

Press release

Paris, May 31, 2010

Societe Generale Private Banking launches an investment fund together with Rockefeller Financial

As part of its global alliance with Rockefeller Financial*, Societe Generale Private Banking is launching Moorea Fund - Societe Generale Rockefeller US Equity^{SM**}, a sub-fund of Moorea Fund, a Luxembourg-registered Sicav.

Authorised for distribution in Belgium, France, Luxembourg and Switzerland and denominated in US dollars, Moorea Fund - Societe Generale Rockefeller US EquitySM is intended for individual investors seeking capital appreciation over the medium to long-term.

Managed in New York by Rockefeller Financial, the fund pursues a growth strategy focused on high quality companies with sustainable business models that demonstrate strong earnings growth, attractive valuations and positive earnings expectations.

The investment objective of the fund is to outperform the S&P 500 Index over a sliding three year period. The investment universe comprises mainly US large-capitalization companies with the portfolio holding on average 35 to 50 high-conviction stocks. The fund is actively managed and benefits from:

- Rigorous industry research and bottom-up company analysis,
- Portfolio construction with diversification and risk management,
- Active monitoring of the portfolio with a well-defined sell process,
- Portfolio managers with on average 20 years of experience in the industry, including 10 years at Rockefeller Financial.

Moorea Fund - Societe Generale Rockefeller US EquitySM provides access for Societe Generale Private Banking clients to the expertise of Rockefeller Financial in wealth management dedicated to wealthy clients and family offices.

This launch reflects one of the objectives of the alliance formed in 2008 between Societe Generale Private Banking and Rockefeller Financial, which is to cooperate in the development of services and offerings for high net worth clients and family offices.

** Rockefeller Financial is the trade name used by Rockefeller & Co., Inc. ROCKEFELLER is a service mark licensed from Rockefeller Financial and is used with its permission.*

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*** Moorea Fund - Societe Generale Rockefeller US EquitySM is subject to exchange-rate and investment risks and does not guarantee the return of the capital invested. The prospectus is available upon request from Societe Generale Private Banking in Belgium, France, Luxembourg, Monaco and Switzerland.*

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

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 beginning of March 2010.

With 2,789 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. 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

Rockefeller Financial

Headquartered in New York and with offices in Boston, Washington D.C., Stamford, Connecticut, and Wilmington, Delaware, Rockefeller Financial is a leading global wealth management firm that provides comprehensive wealth and investment management services to a diversified client base of high-net-worth individuals, families, trusts, foundations and endowments. Rockefeller Financial provides access to best-in-class solutions and comprehensive services through four business groups: Rockefeller Wealth Advisors, Rockefeller Asset Management, Rockefeller Capital Partners, and Rockit® Solutions. Rockefeller Financial was incorporated in 1979 and registered with the Securities and Exchange Commission in 1980 as an investment adviser. Rockefeller Financial is the trade name used by Rockefeller & Co., Inc. Products and services may be provided by various subsidiaries of Rockefeller & Co., Inc. As of March 31, 2010, the firm and its subsidiaries had approximately \$26 billion in assets under administration.