

Press release

Paris, May 19 2010

Societe Generale Private Banking continues to strengthen its wealth management structure in France by creating two regional private banking centres in Strasbourg and Rennes

Societe Generale Private Banking is continuing to reach out to high net worth individuals outside Paris by opening two new regional centres in Strasbourg and Rennes.

The private bank is strengthening its presence in France's regions in order to develop its business with entrepreneurs and high net worth individuals seeking proximity, availability and a comprehensive approach to the management of their wealth. It will benefit from the expertise of Societe Generale's retail banking network, which has more than 185 branches in the Strasbourg region and 300 in Brittany and the area of France covered by Rennes. Using its detailed knowledge of the local economy, the network will provide support to Societe Generale Private Banking and work closely with its teams of wealth advisors and planners.

Based on its strong track record in wealth management and advisory services, Societe Generale Private Banking will focus in particular on accompanying entrepreneurs, company directors and members of the liberal professions in their projects to sell or pass on their businesses, and will also offer services for long-term financing operations. High net worth individuals will thus have access to the whole of the private bank's comprehensive and tailor-made offering in investment and financial services.

Societe Generale Private Banking began its regional expansion in France in 2008, with the opening of centres in Bordeaux, Lyon and Marseilles, followed by Lille in 2009.

The centres in Strasbourg and Rennes are managed by Benoît Teutsch and Frédéric Largeron, respectively.

Benoît Teutsch, 35, is a native of Moselle and graduated from the French Engineer school: ESIAE Paris. He started his career in 1998 as Wealth Advisor at BNP, taking on a similar role at Deutsche Bank in 1999 and Finter Bank in 2002. In 2004, he joined Societe Generale Private Banking France as Wealth Advisor, before being appointed Private Banker and Head of Societe Generale Private Banking in Strasbourg in 2010.

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A French corporation with share
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Frédéric Largeron, 32, graduated with a Diploma in Wealth Management from Lyon III University. He started his career in 2001 as Wealth Advisor at Societe Generale's retail network in France. In 2006, he joined Societe Generale Private Banking France as Wealth Planner and Financial Advisor, before being appointed Head of Societe Generale Private Banking in Rennes in 2010.

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 79 billion of assets under management at the beginning of March 2010.

With 2,789 staff in 22 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