

Press Release

Paris, 12 January 2007

Société Générale Consumer Finance continues its development with the launch of EF EasyFinance in Cyprus

Société Générale Consumer Finance announces the launch of **EF EasyFinance**, a new subsidiary specialized in consumer credit, in Cyprus.

EF EasyFinance, whose head office is located in Nicosia, will offer a wide range of automobile financing products adapted to the needs of its Cypriot customers. The financing solutions will be marketed throughout the Greek Cypriot part of the country.

EF EasyFinance will be supported by the Société Générale Consumer Finance platform in Greece and benefit from synergies with **SFS HellasFinance*** based in Athens. This move strengthens the development of consumer credit in a market which boasts favourable growth perspectives.

The creation of **EF EasyFinance** is part of Société Générale Consumer Finance's development strategy which aims to strengthen the Group's presence in Central and Eastern Europe. This latest addition will complete the existing network which includes branches in Hungary, Czech Republic, Romania, Poland, Russia, Ukraine, Bulgaria, Slovakia and Greece. It also completes Société Générale group's platform in Cyprus which already includes the retail bank SG Cyprus.

Jean-François Gautier, Head of Specialized Financial Services, said : *"Société Générale Consumer Finance's now has a solid platform in this region following the launch of EF EasyFinance in Cyprus. This creation will boost Société Générale Consumer Finance's business and build on a complete range of products and multi-channel marketing."*

Société Générale Consumer Finance is now present in 20 countries.

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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 21 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 (over EUR 2 155 billion, 30 September, 2006) and under management (EUR 411 billion, September 30, 2006).
- 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.

www.socgen.com

Société Générale Consumer Finance

Société Générale Consumer Finance manages the international consumer finance activities of the Group. It employs more than 10 500 persons and manages subsidiaries in 20 countries and around EUR 14 bn outstanding. It provides financing solutions to individuals through various distribution channels :

- Point of sale financing
- Financing in car dealerships
- Direct financing

Société Générale Consumer Finance regularly ranks among the main players on the local markets where it operates in France, Italy, Germany, Morocco and Russia for example.

* **SFS HellasFinance** develops its consumer credit business through a team of 155 employees and markets its financing solutions via a network of 95 partner dealers, the Geniki Bank branch network and direct sales.