

Press Release

Paris, London 6 August 2007

Société Générale Index launches 3 indices based on the successful *WISE* model

Société Générale Index (SGI), a leading index provider, launches the SGI WISE family of indices, based on the proprietary WISE Model that aims to outperform European equity markets.

Part of the α -research range, the WISE Model was developed in 2000 by the Quant Research Team of Société Générale Corporate & Investment Banking. It applies a quantitative model, which uses well-known behavioural biases of investors in order to assess the relative attractiveness of each stock in the universe.

There are 3 indices based on the WISE Model:

- The **SGI WISE Long index** is a composition of long investments on pan-European equities with a 12-month perspective. The main objective of SGI WISE Long is to select the best performing European stocks in order to **outperform** the European equity markets.
- The **SGI WISE Short** index has the opposite approach, with a composition of short investments. Its objective is to offer short exposure to the worst performing European stocks.
- The **SGI WISE Long/Short index** is a composition of both long and short indices, meaning it is uncorrelated to equity markets and delivers performance regardless of market trends. It aims to deliver stable absolute returns with low volatility.

According to a Société Générale Corporate & Investment Banking scoring methodology, components of the indices are progressively re-allocated over time. The **SGI WISE Long** and **SGI WISE Short indices are made up of 12 different buckets**, each rebalanced annually at its anniversary date. The oldest selection is then replaced by the latest selection and all buckets are rebalanced fully over a 12-month period. SGI WISE Long/Short is therefore made up of 24 different buckets.

The SGI indices can be replicated using tracker funds such as exchange traded funds (ETFs) and through Société Générale certificates. Investments can also be made using structured products.

Certificates which have replicated the WISE model in the past few years have proven the relevance and the reliability of this model.

PRESS RELATIONS
SOCIETE GENERALE

Hélène AGABRIEL
+33 (0)1 41 45 97 13
Stéphanie CARSON-PARKER
+33 (0)1 42 14 95 77
Mireille MOURTADA
+33 (0)1 42 14 58 19

Laura SCHALK
+33 (0)1 42 14 52 86
Carole THILLOU
+33(0)1 42 14 02 17
P.A +33(0)1 42 14 49 48
Fax +33(0)1 42 14 28 98

SOCIETE GENERALE
COMM/PRS
75886 PARIS CEDEX 18
www.socgen.com
A French corporation with share capital of EUR 582 831 013,75
552 120 222 RCS PARIS

Société Générale is responsible for the selection of the index components, with S&P as the index calculator.

For more information, visit: www.sgindex.com
Bloomberg: **SGIXWIL** and **SGIXWILS**.

About SGI

Société Générale Index (SGI) is a new generation of indices designed to provide investors with unique investment solutions.

The indices draw notably on the strength of the bank's equity derivatives activities, in which Société Générale is world market leader. Compared with more traditional indices, SGI aims to provide both systematic strategy indices and thematic indices offering access to new asset classes:

- The **α -research** indices are **discretionary and/or quantitative indices** based on Société Générale's own research. Their objective is to outperform traditional reference indices.
- The **β -research** indices aim to **reflect high potential investment universes that are difficult to access** via traditional indices.

The SGI indices can be replicated using tracker funds such as exchange traded funds (ETFs) and through Société Générale certificates. Investments can also be made using structured products. SGI has developed partnerships with leading calculation agents. For example, the integrity and independence of several SGI valuations is maintained by daily calculation from Standard & Poor's.

Press contact:

Société Générale Corporate & Investment Banking

Ronald Oman
ronald.oman@sgcib.com

+33 1 58 98 21 91

Russell Gerry
russell.gerry@sgcib.com

+44 20 7676 6801

Société Générale

Société Générale is one of the largest financial services groups in the euro-zone. The Group employs 120,000 people worldwide in three key businesses:

- Retail Banking & Financial Services: Société Générale serves 24 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 2 580 billion, June 2007) and under management (EUR 467,2 billion, June 2007).
- Corporate & Investment Banking: Société Générale ranks among the leading banks worldwide in euro capital markets, derivatives and structured finance.

Société Générale is included in the five major socially-responsible investment indexes.

www.socgen.com