

Press release

Tokyo, July 1st, 2010

Societe Generale Private Banking appoints Christophe Billard as President and Chief Executive Officer in Japan

Societe Generale Private Banking has appointed Christophe Billard as President and Chief Executive Officer of Societe Generale Private Banking (Japan) Ltd., effective today. A member of the global Executive Committee of Societe Generale Private Banking, he replaces Alain Simon, who is retiring from the Bank.

Prior to this appointment, Christopher Billard had been Deputy Chief Executive Officer, Products & Marketing, at Societe Generale Private Banking (Japan) Ltd. since January 2007. A graduate of the ESSEC Business School of Management in Paris with a Master in Business Administration, he joined Societe Generale Group's internal audit department in 1992. In 1999, he became Regional COO at Societe Generale Private Banking (Asia-Pacific) and then joined Societe Generale Private Banking (Japan) Ltd. as Executive Officer in 2006.

Since its creation in 2002, Societe Generale Private Banking (Japan) Ltd., with offices in Tokyo and Osaka, has become a leader in the Japanese private banking market and is the only Trust bank to offer high net worth individuals a full range of private banking solutions, such as financial engineering, discretionary portfolio management and non-discretionary trust services. It was rated "Best Private Bank in Japan" by Euromoney in 2009.

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 end of March 2010.

With 2,789 staff in 22 countries across the globe, Societe Generale Private Banking offers wealth management

PRESS SERVICE
SOCIETE GENERALE- GIMS

Elisa O'NEILL
+33 (0)1 42 14 39 24
elisa.oneill@socgen.com

Jolyon BARTHORPE
+33 (0)1 42 14 34 55
jolyon.barthorpe@socgen.com

GIMS/COM
Immeuble SGAM
170, place Henri Regnault
92043 Paris La Défense cedex
France
Fax: +33 (0)1 42 14 53 82

PRESS SERVICE
SOCIETE GENERALE
+33 (0)1 42 14 67 02
www.societegenerale.com

A French corporation with share
capital of
EUR 927,662,690
552 120 222 RCS PARIS

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