

## Press release

Paris, October 12, 2009

### **SG Private Banking and Rockefeller & Company named 'Outstanding Wealth Manager for Family Office Services' by Private Banker International**

SG Private Banking and Rockefeller & Company have been jointly named "Outstanding Wealth Manager for Family Office Services" by the magazine Private Banker International. The two partners were also among the top three finalists in the category "Most Exciting New Wealth Management Model".

These accomplishments recognize the two wealth management players, who are sharing their expertise in providing top class services for ultra high net worth individuals and family offices around the world.

Private Banker International has also recognized the management of SG Private Banking on an international level, awarding Daniel Truchi, Global CEO of SG Private Banking, the title of "Outstanding Global Private Banker" and Nipun Mehta, Executive Director and CEO of Société Générale Wealth Management in India, the title of "Outstanding Young Private Banker".

The private bank was also singled out as one of the top three wealth management leaders in the categories "Outstanding Private Bank in Europe" and "Outstanding Wealth Manager for Innovation of Products and Services".

In an increasingly competitive market environment, these awards demonstrate the strong resilience of SG Private Banking's business model, its ability to adapt its product and services offering and its capacity to become one of the key leaders in the wealth management industry worldwide.

SG Private Banking was also named "Best Private Bank worldwide and in Europe for its offer in Structured Products" and "Best Private Bank in Luxembourg and Japan" (Euromoney) in 2009.

\* Private Banker International magazine is an international publication dedicated to wealth management.

\*\* Euromoney Magazine is a global reference publication on trends in international banking and capital markets.

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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)

### **Rockefeller Financial Services / Rockefeller and Company**

Rockefeller Financial Services, Inc. is the parent company of Rockefeller & Co., Inc., a leading global wealth management firm that provides comprehensive wealth and investment management services to a diversified client base of high net worth individuals, families, trusts, foundations, endowments and other institutions in the U.S. and throughout the world. Headquartered in New York and with offices in Boston and Washington, D.C., Rockefeller & Company and its subsidiaries have, as of the end of June, 2009, total assets under administration of US\$23 billion.