



PRESS RELEASE

Paris, Thursday February 6th 2003

**Société Générale selects Christian de Portzamparc
to design its third tower at La Défense**

Following the recommendations of a jury of experts (1), who analysed four high-quality projects (2), Daniel Bouton, Chairman and CEO Société Générale, has selected the design submitted by Christian de Portzamparc for the new office tower to be built in the immediate vicinity of the Group's main offices in La Défense.

The building is designed to mark the gateway between the western sector of La Défense (called Valmy) and the new Seine-Arche district of Nanterre in the immediate periphery of Paris..

The 180-metre high tower will be completed by the end of 2006. It will provide some 68,000 m² of office space for 4,800 people.

In 2001, Société Générale chose SARI (Nexity group) as the developer for this project.

The Seine-Arche EPA, the public-sector planning body responsible for the site of the new tower, will develop the adjoining public areas,.

A major event bringing together La Défense and Nanterre

"The project was designed as a major feature of the La Défense site. It forms a tall and slender triangular prism, like the prow marking the start of the Valmy sector.

The project occupies a triangular site and takes a dual form: a diahedral that forms the front of the complex, and prism-shaped flanks alongside the Alicante and Chassagne towers.

These forms combine the specific internal requirements of the project with the need to provide a strong external identity. The aim is to provide office space of optimum quality that brings together functionality, flexibility, atmosphere and comfort, while contributing a major landmark to the site that draws the area together.

The shape of the tower thus conveys a dual image: that of an independent building on the La Défense skyline, and that of a building linked to the two existing towers.

The pinnacle of the tower and the sloping roof accentuate its height, reinforcing the strong presence that stems from the building's prime location in the landscape of La Défense and Nanterre. It acts as a focal point to pull together and add the finishing touch to the Valmy sector. This ability to draw the eye is accentuated by the tapering skyline, which is unique in the area." Christian de Portzamparc

- (1) The jury was comprised of representatives of Société Générale, Nexity, Nanterre town council, the Seine-Arche EPA (public-sector planning body) and qualified representatives.
- (2) An invitation to submit designs for the project was made to four teams in June 2001:
- two from France: Jean-Paul Viguier S.A and Christian de Portzamparc,
 - two from the United States: Kohn Pedersen Fox in partnership with Arte/Charpentier of France and Cesar Pelli in partnership with the French company AMA and Partners.

Société Générale Group

Société Générale is one of the leading banks in the euro zone. The Group employs 80,000 people worldwide in three core businesses:

- *Retail Banking: 13.4 million customers in France and abroad.*
 - *Asset Management and Private Banking: with EUR 298 billion in assets under management at the end of 2001, the Group is the 3rd largest euro zone bank in asset management.*
 - *Corporate and Investment Banking: SG is the 3rd largest player in the euro zone by net banking income.*
- Société Générale is included in the world's four major sustainable development indices. www.socgen.com*

Christian de Portzamparc

Christian de Portzamparc was born in Casablanca in 1944 and studied at the École des Beaux-Arts in Paris from 1962 to 1969. His early commissions include a water tower in Marne la Vallée (1971-1974) and a housing project on the rue des Hautes Formes in Paris (1975-1979). He designed the Dance School of the Paris Opera in Nanterre (1983-1987), and was awarded the Equerre d'argent (French Best Building of the Year award) in 1988.

In 1984, he won the design competition for the Cité de la Musique in Paris, which was completed in 1995 and also won the Equerre d'argent award in the same year.

In Paris, his projects include the extension of the Bourdelle museum (1988-1990) and a housing project in the Bercy district (1991-1994).

In 1994, he was awarded the Pritzker Architecture Prize. He was involved in the Euralille development project, building an office block above Lille-Europe station.

In 1999, he completed the 47,000m² extension of the Palais des Congrès in Paris, the LVMH tower in New York, which won the Business Week Architectural Record Award in 2001, and the law courts in Grasse in Provence.

The opening of the French embassy in Germany with the French President was held in January 2003.

More recent commissions include a new concert hall in Luxemburg, the new Espace Culturel in Rennes and the urban developments of Masséna Seine Rive Gauche area in Paris.

SARI Nexity group

Sari, a wholly owned subsidiary of Nexity, generated sales of EUR 429 million in 2002. With a market share of around 25%, Sari is a leader in business property development, with expertise in new office buildings, high-rise buildings, and major renovation projects. Traditionally present in the central business districts of Paris, La Défense and the Paris region, SARI has recently extended its presence to major towns throughout France.

Its references include Société Générale's first two towers at La Défense (Chassagne and Alicante), the Egée and Adria towers at Faubourg de l'Arche in La Défense (each 60,000 m²) and the renovation of the Rives de Seine tower (27,000 m²) in the Gare de Lyon district of Paris.

Its current projects include the renovation of the Nobel tower in La Défense (40,000 m²), the design of the future T1 tower that will complete the Faubourg de l'Arche (70,000 m²) and other major projects such as the services centre at Berges de Seine in Clichy (90,000 m²), the M7 building in the Left Bank district of Paris (50,000 m²) and the Jade at the Landy-Pleyel centre in Saint-Denis (40,000 m²).

