

Press release

Paris, February 19th, 2010

Societe Generale Private Banking recognized by Euromoney for its structured products and equity derivatives

Societe Generale Private Banking has received six awards with the publication of the "Euromoney* Private Banking Survey 2010".

For its structured products offering, the private bank was elected:

- Best private bank worldwide
- Best private bank in Europe
- Best private bank in the Middle East

And for its equity derivatives offering, it was named:

- Best private bank worldwide
- Best private bank in Europe
- Best private bank in the Middle East

Societe Generale Private Banking received the global and European awards in the "Structured Products" category for the fifth and sixth year respectively and developed its leadership position in this area by obtaining the Middle East award for the first time.

The award for equity derivatives is in recognition of the private bank's strategy which focused on the development of this offer in 2009. A team of dedicated specialists was set up to meet the increasing demand for this type of product from private clients. Societe Generale Private Banking was rewarded for this expertise for the first time in the global and European arenas as well as in the Middle Eastern zone.

Societe Generale Private Banking has clearly demonstrated its ability to adapt and develop innovative, tailored solutions that meet the expectations of a wealthy, highly demanding, clientele.

These awards confirm its leadership and expertise in structured products on the world stage. This is in the context of a wider range of investment solutions that includes a selection of the best products on the market in mutual funds, hedge funds, private equity and real estate.

In 2010, Societe Generale Private Banking is ranked among the top 10 private banks in Europe, the Bahamas, Bahrain, France, Gibraltar, Greece, Japan, Jersey, Luxembourg and Monaco (see attached appendix the list of 2010 Societe Generale Private Banking's rankings) for the quality of its services and investment solutions offered to its clients.

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* Euromoney magazine is a benchmark publication that reports on financial market and international banking trends. This study was based on assessments of providers of wealth management by their peers and supported by quantified data provided by the private banks assessed.

Societe Generale

Societe Generale 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: Societe Generale serves more than 30 million individual customers worldwide.
- Global Investment Management & Services: Societe Generale is one of the largest banks in the euro-zone in terms of assets under custody (EUR 3 073 billion, September 2009) and under management (EUR 348 billion, September 2009).
- Corporate & Investment Banking: Societe Generale tailors solutions for its clients across sectors by capitalising on its worldwide expertise in investment banking, global finance, and global markets.

Societe Generale is included in the socially-responsible investment indexes: FTSE4Good and ASPI.

www.societegenerale.com

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 74,5 billion of assets under management at the end of September 2009.

With 2,800 staff in 22 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. In addition, Societe Generale Private Banking provides dedicated solutions to Ultra High Net Worth Individuals and Family Offices around the world, notably through its global alliance with Rockefeller and Company.

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 2009, Societe Generale Private Banking was rewarded by Euromoney with the titles of 'Best private bank worldwide and in Western Europe for its offer in structured products' and 'Best Private Bank in Japan and Luxembourg'. Among the top 3 private banks in Europe, it was also named 'Outstanding Wealth Manager for Family office services' with Rockefeller and Company by Private Banker International.

www.privatebanking.societegenerale.com

Appendix
Euromoney Private Banking Survey 2010
Societe Generale Private Banking

#1 for its offer in Structured Products worldwide, in Western Europe, in the Middle East, France, Gibraltar, Greece, Luxembourg, the United Arab Emirates and the United Kingdom

#1 for its offer in Equity Derivatives worldwide, in Western Europe, in the Middle East, Bahrain, France, Gibraltar, Japan, Luxembourg, Monaco, the United Arab Emirates and the UK

#8 private bank in Western Europe

#2 private bank in France and Japan

#4 private bank in Gibraltar

#6 private bank in Jersey and Monaco

#8 private bank in Greece and Luxembourg

#9 private bank in the Bahamas and Bahrain

Ranked in the Top 10 private banks for:

- **its Client Relationship Management** in Europe, Bahrain, France, Gibraltar, Greece, Japan, Jersey, Luxembourg and Singapore,
- **its Family Office services** in Gibraltar, Japan and Monaco,
- **its Trust services** in the Bahamas, France, Greece, Japan, Luxembourg, Monaco and the United Kingdom,
- **its Lending/Financing solutions** in Asia, Europe, the Middle East, the Bahamas, Bahrain, France, Greece, Japan, Monaco, Switzerland and the United Arab Emirates,
- **its range of Advisory services** in Europe, the Bahamas, Bahrain, France, Gibraltar, Greece, Japan, Luxembourg and Monaco,
- **its Tax guidance and Services** in the Middle East, the Bahamas, Bahrain, France, Japan, Monaco and the United Arab Emirates,
- **its Equity portfolio management** in Europe, the Bahamas, Belgium, France, Gibraltar, Greece, Japan, Jersey, Luxembourg, Monaco and Switzerland,
- **its range of Investment products** in Europe, the Bahamas, Bahrain, Belgium, France, Gibraltar, Greece, Guernsey, India, Japan, Jersey, Luxembourg, Monaco and the United Arab Emirates,
- **its Real Estate offer** in Asia, France, Japan, Monaco and Singapore,
- **its Hedge Funds offer** worldwide, in Asia, Western Europe, the Bahamas, Bahrain, France, Gibraltar, Japan, Luxembourg, Monaco and the United Kingdom,
- **its Private Equity offer** in Europe, the Bahamas, France, Gibraltar, Japan, Luxembourg and Monaco,
- **its Commodities investment offer** worldwide, in Asia, in Europe, the Bahamas, France, Gibraltar, Greece, Guernsey, Japan, Luxembourg and Monaco.