide, with EUR 82 billion of assets under management at the end of September 2010.

With 2,800 staff in 21 countries across the globe, Societe Generale Private Banking offers wealth management solutions to entrepreneurs and High Net Worth Individuals with financial assets in excess of one million euros. Societe Generale 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 2010, Societe Generale Private Banking was rewarded with the titles of 'Best private bank worldwide, in Western Europe and The Middle East for its offer in Structured Products and Equity Derivatives' (Euromoney). In 2009 the private bank received the awards of the 'Best Private Bank in Japan and Luxembourg' (Euromoney). It was also ranked as one of the top 3 private banks in Europe and named 'Outstanding Wealth Manager for Family office services' with Rockefeller Financial (Private Banker International).

www.privatebanking.societegenerale.com