

Press Release

Paris / London, 9 July 2010

Societe Generale named “Best Bank” in Central and Eastern Europe

Societe Generale has been named “Best Bank” in Central and Eastern Europe in the prestigious Euromoney Awards for Excellence, which recognize banks’ leadership, innovation and momentum.

According to Euromoney: “Over the past decade Societe Generale has slowly but surely built an impressive range of operations in Central and Eastern Europe. It has a pan-regional network, which includes being the largest foreign banking group in Russia, that is able to serve the needs of both retail and corporate clients. It is well positioned to become a prime beneficiary of the upturn in economic fortunes in the region.”

Societe Generale has a strong and long-standing commitment to the region with a presence in 18 countries in Central and Eastern Europe, with 46,000 employees serving more than 11 million clients. The Group’s affiliates have leading positions in a number of countries and markets with a high potential, including the Czech Republic (Komerční Banka, No. 3), Romania (BRD, No. 1 network in the country) and Russia, where Rosbank is the No. 1 privately-owned bank. Societe Generale’s robust universal banking model has demonstrated resilience through the crisis and enabled the bank to uphold its market position and continue to innovate and meet clients’ needs in a challenging environment.

Bernardo Sanchez-Incera, Deputy Chief Executive Officer of Societe Generale, said: “This award is an important recognition for the Group’s employees and businesses, and in particular for the teams who have been steadily building our market share and accompanying clients in CEE for the past 10 years. Today, despite the crisis, the region has solid fundamentals and economies which are steadily developing with high banking potential for the years to come. Societe Generale is proud to have participated in this transition, playing a leadership role in local banking sectors and economies.”

Going forward, Societe Generale aims to further develop its presence in the region as a key growth driver for both its international retail and corporate & investment banking businesses. “We have strong ambitions in Central and Eastern Europe where our goal is to consolidate a top 3 position,” said Bernardo Sanchez-Incera. “The region is at the heart of our Ambition SG 2015 strategic plan both in terms of business development and operational transformation objectives. We will focus on intensifying customer relationships and pursue our innovative strategy, while enhancing commercial and operational synergies between entities.”

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Societe Generale

Societe Generale is one of the largest financial services groups in the euro-zone. The Group employs 157,000 people worldwide in three key businesses:

- Retail Banking, Specialised Financing & Insurance: Societe Generale serves 32 million individual customers worldwide.
- Private Banking, Global Investment Management & Services: Societe Generale is one of the largest banks in the euro-zone in terms of assets under custody (EUR 3,246 billion, March 2010) and under management (EUR 164 billion excluding Amundi, March 2010).
- Corporate & Investment Banking: Societe Generale tailors solutions for its clients across sectors by capitalising on its worldwide expertise in investment banking, global finance, and global markets.

Societe Generale is included in the socially-responsible investment indexes: FTSE4Good and ASPI. In 2010, the title of SAM Sector Mover was awarded to Societe Generale.

www.societegenerale.com