

Press release

Paris/Singapore, September 1st, 2010

Societe Generale Private Banking appoints Olivier Gougeon as Chief Executive Officer for South Asia

Societe Generale Private Banking has appointed Olivier Gougeon as Chief Executive Officer for South Asia, effective 1 September 2010. Based in Singapore, the regional hub of Societe Generale Private Banking (Asia-Pacific)*, he replaces Pierre-F. Baer who will be taking up a new role within Societe Generale Group. Olivier Gougeon becomes a member of the Global and Asia Pacific Executive Committees of the private bank.

Olivier Gougeon will be responsible for managing the day-to-day operations of the Singapore office and pursuing the growth strategy of the private bank in South Asia alongside Alex Fung, Chief Executive Officer for Hong Kong & North Asia, and Patrick Dreyfuss, Regional Chief Operating Officer.

Prior to this appointment, Olivier Gougeon had been Global Head of Wealth Planning and Fiduciary Services centre of expertise for the private bank since 2007. Based in London (UK), Olivier Gougeon was responsible for a team of nearly 240 experts in Wealth Planning and Fiduciary Services covering 14 countries.

Since its establishment in 1998 in Asia, 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 to meet business needs.

Olivier Gougeon, 44, joined Societe Generale Group in 1992. He started his career working for the bank's Inspection department before being appointed Deputy Managing Director of SGPB Hambros Bank and Trust in the Bahamas in 1999. In 2004 he moved to SGPB Hambros in London to take charge of trust and wealth planning activities for corporate and institutional clients covering Great Britain, Jersey, Guernsey, Gibraltar and the Bahamas. He then extended these responsibilities to the private clients in 2006.

Olivier Gougeon is a graduate of the Institut d'Etudes Politiques ("Sciences Po") in Paris and has a Masters in European business law from the University of Paris Sorbonne.

**Legal name: Societe Generale Bank and Trust (Singapore Branch)*

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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

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 82.3 billion of assets under management at the end of June 2010.

With 2,800 staff in 21 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