

## Press release

Singapore, March 30, 2010

### **Societe Generale Private Banking recruits veteran Private Banker as Head of ASEAN**

Societe Generale Private Banking has appointed Benedikt P.A. Maissen as Managing Director & Head of ASEAN region, effective 22 March 2010. Mr Maissen reports to Pierre-F. Baer, Chief Executive Officer (Singapore & South Asia) of Societe Generale Private Banking in Singapore.

Mr Maissen is responsible for further pursuing the growth strategy of the private bank in Southeast Asia, through its regional hub in Singapore. With over 26 years of private banking experience, including 22 years with major European private banks in Asia, his extensive expertise in building and running profitable business with the wealthy clientele in Asia will be instrumental to the development of Societe Generale Private Banking in the region.

This key appointment confirms Societe Generale Private Banking's commitment to the ASEAN region, which occupies an important position in the wealth management industry in Asia. By recruiting talented bankers, the private bank is demonstrating its strong ambitions to provide the top level of expertise to its high net worth clients.

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Benedikt P.A. Maissen, 50, has a Swiss Commercial Diploma, Brig (VS) and started his career at Credit Suisse, occupying various roles across the bank. He moved to Asia in 1987 and has worked with several international banks in Hong Kong and Singapore including Credit Suisse, Deutsche Bank and UBS. He joined Barclays Wealth Singapore in 2005, where he was head of South East Asia, Europe and Japan desks.

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### **Société Générale**

Societe Generale is one of the largest financial services groups in the euro-zone. The Group employs 157,000 people worldwide in three key businesses:

- Retail Banking, Specialised Financing & Insurance: Societe Generale serves more than 30 million individual customers worldwide.
- Private Banking, 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, December 2009) and under management (EUR 344 billion, December 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.

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### **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 75,4 billion of assets under management at the end of December 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 Financial.

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 2010, Societe Generale Private Banking was rewarded with the titles of 'Best private bank worldwide, in Western Europe and The Middle East for its offer in Structured Products and Equity Derivatives' (Euromoney). In 2009 the private bank received the awards of the 'Best Private Bank in Japan and Luxembourg' (Euromoney). It was also ranked as one of the top 3 private banks in Europe and named 'Outstanding Wealth Manager for Family office services' with Rockefeller Financial (Private Banker International).

[www.privatebanking.societegenerale.com](http://www.privatebanking.societegenerale.com)