

Press Release

London, 3 December 2010

Societe Generale launches new range of Exchange Traded Autocallables on the London Stock Exchange

Societe Generale launches new range of Exchange Traded Autocallables on the London Stock Exchange to optimise risk/reward.

With bond yields and cash deposit rates falling to record lows, demand for yield enhancement strategies remains high. Among yield enhancement possibilities, Autocalls have been one of the most popular structures in the private banking and wealth management space over the past five years.

Due to the popularity of Autocalls the bank has taken the significant step in making them available directly on the LSE with a liquidity provider. These products are now tradable like a traditional share.

The minimum investment size is around £100 and the bid/ask spread will not normally exceed 1%. Societe Generale Option Europe will be the liquidity provider to ensure investors are in a position to buy and sell the products during LSE trading hours through their UK stockbroker. Societe Generale Option Europe is the only market-maker and therefore the only liquidity provider for these Products.

These Autocalls are designed for sophisticated investors looking for a medium to long term investment, offering the potential for an enhanced yield, and who are willing to accept risk to capital if UK equity markets fall significantly.

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For more information on Societe Generale Exchange Traded Products, visit:

www.sglistedproducts.co.uk

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Notes to editors:

Three new products using the autocallable payoff have been launched all linked to the FTSE 100 Index.

▶ The **SG 92** is a **Defensive Autocall** with a life of between 1 and 5 years, and offers a Target Annual Return of 8.5% per annum provided the Index closes above 5,900 on one of five anniversary dates. However, should this not happen, and the Index closes below 3,700 (the "Protection Level") at the end of the five years, capital is at risk and the investor would suffer a loss in capital, with the return being based on the return of the Index from the Reference Level of 5,900.

▶ The **SG 93** is a **Step-Down Autocall**, it has a life of between 1 and 6 years, and offers a Target Annual Return of 8.0% per annum provided the Index closes above its Step-Down level on one of six anniversary dates. However, should this not happen, and the Index closes below 3,500 (the "Protection Level") at the end of the six years, capital is at risk and the investor would suffer a loss in capital, with the return being based on the return of the Index from the Reference Level of 5,900.

The Step-Down Levels in details

N	1	2	3	4	5	6
Step-Down Level (N)	5900	5500	5100	4700	4300	3900

▶ The **SG 94** is a **Growth Autocall** with a life of between 1 and 5 years. If on one of five anniversary dates, the Index closes above 5,900, the return will be equal to the best of either the index performance from 5,900, or 6% (i.e. £6 pounds per a product) times the number of years that have elapsed. Should this not happen, and the Index has never closed below 3,500 (the "Protection Level") at the end of the five years, capital is protected and the investor receives £100 per product purchased. However, if the index has ever closed below 3,500 during the 5 years, the capital is at risk and the investor would suffer a loss, with the return being based on the return of the Index from the Reference Level of 5,900.

Autocalls Time table and pay offs

Anniversary Date		18 November 2011	16 November 2012	15 November 2013	14 November 2014	13 November 2015	11 November 2016
	SG92	£108.5	£117	£125.5	£134	£142.5	-
	SG93	£108	£116	£124	£132	£140	£148
Maximum Amount paid to the Investor if the product is called	SG94	Best of (£106, (£100 + 100x Index Performance (1))	Best of (£112, (£100 + 100x Index Performance (2))	Best of (£118, (£100 + 100x Index Performance (3))	Best of (£124, (£100 + 100x Index Performance (4))	Best of (£130, (£100 + 100x Index Performance (5))	-

These products are issued by Societe Generale Acceptance, a member of the SOCIETE GENERALE group of companies. Any failure of Societe Generale Acceptance to perform obligations when due may result in the loss of all or part of an investment.

By offering a range of autocallables with different protection and early exit levels, the bank aims to enable advisors to choose the combination that best fits their client's attitude to risk, target yield and market view.

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Prior to any investment in these products, investors should make their own appraisal of the risks from a financial, legal and tax perspective, without relying exclusively on the information provided by Société Générale., both in this or other related documents and the Pricing Supplement of the product available on the website www.sglistedproducts.co.uk. We recommend that investors consult their own independent professional advisors.

Investors should note that holdings in this product will not be covered by the provisions of the Financial Services Compensation Scheme, nor by any similar scheme in the Netherlands.

Societe Generale

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- 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 3,073 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. In 2010, the title of SAM Sector Mover was awarded to Societe Generale.

www.societegenerale.com