

## Press release

Paris, 12th April 2006

### SG PRIVATE BANKING FURTHER EXPANDS IN ASIA WITH THE HIRE OF A VETERAN BANKER IN CHARGE OF OFFSHORE MALAYSIA DESK

SG Private Banking (Asia Pacific) continues to strengthen its activities in Asia with the appointment of Mr Nasir Kausar as Executive Vice President. Mr Kausar will report to Mr Nikita Rossinsky, Managing Director for Southeast Asia and will be based in Singapore, the regional hub of SG Private Banking (Asia Pacific).

Mr Kausar, 41, holds a Master of Business Administration from the University of Wisconsin, USA. He joined Citigroup over 10 years ago and prior to joining SG Private Banking (Asia Pacific), was in charge of the Malaysia desk at Citigroup Private Bank.

Mr Kausar will further enhance the business line's current offshore wealth management activities in the region by leveraging the SG product platform to offer sophisticated investment and financial engineering solutions to High Net Worth Individuals. Mr Kausar will establish a team of experienced private bankers which will further complement the current Southeast Asia platform at SG Private Banking.

"We set up an office in Brunei last month and now it is the right time for us to further expand our offshore Malaysia activities. We are pleased to have been able to attract an experienced banker, who has excellent connections to SG Private Banking. As one of the fastest growing private banks in the region, our expansion is a reflection of SG Private Banking's commitment to Asia Pacific, which is a key and growing market for the Societe Generale Group," said Daniel Truchi, CEO of SG Private Banking (Asia Pacific).

Since its establishment in 1997 in Asia, SG Private Banking has been reporting an average of above 35% growth every year. SG Private Banking (Asia Pacific) currently has four main booking centres: Hong Kong and Singapore as pure offshore centres, along with Japan and India for domestic wealth management activities. Over recent years, SG Private Banking has established offices in key Asian countries and set up business units in anticipation of new trends but at no compromise in service quality.

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## **SOCIETE GENERALE**

### **Société Générale**

Société Générale is one of the largest financial services groups in the euro-zone. The Group employs more than 103,000 people worldwide in three key businesses:

- Retail Banking & Financial Services: Société Générale serves more than 19 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 2,000 billion\*) and under management (EUR 386 billion, December 2005).
- Corporate & Investment Banking: Société Générale ranks among the leading banks worldwide in euro capital markets, derivatives and structured finance.

Société Générale is included in the five major socially-responsible investment indexes.

*\*pro forma figures including UniCredit's Securities Services*

### **SG Private Banking**

SG Private Banking has offices in 23 countries. It ranks among the market leaders in France, and has a strong presence in the United Kingdom, Luxembourg, Switzerland, Belgium and Asia, where SG Private Banking figures among the top ten players. The business line has been distinguished as Best Global Bank for alternative investments (Private Banker International, November 2005) and for structured products (Euromoney 2006). It has also been designated Best Private Bank in Greater China for "Overall products and services" for clients with more than 20 M USD of financial assets (Asiamoney, July 2005).

Over 2000 professionals manage EUR 59.4 billion in assets as at 31 December 2005. SG Private Banking's growth strategy is based on a business model that encompasses a global approach to client requirements via advisory 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 an open structure. [www.sgprivatebanking.com](http://www.sgprivatebanking.com), [www.sgprivasia.com](http://www.sgprivasia.com)