

PRESS RELEASE

Dubai, 22 November 2011

SOCIETE GENERALE PRIVATE BANKING MIDDLE EAST CEO WINS OUTSTANDING YOUNG PRIVATE BANKER AWARD

Eddy Abramo, CEO of Societe Generale Private Banking Middle East and based in Dubai, has won the "Outstanding Young Private Banker" award from Private Banker International (PBI) 2011, the annual and independent award based on a rigorous selection process.

The 39 year old banker, who has successfully steered Societe Generale Private Banking's strategy in the region since November 2009, joined the bank in 1997. His capacity to identify and develop synergies, both within the private bank as well as with other businesses within Societe Generale Group, has led to many new initiatives and investment solutions for Middle Eastern clients. His ability to motivate and encourage his teams was also instrumental in Societe Generale Private Banking Middle East winning the "Best Private Bank" award in the Banker Middle East Industry Awards which were held in July 2011.

This prestigious award from PBI highlights up-and-coming private bankers under the age of 40 who are leaders in the industry. It further underlines Societe Generale Private Banking's position as a global leader in wealth management and recognises the dedication of its teams to serving the private bank's clients.

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BUILDING TEAM SPIRIT TOGETHER



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.

Its 157,000 employees* based in 85 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 international socially-responsible investment indices: FTSE4good and ASPI.
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* including employees of Societe Marseillaise de Credit acquired in September 2010 by Credit du Nord

Societe Generale Private Banking

Societe Generale Private Banking, the wealth management arm of Societe Generale, is one of the leading private banks worldwide, with EUR 83.6 billion of assets under management at the end of September 2011.

With 2,800 staff in 19 countries across the globe, Societe Generale Private Banking offers wealth management solutions to entrepreneurs and High Net Worth Individuals with financial assets in excess of one million euros.

Societe Generale Private Banking's offering includes international wealth planning and fiduciary services (trust and tax planning), a global expertise in structured products, hedge funds, mutual and private equity funds, real estate investment solutions and access to capital markets.

In 2011, Societe Generale Private Banking was rewarded with the titles of:

- 'Best Private Bank in Western Europe for its offer in Structured Products' (Euromoney),
- 'Best Private Bank in Switzerland for its offer in Structured Products' (Structured Products Magazine),
- 'Best Private Bank in France' (Euromoney),
- 'Best Wealth Manger of the year in the UK' (Investors Chronicle/Financial Times),
- 'Best Private Bank in the Middle East' (Banker Middle East).

www.privatebanking.societegenerale.com

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