

## Press release

Paris, March 23, 2011

### **Societe Generale Private Banking: New Appointments in Wealth Planning, Fiduciary Services and Life Insurance**

Societe Generale Private Banking has made 4 senior appointments in the Wealth Planning, Fiduciary Services and Life Insurance Department, which is headed by Laurent Joly.

The appointment of these 4 highly experienced experts underlines Societe Generale Private Banking's ambitions to reinforce its activities in wealth planning and fiduciary services worldwide. These services constitute a key component of its global services offering, and comprises 240 specialists in 14 jurisdictions. These experts provide Societe Generale Private Banking's clients with a worldwide network of full advisory services, which accompanies them in the international structuring of their wealth.

**Jon Needham** becomes Global Head of Fiduciary Services for Societe Generale Private Banking's network. Based in Jersey, he is also appointed Group Head of Fiduciary Services and Wealth Planning at Societe Generale Private Banking Hambros.

**Vittorio Castellani** has been appointed Global Head of Wealth Planning and Fiduciary Services for Latin American clients at Societe Generale Private Banking. Based in Geneva, he is seconded to Alberto Valenzuela, Deputy Managing Director of Societe Generale Private Banking (Suisse) SA and Global Market Manager for Latin American Clients.

**Cécile Decomps** has become Global Head of Life Insurance at Societe Generale Private Banking, in charge of developing and promoting of the private bank's life insurance offering among its international network. She is based in Paris.

**Marco Cameroni** has been appointed Head of Wealth Planning and Fiduciary Services for Societe Generale Bank & Trust's private banking activities in Luxembourg. He replaces Claudio Bacceli, who was recently appointed Managing Director of private banking activities at Societe Generale Bank & Trust in Luxembourg.

\*\*\*

**Jon Needham** has worked in Wealth Management & Private Banking for over 25 years. Most of his career was spent at Barclays Private Banking (now Barclays Wealth), where he became Private Banking Director responsible for Europe and the Americas in 1992, subsequently moving to Jersey in 1996. In 2000, he joined Schroders Private Banking and in 2001 was

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

appointed Managing Director of Brown Shipley Private Bank and Trust, formerly part of the Kredietbank Luxembourg Group. Jon Needham joined SG Hambros as Head of Private Client Trust for the Channel Islands in 2005. He is a Member of the Institute of Directors and an Associate of the Chartered Institute of Securities & Investment.

**Vittorio Castellani**, 37, graduated in law from “La Sapienza”, University of Rome, Italy and has more than 10 years experience in wealth planning solutions in banking and finance. He started his career in 1998 at Société Européenne de Banque (Luxembourg), Banca Intesa Group, as Desk Manager for the Corporate Department. In 2000, he joined Societe Generale Group in Luxembourg as Advisor in Wealth Planning for private clients of Societe Generale Bank & Trust Luxembourg. In 2003, Vittorio Castellani became Head of the International Desk of the Wealth Planning Department of SGBT Luxembourg and in 2006 was appointed “Associate Director” of the Wealth Planning and Fiduciary Services Department, where he was in charge of the development of the Mediterranean and Eastern European areas.

**Cécile Decomps**, 44, started her career in the Marketing Department of Societe Generale’s retail network in 1989, working firstly as a Research Assistant and then as Market Manager. In 1996, she worked on the creation of Societe Generale Group’s first official internet site. She then joined SOGECAP, the Group’s life insurance subsidiary, in 1997, occupying various roles in marketing and management for IT projects. In 2008, she was appointed Head of the Life Insurance offering at Societe Generale Private Banking France, where she was responsible for developing relationships with Societe Generale Group’s insurance partners.

**Marco Cameroni**, 47, has a PhD in Economics and Banking from the Catholic University of Milan and holds a Master in International Finance from the IFBL. He started his career in 1989 at Banca Popolare Di Novara in Italy in the International Credit department before moving to London to manage the international network. In 1997 he worked as Project Manager in Luxembourg and in 1999 was appointed Deputy Director of the Credit department of Capitalia Luxembourg, becoming Commercial Director, member of the Executive Committee and Secretary of the Administration Committee. He joined Societe Generale Bank & Trust in April 2008 as Advisory Manager, before taking over responsibility for the Credit Department for Societe Generale Private Banking in September 2009.

#### **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](http://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](http://www.privatebanking.societegenerale.com)