



Press Release

Paris, 5 October 2005

Fimat launches a new brand strategy to accompany its business development

Fimat, a leading global brokerage organization and part of **Société Générale Global Securities Services for Investors (SG GSSI)**, is launching a new brand identity via a print and TV campaign starting on 3 October. The new brand strategy has been developed to better reflect the strong international development, rapid growth and active policy of diversification within the group.

“This initiative goes far beyond a new visual identity and a new look for our brand: our mission is to be a partner of choice in derivatives and securities market brokerage services by anticipating our customers’ needs. This new brand strategy will enable Fimat to continue along the path of development we began 19 years ago. It underlines the strengths we have in the markets and will help differentiate us further from our competitors. The new image more closely mirrors the international nature of our market position and will help demonstrate that we are no longer simply a ‘futures specialist’,” said Patrice Blanc, Chairman and CEO, Fimat.

In recent years, Fimat has expanded its reach and range of services from exchange-based futures brokerage to a full range of international financial products and services spanning equity, forex, derivatives and commodities globally, across cash and derivatives markets.

To view the new Fimat corporate identity, please go to: www.fimat.com.

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Fimat

Fimat is part of Société Générale, Global Securities Services for Investors (SG GSSI) which offers a full range of securities services ranging from execution, clearing, delivery and settlement, to custody, trustee, fund and portfolio administration, as well as employee Share Plan Management. Fimat Group consists of more than 1,300 staff in 26 market places and is a member of 46 derivatives exchanges and 17 stock exchanges worldwide. At the end of June 2005, Fimat achieved a global market share of 5%. Figures quoted for Fimat volumes and market share apply to major derivatives exchanges on which Fimat is a member.

Fimat and the Fimat Group refer to all companies or divisions of companies owned directly or indirectly by Société Générale that include the "Fimat" name. Only Fimat USA, LLC and Fimat Preferred, LLC are members of NASD and SIPC. Fimat International Banque S.A. (UK Branch) does not deal with, or for Private Customers (as defined by the Financial Services Authority). Fimat International Banque S.A. (Frankfurt Branch) only conducts business with market professionals and institutional customers. Only Fimat Canada Inc. is a member of the CIPF. Not all services are available from all Fimat organizations. Consult your local office for details. www.fimat.com.

SG GSSI (Global Securities Services for Investors)

SG GSSI offers a full range of services in:

- Execution, clearing, delivery and settlement
- Securities outsourcing services
- Custody, trustee, fund and portfolio administration
- Employee Share Plan Management

SG GSSI currently ranks 4th among securities custodians in Europe, and 10th worldwide with EUR 1,275 billion in assets under custody (June 2005). SG GSSI provides custody and trustee services to nearly 2,500 funds, and its subsidiary Euro-VL provides valuations for over 3,685 funds representing assets of EUR 274 billion (June 2005). Fimat, another GSSI subsidiary, acts as broker for 6.5% of the clearing of international listed derivatives transactions on the major markets for which Fimat is a member. SG GSSI ranks among the European leaders in stock option plan management, serving more than 470,000 beneficiaries.

SG GSSI employs 3,500 people and is present on 27 financial markets in Europe, the United States and Asia.

SG GSSI is part of SG Global Investment Management and Services (GIMS), the third key business of the Société Générale Group, which also includes asset management (SG Asset Management), private banking (Société Générale Private Banking) and on-line brokerage (Boursorama). www.sggssi.com

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