

## Press release

Paris/Manama, November 19th, 2009

### **Société Générale Group opens a wealth management office in Bahrain**

Société Générale Group is further strengthening its wealth management activities in the Middle East with the creation of a new office in Bahrain under the brand Société Générale Wealth Management. Based in Manama and headed by John Abraham, its Chief Executive Officer, the new entity is regulated by the Central Bank of Bahrain (CBB) and takes over the "Investment Firm" License (Category 2) held by Société Générale Asset Management in Bahrain.

Société Générale Wealth Management will offer high net worth individuals based in the Gulf Cooperation Council (GCC) a complete range of wealth management services and investment solutions to respond to their sophisticated requirements.

For over 30 years, the Kingdom of Bahrain has been diversifying its economy, especially towards finance, and the country has become one of the main financial centres in the Middle East, with more than 417 financial institutions registered at the end of September 2009.

The opening of Société Générale Wealth Management in Bahrain marks a new step in the development of Société Générale's wealth management business, which is already present in the Gulf in Abu Dhabi and Dubai, under the brand SG Private Banking.

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John Abraham, 52, has a business degree from the Kamaraj University in India and began his career in 1982 at Merrill Lynch International in Bahrain. A financial consultant, he moved to Shearson Lehman in 1989 before joining BNP Paribas in 1991, first as a portfolio manager and then as Head of Marketing for private banking in Bahrain. In 2000, John Abraham became Senior Vice President at BNP Private Bank in Bahrain, with responsibility for Gulf clients, and, in 2004, Director of the Middle East Desk at BNP Paribas Private Bank in Geneva. John Abraham joined Société Générale Asset Management in Bahrain in 2007 and was appointed Managing Director of Société Générale Wealth Management in August 2009.

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A French corporation with  
share capital of  
EUR 981,064,137  
552 120 222 RCS PARIS

### **Société Générale**

Société Générale is one of the largest financial services groups in the euro-zone. The Group employs 163,000 people worldwide in three key businesses:

- Retail Banking & Financial Services: Société Générale serves more than 30 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 3 073 billion, September 2009) and under management (EUR 348 billion, September 2009).
- Corporate & Investment Banking: Société Générale tailors solutions for its clients across sectors by capitalising on its worldwide expertise in investment banking, global finance, and global markets.

Société Générale is included in the socially-responsible investment indexes: FTSE4Good and ASPI.

[www.societegenerale.com](http://www.societegenerale.com)

### **SG Private Banking**

SG Private Banking, the wealth management arm of Société Générale, is one of the leading private banks worldwide, with EUR 74,5 billion of assets under management at the end of September 2009.

With 2,800 staff in 22 countries across the globe, SG Private Banking offers wealth management solutions to entrepreneurs and High Net Worth Individuals with financial assets in excess of one million euros. In addition, SG Private Banking provides dedicated solutions to Ultra High Net Worth Individuals and Family Offices around the world, notably through its global alliance with Rockefeller & Company.

SG Private Banking's offering includes international wealth planning and fiduciary services (trust and tax planning), a global expertise in structured products, hedge funds, mutual and private equity funds, real estate investment solutions and access to capital markets.

In 2009, SG Private Banking was rewarded by Euromoney with the titles of 'Best private bank worldwide and in Western Europe for its offer in structured products' and 'Best Private Bank in Japan and Luxembourg'. Among the top 3 private banks in Europe, it was also named 'Outstanding Wealth Manager for Family office services' with Rockefeller & Company by Private Banker International.

[www.sgprivatebanking.com](http://www.sgprivatebanking.com)