

Press release

Paris/Abu Dhabi, 12 July, 2010

Societe Generale appoints Head of Representative office in Abu Dhabi

Societe Generale has appointed Gonzague de Cerval as Head of its Representative Office in Abu Dhabi, which was created in 2008. Reporting to Eddy Abramo, CEO of Societe Generale Private Banking Middle East based in Dubai, Gonzague de Cerval will be in charge of promoting the activities of Societe Generale Private Banking, the wealth management arm of Societe Generale Group.

This key appointment underlines Societe Generale's continued commitment to the region and its strong ambitions to develop its wealth management activities in the Middle East. Societe Generale Private Banking has been present in Dubai since 2006 and in Bahrain since late 2009.

Gonzague de Cerval is a graduate of EM LYON Business School and has a degree in Law from Paris University. He began his career at BNP Paribas Private Bank in Luxembourg in 2002. He then joined Societe Generale Bank & Trust Luxembourg as a private banker, in charge of high net worth clients from Greece, the Levant and the Middle East. He moved to Societe Generale Private Banking Middle East in 2007 as a senior private banker, based first in Dubai and then in Abu Dhabi in 2008. He has been strongly involved in the creation of the Societe Generale Representative office in Abu Dhabi, acting as Deputy Chief Representative Officer.

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
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552 120 222 RCS PARIS

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 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