

## APPOINTMENT WITHIN THE SOCIETE GENERALE GROUP

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### Press release

Paris, 24 February 2025

**Societe Generale announces the appointment of Lubomira Rochet as Executive Vice President in charge of Retail Banking activities in France, Private Banking and Insurance, as well as the Group's Chief Operating Office (technology, procurement and real estate). She will join the Bank in April 2025. Lubomira will also become a member of the Group Executive Committee.**

Lubomira Rochet's mission will be to assist Slawomir Krupa, Chief Executive Officer of Societe Generale, in overseeing Retail Banking activities in France (both SG retail network and BoursoBank), Private Banking and Insurance, as well as the activities of the Group's Chief Operating Office (including technology, procurement and real estate).

Lubomira Rochet is an accomplished leader with proven expertise in business transformation, digital businesses and in all aspects of customer relations, particularly for retail activities. She has held high-level responsibilities in these areas on a global scale with a compelling track record. Her technical skills, extensive experience, strategic vision and leadership will be key assets in advancing the development and transformation of the Group and our retail activities in France. She will contribute to enhancing our performance in terms of customer experience and satisfaction, business growth and operational efficiency to support our teams on the ground.

**Slawomir Krupa**, Chief Executive Officer, comments: *"I am pleased to announce the appointment of Lubomira Rochet to the Group Executive Committee. She will assist me in overseeing Retail Banking activities in France and will also bring her extensive expertise to our projects for the further growth of our retail banking activities and the technological transformation of the Group. Her talent and creativity will further enhance the blend of different skills and wide-ranging experiences within the Group's leadership team. I wish her every success in her new role."*

### Biography



**Lubomira Rochet** has held strategic positions throughout her career in the technology, digital, and retail sectors. From 2003 to 2007, she was responsible for strategy at Sogeti (Capgemini), before leading innovation and startups in France for Microsoft from 2008 to 2010. In 2010, she joined the digital marketing agency Valtech and became the Managing Director of this agency in 2012. From 2014 to 2021, she drove the digital transformation of L'Oréal as Chief Digital Officer and was a member of the Executive Committee. Since 2021, she has been a Partner at JAB Holding Company LLC. Lubomira also served as an independent Director on the Board of Directors of Societe Generale from 2017 to 2024. An economist by training, Lubomira Rochet is a graduate of the École Normale Supérieure de Paris-Saclay, Sciences Po Paris, and the College of Europe in Bruges.

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## Societe Generale

Societe Generale is a top tier European Bank with more than 126,000 employees serving about 25 million clients in 65 countries across the world. We have been supporting the development of our economies for 160 years, providing our corporate, institutional, and individual clients with a wide array of value-added advisory and financial solutions. Our long-lasting and trusted relationships with the clients, our cutting-edge expertise, our unique innovation, our ESG capabilities and leading franchises are part of our DNA and serve our most essential objective - to deliver sustainable value creation for all our stakeholders.

The Group runs three complementary sets of businesses, embedding ESG offerings for all its clients:

- **French Retail, Private Banking and Insurance**, with leading retail bank SG and insurance franchise, premium private banking services, and the leading digital bank BoursoBank.
- **Global Banking and Investor Solutions**, a top tier wholesale bank offering tailored-made solutions with distinctive global leadership in equity derivatives, structured finance and ESG.
- **Mobility, International Retail Banking and Financial Services**, comprising well-established universal banks (in Czech Republic, Romania and several African countries), Ayvens (the new ALD I LeasePlan brand), a global player in sustainable mobility, as well as specialized financing activities.

Committed to building together with its clients a better and sustainable future, Societe Generale aims to be a leading partner in the environmental transition and sustainability overall. The Group is included in the principal socially responsible investment indices: DJSI (Europe), FTSE4Good (Global and Europe), Bloomberg Gender-Equality Index, Refinitiv Diversity and Inclusion Index, Euronext Vigeo (Europe and Eurozone), STOXX Global ESG Leaders indexes, and the MSCI Low Carbon Leaders Index (World and Europe).

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