

## Press release

Paris, September 14th, 2009

### **SG Private Banking teams up with 1858 Limited Art Advisory to offer art advisory services**

In response to an increasing interest in art from high net worth individuals, SG Private Banking is teaming up with 1858 Limited Art Advisory to offer art advisory services to its international clients.

Thanks to the recognized expertise of 1858 Limited Art Advisory, SG Private Banking's clients will be able to benefit from unique solutions for building and developing their art collections.

The specialists from 1858 Limited Art Advisory will advise and assist SG Private Banking's clients with total impartiality and discretion on the different aspects of managing their art collections. The service will include:

- selecting, estimating and negotiating the prices of works of art, in particular enabling clients to secure significantly reduced transaction charges,
- advice in buying and selling fine art,
- the constitution and valuation of art collections,
- logistics management, covering shipping, restoration, display and storage,
- representation at auction houses,
- the organization of private sales,
- advice on philanthropy.

In a rapidly evolving art market, the expertise of 1858 Limited Art Advisory will provide SG Private Banking's high net worth clients with access to the best advice in this field.

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### **Société Générale**

Société Générale is one of the largest financial services groups in the euro-zone. The Group employs 163,000 people worldwide in three key businesses:

- Retail Banking & Financial Services: Société Générale serves more than 30 million individual customers worldwide.
- Global Investment Management & Services: Société Générale is one of the largest banks in the euro-zone in terms of assets under custody (EUR 2 906 billion, June 2009) and under management (EUR 333 billion, June 2009).
- Corporate & Investment Banking: Société Générale tailors solutions for its clients across sectors by capitalising on its worldwide expertise in investment banking, global finance, and global markets.

Société Générale is included in 3 socially-responsible investment indexes: FTSE4Good, ASPI and Ethibel.

[www.societegenerale.com](http://www.societegenerale.com)

### **SG Private Banking**

SG Private Banking, the wealth management arm of Société Générale, is one of the leading private banks worldwide, with EUR 71 billion of assets under management at the end of June 2009.

With 2,900 staff in 21 countries across the globe, SG Private Banking offers wealth management solutions to entrepreneurs and High Net Worth Individuals with financial assets in excess of one million euros. In addition, SG Private Banking provides dedicated solutions to Ultra High Net Worth Individuals and Family Offices around the world, notably through its global alliance with Rockefeller & Co.

SG 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 2009, SG Private Banking was rewarded by Euromoney with the titles of 'Best private bank worldwide and in Western Europe for its offer in structured products' and 'Best Private Bank in Japan and Luxembourg'. It was also named in 2008 'Outstanding Wealth Manager for Innovation of its Products and Services' by Private Banker International.

[www.sgprivatebanking.com](http://www.sgprivatebanking.com)

### **1858 Limited Art Advisory**

1858 Limited Art Advisory, headquartered in London, is a major art advisory firm providing an array of services to international institutions and private collectors. Services include art acquisition and divestment in the international marketplace, private sales, independent and impartial market intelligence, and art finance. 1858 Limited Art Advisory also offers a selection of services to financial institutions seeking to provide clients with access to the world of museum quality art.

[www.1858ltd.com](http://www.1858ltd.com)