

PRESS RELEASE

Paris, 2 October 2012

SOCIETE GENERALE STRENGTHENS ITS PRIVATE INVESTMENT BANKING ACTIVITY

Societe Generale announces that **Giovanni Ortolani** is appointed Senior Banker for Societe Generale's Private Investment Banking activity in Geneva, Switzerland effective October 1st 2012. In this newly created position, Giovanni Ortolani is responsible for launching the Private Investment Banking activity by developing the offer with large family holding companies and family offices in Switzerland.

In addition, **Renaud Billard** is appointed Relationship Manager in the United Kingdom for the Private Investment Banking offer.

Giovanni Ortolani and Renaud Billard report functionally to Galeazzo Pecori Giraldi, Head of Private Investment Banking.

With the appointment of Giovanni Ortolani and Renaud Billard, Private Investment Banking continues its development in key European markets. This offer allows family holding companies and family offices to benefit from access to all the expertise within the Group, particularly in terms of wealth management and investment banking, for the management of their private wealth and their business. The solutions offered are based on the expertise and knowledge of clients at Societe Generale Private Banking and Societe Generale Corporate & Investment Banking.

Giovanni Ortolani was previously Chief Country Officer for Italy since 2007. He joined Societe Generale Corporate & Investment Banking as Senior Banker and Head of public sector coverage in Italy in 2005. Giovanni began his career at European Banking Company Limited in London in 1975. He then became Capital Markets specialist at Continental Illinois between 1977 and 1984 in Brussels and at Bankers Trust London between 1985 and 1987, before being appointed Managing Director and Country Manager for Bankers Trust Company for Italy in 1987. In 1991, he became CEO of Meridiana Finanza in Rome. He joined UBS Investment Bank where he was appointed Global Head of Project Finance in 1997 and was then responsible for public and corporate client coverage in 2000. Giovanni Ortolani graduated from the University of Naples and holds an MBA from Insead.

SERVICE DE PRESSE

LAETITIA MAUREL
+33(0)1 42 13 88 68
Laetitia.a.maurel@socgen.com

ILA KOTECHA
+44(0)0 207 676 6804
ila.kotecha@sgcib.com

SANDRINE LEVALLOIS
+33(0)1 42 13 97 85
sandrine.levallois@sgcib.com

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

SOCIETE GENERALE
COMM/PRS
75886 PARIS CEDEX 18
SOCIETEGENERALE.COM

A FRENCH CORPORATION WITH SHARE CAPITAL OF
EUR 975,339,185
552 120 222 RCS PARIS

Renaud Billard started his career in 1997 at CCF in Paris as a portfolio manager. In 1999 he joined Societe Generale Private Banking as a private banker on the French market. He moved to London in 2004 to join the French team at Societe Generale Private Banking Hambros as Senior Private Banker to develop the offer aimed at French and francophone clients residing in the United Kingdom. In 2009 he was promoted to Head of the French desk. Renaud Billard is a graduate of the University of Lyon with a Masters degree in Wealth Management.

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.

Around 160,000 employees, based in 77 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, 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 socially-responsible investment indices FTSE4Good and ASPI.

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