



PRIVATE BANKING

Press Release

Paris, 20th October 2005

SG Private Banking Appointment of Jean-Michel DY

SG Private Banking announces the appointment of Jean-Michel DY as Head of Sales: he replaces Stéphane Hild, who becomes head of the corporate and investment banking activity in Poland.

“SG Private Banking has enjoyed sustained growth over the past few years which has required us to continually broaden our offering in order to address the tremendous diversity of our clients’ expectations. I am delighted that Jean-Michel Dy is taking up this position and that we will be able to benefit from the expertise he has acquired in the Société Générale group”, said Pierre Mathé, Head of SG Private Banking.

Jean-Michel Dy, 42, is a graduate of Supélec and joined Société Générale at the end of 1987 to work in the Internal Audit department. Jean-Michel Dy was notably Executive Director of SG United Kingdom, in charge of restructuring and integrating the activities of Hambros Bank following its acquisition in 1998. He was then Deputy Head of commodities finance in the SG Corporate and Investment Banking (“SG CIB”) division. For the last two years, Jean-Michel Dy had been spearheading an internal efficiency programme within SG CIB linked to the growth strategy of the division.

SG Private Banking, with offices in 21 countries, is concentrating its development on the European and Asian markets. SG Private Banking is one of the leading players in France and has a significant presence in the United Kingdom, Luxembourg, Switzerland and Belgium. SG Private Banking also ranks among the 10 leading players in Asia. In July 2005, Asiamoney magazine voted it the best private bank in Northern Asia in the “Best overall Products and services” category for clients with financial assets in excess of USD 20 million.

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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 about 18 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 1,275 billion, June 2005) and under management (EUR 353 billion, June 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.

www.socgen.com

SG Private Banking

Almost 1,875 professionals manage EUR 55 billion in assets for around 75,000 clients (June 2005).

SG Private Banking's growth strategy is based on a business model that encompasses a global approach to client requirements through financial advice and asset engineering. It offers clients a broad range of sophisticated products and services that cover differing needs and include the best products available on the market, based on the principle of open architecture.

www.sgprivatebanking.com