

## PRESS RELEASE

Paris, 29 November 2012

### **SOCIETE GENERALE SECURITIES SERVICES WINS THE “LUXEMBOURG QUALITY AWARD”**

Societe Generale Securities Services (SGSS) in Luxembourg has won the “Luxembourg Quality Award” (*Prix Luxembourgeois de la Qualité*) in the “Large-sized Companies” category.

Supported by the “*Mouvement Luxembourgeois de la Qualité*”\* (Luxembourg Movement for Quality) and the Ministry of the Economy and Foreign Trade, this award is a national challenge which is open to all companies and public-interest bodies, rewarding all the initiatives of an organisation which contribute to its pursuit of quality and continuous improvement.

SGSS is a leading custodian and fund administrator in Luxembourg, where it has been present for over 30 years. Dealing with tens of thousands of transactions every day on behalf of its clients, SGSS’ approach to quality is pivotal in order for it to provide a first-rate and faultless customer service against a background of tightening regulations, which require the increasing standardisation and traceability of processes.

The assessment criteria for SGSS included its results, strategy and client relations, as well as its human resources, sourcing and social and environmental responsibility policies. The assessors were particularly impressed by the participative and continuous improvement approach (visual management) which was instigated at SGSS in 2010 in order to improve everyday operational efficiency. Thanks to an overall shared vision within the company, this participative approach, which is based on staff accountability and involvement, also helps increase team spirit, one of Societe Generale group’s key values.

This specific approach was accompanied by the deployment of different methodologies for improving the overall quality of service and processes, where the aim is to continually strengthen operational efficiency in every area of SGSS’ business.

This quality award recognises first and foremost the commitment of the approximately 500 Luxembourg-based staff, who daily accompany their clients in the development of their business.

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*\*The “Mouvement Luxembourgeois pour la Qualité” (Luxembourg Movement for Quality), an independent body of reference, aims to promote and encourage the implementation of initiatives in favour of quality and its management in the Grand Duchy of Luxembourg. The “Luxembourg Quality Award” has been awarded in Luxembourg since 2004.*

#### **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.

Around 160,000 employees, based in 77 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 socially-responsible investment indices FTSE4Good and ASPI.

For more information, you can follow us on twitter @societegenerale or visit our website [www.societegenerale.com](http://www.societegenerale.com).

#### **Societe Generale Securities Services (SGSS)**

Present in 28 locations worldwide with around 4,000 employees, SGSS provides financial institutions and brokers, asset managers and insurers, and businesses with a full range of securities services adapted to the latest financial market and regulatory trends: clearing services, custody and trustee services, retail custody services, liquidity management, fund administration and asset servicing, fund distribution and global issuer services.

SGSS is the 7<sup>th</sup> largest worldwide global custodian and the 2<sup>nd</sup> largest in Europe with EUR 3,350\* billion of assets under custody. SGSS provides custody & trustee services for 3,413\* funds and the valuation of 4,091\* funds, representing assets under administration of EUR 448\* billion. SGSS also ranks among the European leaders in stock option management.

[www.sg-securities-services.com](http://www.sg-securities-services.com)

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\*at September 30, 2012