

Press Release

5 March 2007

Société Générale enters Chinese Insurance Market

SOGECAP, the life insurance subsidiary of Société Générale group, today announced the opening of a representative office in Beijing, China. This is SOGECAP's first office in Asia and reinforces Société Générale's long-standing commitment to developing its financial services business in China.

As a foreign insurance company, SOGECAP is required by PRC regulations to have a representative office for two years before establishing a joint venture with a domestic company.

Pascal Bied-Charreton, SOGECAP's head of development, Asia, based in Beijing says: *"With a population of over 1.3 billion and reforming social welfare system, we see huge potential in China's insurance market. Our life savings products will aim to ensure that families in China have adequate savings for retirement and their children's education."*

SOGECAP, the 4th largest bancassureur in France, markets its insurance products across 10 European and Middle Eastern markets, offering a mix of individual life savings products, personal protection and group insurance related products. In China, SOGECAP plans to offer bancassurance products largely through the Société Générale group but also via domestic banks.

SOGECAP develops close relationships with its banking partners, integrating marketing, sales management, and IT processes, to deliver the best products and services to clients. This approach enhances the value that SOGECAP brings to both clients and its banking partners.

"As a first step, we will meet with domestic banks in identifying suitable channels for distribution of our products and opportunities for long term partnership. In addition, we plan to draw on the strength and deep local experience of the Société Générale group, by partnering with its business lines in China ", added Mr. Bied-Charreton.

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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 more than 22,5 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 2 262 billion, December 2006) and under management (EUR 422 billion, December 2006).
- 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

SOGECAP

Life Insurer and Capitalisation company of the group Société Générale, SOGECAP employs 820 people of which 380 outside France. The company is ranked as 4th « bancassureur » and 5th life insurer in France. In 2006, the group SOGECAP had a premium income of 10 bn EUR (growth of 12%) and over 60 bn EUR assets under management.

www.sogecap.com