



CORPORATE &
INVESTMENT BANKING

Press Release

London, 15 September 2004

SG Corporate & Investment Banking Announces The Appointment Of Ghislain de Brondeau As Head Of Equity-Linked Origination

SG Corporate & Investment Banking (SG CIB) is pleased to announce the appointment of Ghislain de Brondeau as Managing Director, Head of Equity-Linked Origination, effective today.

Based in Paris, Ghislain will report to Jean-Claude Petard, Head of Equity Capital Markets (ECM) and will continue to further develop activities in equity-linked markets.

Ghislain will succeed Jean-Francois Mazaud who has been appointed as head of Debt Capital Markets Origination for Corporates at SG CIB.

SG CIB's ECM team has a consistently strong track record in equity and equity-linked transactions. Most recently, in September, SG CIB acted as lead manager and joint-bookrunner for the placement of France Telecom shares on behalf of the French government and the EUR 1.1 billion convertible bond issue for France Telecom. In April of this year, SG CIB was joint bookrunner for the launch of a EUR 550 million convertible bond issue by Linde AG. SG CIB is a leading player in the equity and equity-linked markets.

Ghislain de Brondeau, a French national, has ten years of experience in ECM. Prior to joining SG CIB in 1997, Ghislain worked in ECM for CCF (now part of the HSBC Group). At SG CIB, Ghislain has worked in ECM origination covering French blue chip clients for the whole spectrum of equity transactions for seven years. Ghislain is 35 years of age and graduated from HEC in 1992.

Société Générale

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NOTE TO EDITORS

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SG Corporate & Investment Banking

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Combining innovation and quality of execution, SG CIB provides corporates, financial institutions and investors with value-added integrated financial solutions. www.sgcib.com

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