

Press Release

Paris, 29 October 2009

Appointments

Société Générale will propose the following appointments at the next Board of Directors meetings of Crédit du Nord and Boursorama:

Jean-François Sammarcelli, Deputy Chief Executive Officer in charge of French retail banking as of 1 January 2010, and **Vincent Taupin**, currently Chairman and CEO of Boursorama, will be proposed to be co-opted as directors of **Crédit du Nord**.

At this time, it will be proposed to Crédit du Nord's Board of Directors to dissociate the functions of Chairman and Chief Executive Officer with effect from 1 January 2010. Jean-François Sammarcelli will then become Chairman of the Board of Directors and Vincent Taupin will become CEO of Crédit du Nord.

Alain Py, Chairman and CEO of Crédit du Nord since 2002, will retain his responsibilities until 31 December 2009 and will retire as of 1 January 2010. Vincent Taupin will remain a member of Société Générale Group's Management Committee.

Hugues Le Bret, currently Head of Communications Société Générale, will be proposed for the position of director of **Boursorama**, to succeed Vincent Taupin as Chairman and CEO as of 1 January 2010. Hugues Le Bret will remain a member of Société Générale Group's Management Committee.

Frédéric Oudéa, Chairman and CEO Société Générale, said *"I would like to extend my warm thanks to Alain Py for his remarkable career with the Group. Since joining the bank's inspection department in 1971, Alain has alternated between key operational and functional roles, both in France and abroad; his responsibilities have included heading the Group's human resources department and chairing Crédit du Nord. As a member of the Executive Committee since 1995, he has made important contributions to Société Générale's strategy and development."*

PRESS RELATIONS
SOCIÉTÉ GÉNÉRALE

Astrid BRUNINI
+33 (0)1 42 13 68 71

Stéphanie CARSON-PARKER
+33 (0)1 42 14 95 77

Hélène MAZIER
+33 (0)1 58 98 72 74

Laura SCHALK
+33 (0)1 42 14 52 86

P.A +33(0)1 42 14 67 02
Fax +33(0)1 42 14 28 98

SOCIÉTÉ GÉNÉRALE
COMM/PRS

75886 PARIS CEDEX 18

www.societegenerale.com

A French corporation with share capital of EUR 812,925,836
552 120 222 RCS PARIS

Jean-François Sammarcelli, aged 58, is Head of Retail Banking Société Générale France and member of the Group's Executive Committee since 2006. He joined the Société Générale French retail network in 1974, where he held several positions within the Parisian branches. In 1987, he was appointed Head of the Dijon branch. In 1991, he joined the corporate banking division as Director in charge of the global relationship with large corporate clients in the Utilities and Construction sectors. In 1995, he became Head of the Real Estate Division. From 2000, Jean-François Sammarcelli held the position of Head of Global Operations and subsequently Chief Financial Officer in Société Générale Corporate & Investment Bank. In 2002, he became Co-Head of the Corporates and Institutions division within the Corporate & Investment Bank. In 2005, he was appointed Head of French Retail Banking. Jean-François Sammarcelli is graduated from the Ecole Polytechnique.

Vincent Taupin, aged 50, has been Chairman and CEO of Boursorama since 2000. Vincent Taupin joined Société Générale Group in 1994, as CEO FIMAT SNC. He was appointed CEO of FIMAT in the United Kingdom and Head of the Europe zone in 1998. Vincent Taupin became CEO of Fimatex S.A. in 1995. Prior to joining Société Générale, Vincent Taupin was a consultant with Peat Marwick Mitchell & Co. - KPMG from 1985 to 1987. He joined Tuffier Ravier Py as Equity Options Manager in 1987. In 1988, he was in charge of the Development Department at Liaud Courtage Magnin S.A. He was CEO of GTI Finance (a CIC Group subsidiary) from 1990 to 1994. Vincent Taupin is a graduate of the Ecole Nationale Supérieure des Télécommunications (ENST) and the Ecole Spéciale des Travaux Publics (ESTP).

Hugues Le Bret, aged 45, has been Head of Communications at Société Générale Group since November 1999. He was previously General Manager of Euro RSCG Omnium (Havas) where he successfully steered the merger between Euro RSCG finances and ABW and the subsequent merger with Omnium. He was Chairman and CEO of ABW which he founded in 1994. From 1991 to 1993, Hugues Le Bret was Head of Development at Média-Finance (Publicis). He began his career in the financial analysis department of stockbrokers Courcoux-Bouvet in 1984, before joining Journal des Finances in 1985. Hugues Le Bret is the author of "L'Espoir Économique (1998) and a co-founder of the "Croissance Plus" charitable organisation (1997). He carried out his national civil service at the French Embassy in Lima, Peru, from June 1988 to August 1989. He is a graduate of the ISG business school.

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 2 906 billion, June 2009) and under management (EUR 333 billion, June 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 3 socially-responsible investment indexes: FTSE4Good, ASPI and Ethibel.

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Press contacts Crédit du Nord

Jérôme Fourré
Tél : +33 1 40 22 27 53
jerome.fourre@cdn.fr

Delphine Deleval
Tél : +33 1 40 22 27 77
Delphine.deleval@cdn.fr

Press contact Boursorama

Stéphanie Tabouis
Publicis Consultants
Tél : +33 1 57 32 86 88
stephanie.tabouis@consultants.publicis.fr