

PRESS RELEASE

Paris/Geneva, 8 October 2012

YVES THIEFFRY APPOINTED CHIEF EXECUTIVE OFFICER OF SOCIETE GENERALE PRIVATE BANKING IN SWITZERLAND

Societe Generale Private Banking has appointed Yves Thieffry as CEO of Societe Generale Private Banking (Suisse) SA. He is responsible for the management and development of Societe Generale Private Banking (Suisse) SA and its subsidiaries.

Yves Thieffry succeeds Guillaume Lejoindre, who becomes Chairman of the Board of Directors of Societe Generale Private Banking (Suisse) SA, replacing Jean-François Mazaud, Head of Societe Generale Private Banking, who remains a member of the Board in Switzerland and becomes its Vice President. Guillaume Lejoindre continues to bring his strategic vision to the business and contributes to the image of the private bank in the Swiss financial market place.

Societe Generale Private Banking (Suisse) benefits from Yves Thieffry's deep knowledge of the private bank's international activities as well as Guillaume Lejoindre's experience of the Swiss market. These appointments support Societe Generale Private Banking's ambition and development strategy and underline its commitment to one of the most dynamic financial markets in the world.

Yves Thieffry joined the Inspection Department of Societe Generale group in 1982 and became Deputy Head of the Business Services Division in 1992. He was then appointed General Manager of Banco Supervielle Societe Generale in Argentina in 1995 and General Manager of Societe Generale in Madrid in 1998. In 2002, Yves Thieffry was appointed Head of Human Resources for Societe Generale Corporate & Investment Banking, before becoming its Chief Operating Officer in 2003. He has been Deputy CEO of Societe Generale Private Banking since 2007.

Yves Thieffry holds a Master's degree in Law and a postgraduate qualification in Fiscal Regulation and Public Financing from the Sorbonne University in Paris.

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Guillaume Lejoindre began his career in 1974 at Banque Indosuez in Paris. Following an international career with the bank in Europe, Asia and the United States, he was appointed Managing Director of Indosuez in Korea in 1995, then Managing Director of Credit Agricole Indosuez Japan in 1997. From 1999, Guillaume Lejoindre was Director for Private Banking Clients at Credit Agricole (Suisse) SA. He joined Societe Generale Private Banking (Suisse) SA as Deputy Chief Executive Officer in 2008, becoming Chief Executive Officer in January 2009.

Guillaume Lejoindre is a graduate of the HEC Business School in Paris.

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 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 socially-responsible investment indices FTSE4Good and ASPI.

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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 85.6 billion of assets under management at the end of June 2012.

With 2,600 staff in 18 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.

The expertise of its private banking teams in wealth planning, investment advisory and financing solutions regularly receives awards. In 2012 Societe Generale Private Banking was awarded for the 8th consecutive year 'Best Private Bank in Western Europe for its offer in Structured Products' (Euromoney), and for the 2nd consecutive year 'Best Private Bank in the Middle East' (Banker Middle East).

In 2011 Societe Generale Private Banking was also named 'Best Private Bank in France' (Euromoney) and 'Global Wealth Manager of the Year' (Investors Chronicle/Financial Times).

www.privatebanking.societegenerale.com

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