

PRESS RELEASE

Paris, 18 March 2011

“BUILDING TEAM SPIRIT TOGETHER”

Societe Generale is launching its new communications campaign, based on a strong and engaging signature vis-à-vis all of its customers and employees: "Building team spirit together."

A transformation in the works

This campaign is part of the Ambition SG 2015 transformation programme, whose goal is to make Societe Generale the reference for relationship banking. Begun in 2010, Ambition SG 2015 plays out in multiple projects around customer satisfaction, a new culture of management and the optimisation of the bank's operational model. Today, these projects, which mobilise all of the Group's employees, are producing their first concrete results. Societe Generale is now ready to share this transformation and progress with the public, and express its commitment to mobilising its performance towards customer service.

A strong promise to customers

For Societe Generale, a bank is first and foremost a service company, and the customer relationship will always be at the heart of this service. This conviction is the basis of the new Group signature. The promise of *building team spirit together* gives a complete sense of the modern relationship that the bank hopes to build with its customers – a balanced, long-term relationship where the bank works alongside its customers to help them succeed in their projects and to progress with them.

A mobilising internal message

"Building team spirit together" is also the internal motto for the transformation undertaken by the Group. Combining skills, initiating synergies, pooling resources and best practices, to ultimately improve the company's customer service – the message is as rich in meaning for employees as it is for customers. Beyond the transformation underway, team spirit is a strong value at Societe Generale, anchored in its managerial culture and practices; as a universal value, it has the potential to unite all of the Group's employees throughout the world.

"We believe that it is by working together with our customers and within the company that we will build the reference for relationship banking. We are mobilising all of our energies and resources to meet this ambition. We know that customer satisfaction cannot be decreed; it is earned through sustained deeds and action: this is the meaning of our transformation programme and our new campaign. It unites us and drives us to succeed. This is how we perceive our profession as bankers, this is how we will be useful to our clients and to the economy, in a world in upheaval," says Frédéric Oudéa, Chairman and Chief Executive Officer of Societe Generale.

A campaign about identity with a long-term view

Created by Fred & Farid, the Group's new agency, the campaign will begin on March 19 at the France-Wales rugby match (Societe Generale has been a supporter of rugby since 1987). It will play out in France and around the world, simultaneously on TV, billboard advertising, press, cinemas and on the Internet, from March to June 2011.

The first phase of the campaign will establish the new signature "Building team spirit together". It will express the universal dimension and the strength of team spirit in all aspects of life.

A second phase, from the beginning of April, will emphasise team spirit in the context of the daily relationship with customers, breaking down the campaign's promise according to business line and clientele: Retail Banking in France, Corporate and Investment Banking, Private Banking and Investment Services.

The campaign will be bolstered by on-the-ground initiatives such as signage in each branch in France displaying Societe Generale's charter of commitments to customers.

The universal dimension of the new signature is to be expanded gradually, from the beginning of 2012, to all of the Group's entities in France and around the world.

Societe Generale

Societe Generale is one of the largest European financial services groups. Based on a diversified universal banking model, the Group combines financial solidity with a strategy of sustainable growth, and aims to be the reference for relationship banking, recognised on its markets, close to clients, chosen for the quality and commitment of its teams.

Its 157,000 employees* based in 85 countries accompany more than 33 million clients throughout the world on a daily basis.

Societe Generale' teams offer advice and services to individual, corporate and institutional customers in three core businesses:

- Retail banking in France with the Societe Generale branch network, Credit du Nord and Boursorama
- International retail banking, with a presence in Central and Eastern Europe and Russia, in the Mediterranean basin, in Sub-Saharan Africa, in Asia and in the French Overseas Territories
- Corporate and investment banking with a global expertise in investment banking, financing and global markets.

Societe Generale is also a significant player in specialised financing and insurance, private banking, asset management and securities services.

Societe Generale is included in the international socially-responsible investment indices: FTSE4good and ASPI.

www.societegenerale.com

** including employees of Société Marseillaise de Crédit acquired in September 2010 by Crédit du Nord*

PRESS RELATIONS

Laetitia Maurel
+33(0)1 42 13 88 68
Laetitia.a.maurel@socgen.com

Astrid Brunini
+33(0)1 42 13 68 71
astrid.brunini@socgen.com

Hélène Mazier
+33(0)1 58 98 72 74
helene.mazier@socgen.com

Laura Schalk
+33(0)1 42 14 52 86
laura.schalk@socgen.com

SOCIÉTÉ GÉNÉRALE

COMM/PRS
758886 PARIS CEDEX 18
SOCIETEGENERALE.COM

A French corporation with share capital of EUR 924,757,831
552 120 222 RCS PARIS

About The Campaign:

Agence Fred & Farid Paris

Client / Societe Generale

Title: Team Spirit / tv

Creative director: Fred & Farid Paris

Design: Fred & Farid

Artistic director: Fred & Farid

Advertiser's supervisor: Caroline Guillaumin, Jean Bourdoncle, Ludovic Chaboureau, Nicolas Mathias

Agency manager: Emmanuel Ferry, Eudes Jover, Marine Ravinet

Media planning: Pascal Crifo, Fred & Farid, agence Carat: Thomas le Thierry

Strategic planning: François-Xavier de Sèze

Tv producer: Michel Moniot

Director: Frederic Planchon

Production: Irene

Producer: Guillaume de Barry

Music: Gustavo Santaolalla « Apertura »

Editing: Sam Rice-Edwards

Post-production: Mikros

Agence Fred & Farid Paris

Client / Societe Generale

Title: Team Spirit / print outdoor

Creative director: Fred & Farid

Design: Fred & Farid

Artistic director: Fred & Farid, Feng Huang, Romain Lehur

Advertiser's supervisor: Caroline Guillaumin, Jean Bourdoncle, Ludovic Chaboureau, Nicolas Mathias

Agency manager: Emmanuel Ferry, Eudes Jover, Marine Ravinet

Media planning: Pascal Crifo, Fred & Farid, agence Carat: Thomas le Thierry

Strategic planning: François-Xavier de Sèze

Art purchasing: Carmela Guiragossian



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