

## Press release

Singapore, May 14 2010

### **Societe Generale Private Banking in Singapore appoints Deputy to CEO for Marketing**

Societe Generale Private Banking has appointed Vincent Magnenat as Deputy to CEO for Marketing in Singapore and South Asia. He reports to Pierre -F. Baer, Chief Executive Officer (Singapore & South Asia) of Societe Generale Private Banking.

Singapore is the regional hub of Societe Generale Private Banking (Asia Pacific). In his new role, Vincent Magnenat will assist Pierre Baer in all business related initiatives to ensure optimal performance for the robust growth of the private bank in South Asia. In addition to his new responsibilities, Mr Magnenat will continue to head the private bank's Global Wealth Management platform in Asia Pacific, which oversees the needs of non-Asian high net worth investors and financial intermediaries, a role he has held since 2004.

Since its establishment in 1998, Societe Generale Private Banking has become a leading player in the Asian wealth management industry. Going forward, the private bank intends to continue its expansion in the region, providing a high-quality client service and continuing to recruit more bankers to meet business needs.

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Vincent Magnenat, 38, has a Swiss Federal Diploma of Private Insurance Specialists. He previously worked for Winterthur Life Insurance and Credit Suisse Private Banking in Switzerland before the latter relocated him to Singapore in 2002. He returned to Zurich in 2003 to assume the role of Head of European Desk/International Wealth Management with Credit Suisse Private Banking but returned to Singapore to join Societe Generale Private Banking in March 2004.

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### **Societe Generale**

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 32 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 3,246 billion, March 2010) and under management (EUR 164 billion excluding Amundi, March 2010).
- 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. In 2010, the title of SAM Sector Mover was awarded to Societe Generale.

[www.societegenerale.com](http://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 79 billion of assets under management at the end of March 2010.

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)