

PRESS RELEASE

Paris, 1 July 2011

NEW ORGANIZATION OF SOCIETE GENERALE CONSUMER FINANCE

Gianluca Soma, Chief Executive Officer of Societe Generale Consumer Finance (SGCF) since October 2010 and member of the Societe Generale Group Management Committee, announces the establishment of a new organization within SGCF.

Gianluca Soma will be assisted by two Deputy CEOs: **Gérard Touati** and **Bertrand de Lachapelle**.

Gérard Touati, who maintains his position as CEO of Franfinance, will moreover be in charge of the supervision of the subsidiaries in France, North Africa and emerging countries.

Bertrand de Lachapelle, who joins Societe Generale Consumer Finance, will be notably in charge of the supervision of the Commercial Development Department (Strategy & Marketing) and the subsidiaries in Central and Eastern Europe.

Gianluca Soma was born in 1960. An Italian national, he graduated from LUISS University in Rome with a degree in Business Administration and received an MBA from the Turin School of Business Administration. He started his career in 1984 in management consulting with Ernst & Young and then Telos. From 1994 to 1997 he was Head of European Sales and Services for Hyperion Software Group, prior to joining GE Capital in 1997. In 1999 he was appointed CEO of Dial Italy, a subsidiary of Barclays Group. He joined Hertz Lease Italy as CEO in 2000. Following the purchase of Hertz Lease by Societe Generale Group in 2002, Gianluca Soma served as Group Regional Director and later Deputy CEO of ALD Automotive Group. He was appointed Chief Executive Officer of ALD International in March 2008. Gianluca Soma was appointed to the Societe Generale Group Management Committee on July 1 2010. In October 2010 he was appointed Chief Executive Officer of Societe Generale Consumer Finance. In May 2011 he became Chairman of ALD International.

Gérard Touati was born in 1952. A graduate in international trade from the University Institute of Technology of Grenoble, he joined SNCF in 1974 in the Commercial Department. From 1983 to 1987, he is Branch Manager and then Regional Director within the Department of Finance and Business Automobile of Auxiliaire de Crédit. In 1987, he joined Franfinance (SGCF subsidiary) where he held various positions: Regional Director, Account Manager, Sales Manager, Deputy Finance Director, before being appointed Deputy CEO in 2004 and Chief Executive Officer in 2007. He is also Chief Executive Officer of Compagnie Financière de Bourbon since 2007, after having chaired the general management committee from 2000 to 2007, Sogefinancement CEO since 2008, Chairman of CFC Services and a member of the Supervisory Board of La Banque Postale Financement since 2009 and since July 2010, Chairman of the Board of Eqdom. In September 2010 he was appointed Deputy CEO of Societe Generale Consumer Finance.

SERVICE DE PRESSE
SOCIETE GENERALE
ASTRID BRUNINI
+33(0)1 42 13 68 71
HELENE MAZIER
+33(0)1 58 98 72 74

SOCIETE GENERALE
CONSUMER FINANCE
ANNE-SOPHIE SHAHIN
+33(0)1 42 14 30 02
YULIYA TABOLINA
+33(0)1 42 14 61 06

SOCIETE GENERALE
DSFS/COM
758886 PARIS CEDEX 18
SOCIETEGENERALE.COM

SOCIETE ANONYME AU CAPITAL DE 962 903 828,75 EUR
552 120 222 RCS PARIS

Bertrand de Lachapelle was born in 1964. A graduate of the Ecole Centrale de Paris in 1986, he began his career as a financial analyst at CCF. From 1990 to 1997, he held various positions within Cortal. In 1997, he joined Societe Generale as Head of Research and Development, Individual Customers, in the Strategy and Marketing Division before joining Paribas a year later as Special Adviser International, Specialized Financial Services, then Director of International for Arval Service Lease. In 2000 he joined Societe Generale as Marketing Director Private Individuals. In 2003 he became a Regional Director in the French branch network. In 2006 he was appointed at the head of sales of the French Retail Banking networks. Since 2007, following the merger between the two departments sales and marketing, he is Deputy Head of sales and marketing.

Societe Generale

Societe Generale is one of the largest European financial services groups. Based on a diversified universal banking model, the Group combines financial solidity with a strategy of sustainable growth, and aims to be the reference for relationship banking, recognised on its markets, close to clients, chosen for the quality and commitment of its teams.

Its 157,000 employees* based in 85 countries accompany more than 33 million clients throughout the world on a daily basis.

Societe Generale' teams offer advice and services to individual, corporate and institutional customers in three core businesses:

- Retail banking in France with the Societe Generale branch network, Credit du Nord and Boursorama.
- International retail banking, with a presence in Central and Eastern Europe and Russia, in the Mediterranean basin, in Sub-Saharan Africa, in Asia and in the French Overseas Territories.
- Corporate and investment banking with a global expertise in investment banking, financing and global markets.

Societe Generale is also a significant player in specialised financing and insurance, private banking, asset management and securities services. Societe Generale is included in the international socially-responsible investment indices: FTSE4good and ASPI. www.societegenerale.com

** including employees of Societe Marseillaise de Credit acquired in September 2010 by Credit du Nord*

Societe Generale Consumer Finance

Societe Generale Consumer Finance (SGCF) manages consumer finance activities of the Societe Generale Group and provides multi-product financing solutions to a client base of individuals and partners, in France and Internationally. SGCF is present in 21 countries, with around 21,000 employees. It is ranked No 3 in France through its long-standing subsidiaries CGI and Franfinance. With its expertise in auto financing, SGCF regularly ranks among the principle actors in the auto financing markets: n°2 in Germany, France and Russia, n°4 in Italia.