

Press release

Paris/Geneva, March 24th, 2010

Societe Generale Private Banking strengthens its structure for Russian clients

Societe Generale Private Banking is strengthening its teams dedicated to wealthy Russian clients by recruiting 8 new private bankers and creating a "Russian Clientele" department in Zurich. This enhances the overall structure that the private bank has put in place to respond even better to the specific requirements of this international clientele.

Societe Generale Private Banking's teams of advisors are located in the Geneva and Zurich offices and now comprise 28 staff exclusively dedicated to this client line.

In Zurich, the new team is made up of Avy Burstin and Yuri Smelyanskiy, who have been appointed Manager and Deputy Manager, respectively, of the "Russian Clientele" department, together with private bankers Natalya Clemen, Iryna Semenets, Giancarlo Antonucci and Christopher Delsman.

In Geneva, 2 new private bankers, Victoria Arsene-Calugaru and Dmitriy Luzanov, have also reinforced the Russian Clientele department.

These teams report to Jean-Gabriel Arqueros, Global Market Manager for Russian Clients, who is based in Geneva and responsible for the service offering for this clientele.

Societe Generale Private Banking offers wealth management solutions which meet the international requirements of a demanding Russian clientele through the transverse organisation of its products and services offering. The Russian client line has teams of private bankers in Geneva, Zurich, London, Monaco and Singapore.

The recruitment of highly qualified professionals contributes to the growth and development objectives of Societe Generale Private Banking and illustrates its constant commitment to providing a high level of service quality to all its clients.

Avy Burstin, 37, started his career in 1997 as a manager at the Republic National Bank of New York (London) for Central and Eastern European clients. From 1998 to 2004, he held various positions at Kredietbank (Luxembourg), prior to becoming a Team Leader in the Institutional Asset Management department.

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From 2004, he worked for UBS Wealth Management in Zurich, where he was Director for Russian and Central Asian clients, and then Executive Director. In 2010, he joined Societe Generale Private Banking to develop the private banking activities for its Russian clientele. Avy Burstin holds a degree from the Institute of Political Studies in Strasbourg, a Masters from the London School of Economics, and an Executive MBA in finance from the Chicago Graduate School of Business. He is also a Chartered Financial Analyst (CFA).

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 more than 30 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 3,073 billion, December 2009) and under management (EUR 344 billion, December 2009).
- 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.

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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 75,4 billion of assets under management at the end of December 2009.

With 2,800 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. In addition, Societe Generale Private Banking provides dedicated solutions to Ultra High Net Worth Individuals and Family Offices around the world, notably through its global alliance with Rockefeller Financial.

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