



Press release

Fiditalia acquires Finagen's financing activities

Paris, 1 June 2005. - **Fiditalia S.p.A. (Société Générale Group)**, the financial services firm specialized in consumer credit in Italy, has acquired the financing activities of **Finagen**, a financial services firm of the Alleanza Group specialized in medium and long term credit.

This transaction allows Fiditalia to acquire Finagen's entire network of 40 brokers in Italy and client portfolio. Fiditalia's commercial offer will now include a new type of personal loan with direct debit from the client's salary.

For Fiditalia, this acquisition is an important step in the development of its activities which reinforces its presence on the consumer credit market.

« This strategic agreement allows us to diversify our offer, complementing our product range with the addition of personal loans with direct debit from salary, a product where Finagen has historically been strong, » said Jean Yves Bruna, Deputy Head of Fiditalia.

Finagen is specialized in financing individual and corporate markets and boasts recognized expertise in this area.

« Enhanced and integrated product lines and services, even closer proximity to the client, superior service levels : these are the key benefits of this acquisition, which will enable Fiditalia to continue to play an important role on the Italian market and within the Société Générale group, » stated Jean Yves Bruna.

For Finagen the sale of its financing activities is part of a reorganization launched in 2004, following a strategic repositioning of Alleanza Assicurazioni, 100% shareholder of Finagen.

Société Générale Group

Société Générale is one of the largest financial services groups in the euro-zone

The Group employs 92,000 people worldwide in three key businesses:

- Retail Banking & Financial Services: Société Générale serves more than 17 million individual customers worldwide.
- Global Investment Management & Services: Société Générale is one of the largest banks in the euro-zone in terms of assets under custody (EUR 1,180 billion, March 2005) and under management (EUR 326 billion, March 2005).
- 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.

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