



Press Release

LONDON, 21 JULY 2004

SG ISSUES BRAND NEW PRODUCT IN THE UK WARRANTS MARKET: FTSE 100 REVERSE TRACKER CERTIFICATE

SG announced today the creation of a new and exciting product to be launched in the UK warrants market: the FTSE 100 Reverse Tracker Certificate. It is a product which tracks movements in the FTSE 100 share index, but in reverse, i.e. the reverse certificate rises 1% for each 1% fall in the FTSE 100 and vice versa.

The fair value of the reverse tracker certificate is calculated as follows: 10,000 minus the price of the FTSE 100 divided by 1,000. For example, if the FTSE is trading at 4300, the fair value of the reverse tracker will be 10,000 minus 4,300, i.e. 5,700, divided by 1,000 = £5.70.

The certificate is open-ended which means that it can be held for as long as the investor chooses, to hedge against FTSE 100 falls, for example, or capitalise on market movements even when there is a downturn.

Commenting on the new product launch, David Lake, Head of Listed Products in the UK, said "This new and innovative product provides investors with a unique and relevant investment product for today's markets, and an additional way to hedge against further downside."

The reverse tracker certificate will be listed on the London Stock Exchange on Thursday 22nd July 2004. There is no minimum trade size and no stamp duty or annual management fees to pay. The reverse certificate can be traded through most UK brokers and can be held in a SIPP if required.

See full warrants issue listing attached, or visit the Product Analysis section of our website, www.warrants.com. Please note that warrants are not suitable for all investors. They can be volatile and may expire worthless.

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NOTES FOR EDITORS

UK COVERED WARRANTS MARKET

The UK covered warrants market, launched in October 2002, continues to show dramatic growth. The latest trading figures from the London Stock Exchange show that more than £380m was traded in covered warrants during the first six months of 2004, compared with £37m for the same period in 2003, a ten-fold growth in 12 months. The number of issuers has also increased from four to five over this period and a total of 815 warrants are now listed on the LSE, of which 233 are SG warrants.

SG continues to play a leading role in the development of the UK warrant market, in line with its position of the world's no. 1 warrants issuer SG is a leading provider of covered warrants in the UK, as well as being the only market maker.

SOCIETE GENERALE GROUP

Société Générale is one of the largest financial services groups in the euro-zone. The Group employs 88,000 people worldwide in three key businesses:

- Retail Banking & Financial Services : Société Générale serves more than 15 million retail customers worldwide.
- Asset Management, Private Banking & Securities Services : Société Générale is one of the largest banks in the euro-zone in terms of assets under custody (approximately USD 1200 billion) and under management (EUR 284 billion, December 2003).
- Corporate & Investment Banking : SG CIB ranks among the leading banks worldwide in euro capital markets, derivatives and structured finance.

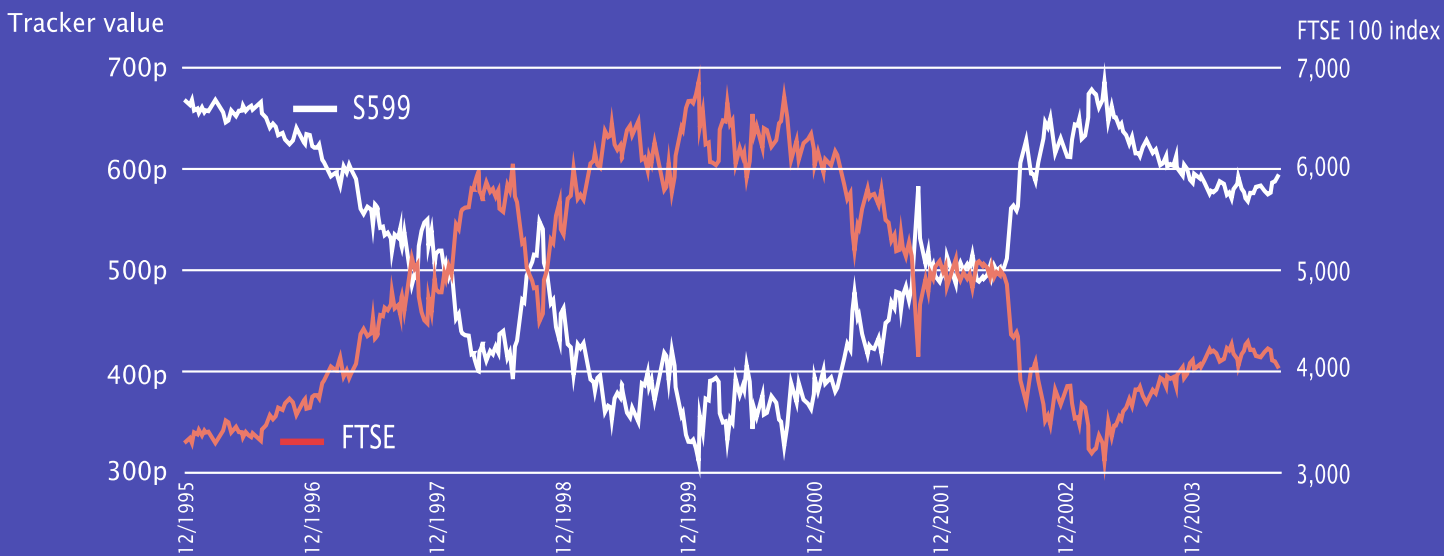
Société Générale is included in the four major socially responsible investment indexes. www.socgen.com

About SG Warrants

SG is the world's largest warrants issuer, with 15% of the total warrant market share in 2003. SG is also UK's no. 1 issuer with 41% of trades in 2003. The first SG warrant was issued in 1989 and we are now present on 15 global stock exchanges with over 8,000 warrants available on 1,000 underlyings in 7 currencies. Our products are supported by 21 warrant traders in Paris, New York, Hong Kong and Sydney, plus 40 warrant marketing specialists in 14 countries. Société Générale, rated AA- by S&P, is the unconditional guarantor of all SG warrants and the ultimate counterpart of investors in SG warrants. www.warrants.com

SG FTSE 100 Reverse Tracker Certificate

Underlying	Type	Maturity	Exercise Price	Parity	Code
FTSE 100	Put	Open	10,000	1000/1	S599



10 year chart of the FTSE 100 and SG FTSE 100 Reverse Tracker Certificate

How the tracker works

The FTSE 100 reverse tracker certificate is the latest addition to the SG range of index trackers. As the name suggests, this highly innovative product closely tracks price movements in the FTSE 100 index but in reverse - i.e. a 1% fall in the FTSE 100 will bring about a 1% rise in the value of the reverse certificate and vice versa.

The reverse certificate therefore provides an easy and transparent way to either speculate on a decline in the FTSE 100 index or, if held as part of a portfolio, as a highly effective way to hedge against market weakness.

As with our other tracker certificates, there is no fixed expiry date at issue, which means you can hold the certificate for as short or long a time as you like.

The pricing of the reverse certificate is very simple - it's 10,000 minus the current value of the FTSE 100. This value, expressed in pounds, is then divided by 1,000 to give the certificate price.

For example, with the FTSE 100 trading at 4350, the fair value of reverse certificate is $10,000 - 4,350 = 5,650$, which gives a value per certificate of £5.65.

In all other respects, the reverse certificate behaves like our other tracker certificates - prices are maintained on the London Stock Exchange throughout the trading day with liquidity (the ability to buy or sell at any time) a requirement of SG. There is no minimum trade size, no stamp duty to pay on a purchase and there are no additional annual management fees to pay. The only costs involved are your brokerage commissions.

Trading example

An investor is bearish on the UK markets and decides to invest £55,000 in the FTSE 100 reverse tracker certificate. With the FTSE 100 trading at 4,500, the value of the reverse certificate is 550p, so he buys 10,000 certificates for an outlay of £55,000 plus brokerage commission.

Three months later, assume the FTSE 100 has fallen 500 points to 4,000. In this case, the reverse tracker would now be worth 600p, a rise of 50p. His 10,000 certificates are now worth £60,000, giving him a gain of £5,000, before brokerage commissions.

Alternatively, if the FTSE 100 had risen by 500 points over the same period to 5,000, the reverse tracker certificate would be worth 500p, a fall of 50p. In this case the investor's holding would be worth £50,000, a loss of £5,000.

Risk warning

The reverse certificate offers unleveraged exposure to the underlying index - although, of course, in a reverse sense. This makes it less risky than a geared covered warrant. Even still, the volatile nature of certificates means they are not suitable for all investors. Capital invested in a reverse tracker certificate is at risk.

A live price and full details of the SG FTSE 100 Reverse Tracker Certificate can be found on the SG website

uk.warrants.com

Good Call

