



# SOCIETE GENERALE PRIVATE BANKING

## AT THE HEART OF THE SOCIETE GENERALE GROUP

Societe Generale Private Banking is a worldwide private bank, with a strong European base and a recognised expertise in wealth planning, investment advisory solutions and structured products.

We offer a unique private banking approach that meets your most sophisticated needs.

As a relationship-focused private bank, our vision is to partner with you to set and achieve your long term goals.

The wealth solutions and services mentioned in this document may be unavailable in some entities of Societe Generale Private banking's business line. They depend on locally applicable legislation and regulations. Furthermore, according to applicable legislation, tax and legal regulations, these solutions and services may not be adapted or authorised in certain countries, or might be reserved to only well informed and skilled investors, according to their investor profile, and must conform to Societe Generale group's tax code of conduct.

### KEY FIGURES

End of December 2016

816 million euros  
in net banking income

116 billion euros  
in assets under management

11 countries

2.500 members of staff worldwide

700 private bankers at your service

600 experts at your service

# A three-step bespoke approach

DIAGNOSIS | SOLUTIONS | RELATIONSHIP

## OUR AWARDS

- Outstanding Private Bank in Western Europe (PBI 2017)
- Best Wealth Planning Team (WealthBriefing 2017)
- Outstanding Private Bank Customer Relationship Service and Engagement (PBI 2016)



## Wealth and financial diagnosis

A key step in our relationship journey that allows us to discuss with you and understand your wealth and family situation, and to identify your investment objective and risk tolerance.

## Tailoring your investment solutions

We discuss and establish together the type of relationship you want to have with us, as well as the appropriate asset allocation and investment strategy.

## Building the relationship

We introduce the team that will partner with you to reach your goals, and adjust our level of service based on the frequency of contact and level of expertise you are looking for.



Our experts  
answer your needs<sup>1</sup>

EXPERTISE | SERVICES | SOLUTIONS

FINANCING & CREDIT  
CORPORATE SOLUTIONS  
PORTFOLIO  
MANAGEMENT  
WEALTH PLANNING  
INVESTMENT SOLUTIONS  
ART & PHILANTHROPY  
EXPERTISE  
PERSONALISATION  
DIGITAL



To enhance and create a seamless experience, our experts interact with you leveraging both on face-to-face contacts and digital tools.

<sup>1</sup> The products and services mentioned might not be available in all Societe Generale Private Banking entities. Obtaining some of these products and services requires that certain conditions be met, in particular in terms of eligibility. Your private adviser is available to present these products and services and their terms and verify whether they are adapted to your personal situation and investor profile.

# Societe Generale Group

TEAM SPIRIT | INNOVATION | RESPONSIBILITY | COMMITMENT

## KEY FIGURES

End of December 2016

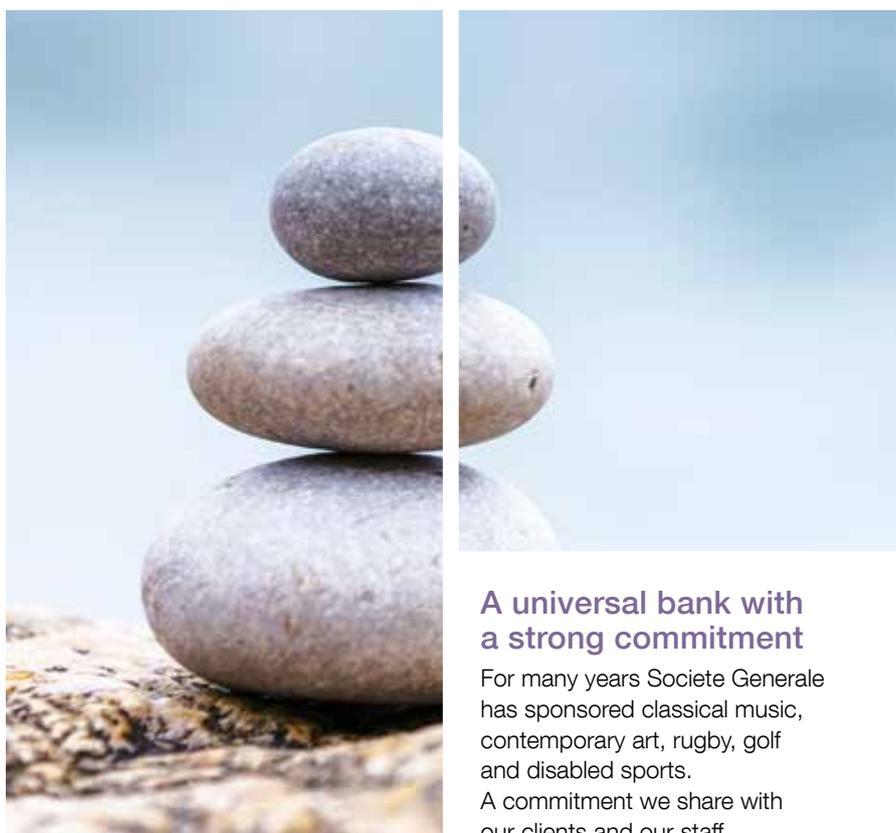
31 million clients

25.3 billion euros in net banking income

3.9 billion euros in group net income

67 countries

147.500 members of staff worldwide



### A universal bank with a strong commitment

For many years Societe Generale has sponsored classical music, contemporary art, rugby, golf and disabled sports. A commitment we share with our clients and our staff.

### Serving our clients, financing the economy

Societe Generale is one of the leading European financial services groups. Its mission: to support companies and its clients in developing and carrying out their ambitions.

Established in 1864 to encourage the development of commerce and industry in France, Societe Generale group now supports 31 million clients in 67 countries: individuals, large corporate and institutional investors.

### Three complementary businesses

To carry out its mission, the Group has made clients' satisfaction its priority, and continuously adapts its activities and its organisation. Societe Generale's activity revolves around three complementary businesses: French retail banking, international retail banking and financial services and a third business which brings together the corporate and investments bank, private banking, asset management and securities services.

## FINANCIAL RATINGS<sup>1</sup>

- A Standard & Poor's (last report 12/2016)
- A Fitch (last report 12/2016)
- A2 Moody's (last report 05/2017)
- A (high) DBRS (last report 06/2016)
- A R&I (last report 07/2016)

<sup>1</sup> The credit rating is an evaluation of the credit worthiness of a company, it is used to determine the likelihood that the company will pay its financial obligations. The rating indicates a credit rating agency's opinion that the company may default based on the agency's analysis of the history and economic prospects of the company.

# Societe Generale Private Banking's international presence

| FROM 11 COUNTRIES, WE SERVE OUR CLIENTS FROM ALL OVER THE WORLD |



■ Societe Generale Private Banking

▲ Societe Generale Trust Asia

○ In partnership with Societe Generale's international retail banking network

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### SOCIETE GENERALE

LIMITED COMPANY (SOCIÉTÉ ANONYME) WITH A CAPITAL OF 1,009,641,917.50 EUROS AT 31 DECEMBER 2016  
REGISTERED WITH RCS DE PARIS UNDER THE UNIQUE D'IDENTIFICATION NUMBER 552 120 222  
ORIAS NUMBER: 07 022 493