

Press release

Paris/Singapore, March 21, 2011

Societe Generale Private Banking strengthens its management in Asia

Societe Generale Private Banking is strengthening its management in Asia in order to support its ambitious expansion strategy in the region, thus confirming its commitment towards one of the most dynamic wealth creating regions in the world.

Previously Chief Executive Officer for South Asia, Olivier Gougeon becomes Chief Executive Officer for Asia Pacific, for Singapore, Hong Kong and China. Patrick Dreyfuss, who retains his functions as Chief Operating Officer for the zone, has been appointed Regional Deputy Chief Executive Officer of Societe Generale Private Banking for Asia Pacific.

In order to further develop the activities of the private bank in Asia Pacific, whilst building on the existing transverse expertise within Societe Generale Group, a strategy committee, made up of 4 members, has been established:

- Alex Fung is appointed Chairman of the Strategy Committee of Societe Generale Private Banking Asia Pacific in addition to his role as Chief Executive Officer of Societe Generale Private Banking (Hong Kong);
- Olivier Gougeon, Regional Chief Executive Officer of Societe Generale Private Banking (Asia Pacific);
- Hsiao-Yun Lee, Chief Executive Officer of Societe Generale Private Banking (China);
- Bruno Lèbre, member of Societe Generale Private Banking's global executive committee and supervisor of the private bank's activities in Asia.

PRESS SERVICE
SOCIETE GENERALE- GIMS

Elisa O'NEILL
+33 (0)1 42 14 39 24
elisa.oneill@socgen.com

Jolyon BARTHORPE
+33 (0)1 42 14 34 55
jolyon.barthorpe@socgen.com

GIMS/COM
Immeuble CB3
170, place Henri Regnault
Paris La Défense 6
France
Fax: +33 (0)1 42 14 53 82

PRESS SERVICE
SOCIETE GENERALE
+33 (0)1 42 14 67 02
www.societegenerale.com

A French corporation with share
capital of
EUR 933,027,038.75
552 120 222 RCS PARIS

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 84.5 billion of assets under management at the end of December 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 2011, Societe Generale Private Banking was rewarded with the titles of 'Best Private Bank in Western Europe for its offer in Structured Products' and 'Best Private Bank in France' (Euromoney).

www.privatebanking.societegenerale.com