

Press release

London, October 22, 2010

Societe Generale Private Banking Hambros launches a new 'Wealth Partnership Service'

Societe Generale Private Banking Hambros (SGPB Hambros) has launched its new 'Wealth Partnership Service'.

The service is centred on a new intermediary platform available to a select number of wealth managers, family offices and high net worth Financial Planning and Independent Financial Advisers. These intermediaries will now be able to provide an enhanced service to their clients through a platform which offers custody and an integrated suite of private banking services such as lending, FX, fiduciary services and portfolio management.

This service has been designed in light of the Retail Distribution Review outlined by the Financial Services Authority. As a result, intermediaries and their clients will benefit from transparent, cost effective and extensive private banking services which until now have only been available to SGPB Hambros' own clients. This development, exclusively for Wealth Partnership members, responds to a demand expressed by the high net worth advisory and wealth management community.

The creation of the Wealth Partnership Service signals an exciting new chapter for SGPB Hambros' intermediary relations and is part of a worldwide strategy initiated by Societe Generale Private Banking to develop a complete services offering dedicated to Financial Intermediaries.

The initiative will be headed up by Stefano Del Federico, who has been appointed as new Head of UK Financial Intermediaries. Based in London, Stefano will be responsible for promoting SGPB Hambros Wealth Partnership Services to a select number of sophisticated regulated intermediaries wishing to compete at the highest levels for high net worth clients.

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A French corporation with share
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Notes to editors:

Stefano Del Federico joined Societe Generale Private Banking Hambros in 2009 and has over 25 years of experience in the High Net Worth financial services and banking markets. He has held a number of senior posts in the industry, including UK Sales Director of Abbey Wealth Management (now Santander), where he was instrumental in the development, creation, launch and promotion of the pioneering Abbey/James Hay WRAP platform to the intermediary market.

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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

SGPB Hambros

SGPB Hambros Bank Limited, part of SG Private Banking, is a private bank providing a comprehensive wealth management service. Through private bankers it provides investment management, financial planning, trust and banking services to some 8,000 clients. SGPB Hambros employs more than 500 people and has over £9.9 billion of assets under management from its offices in the UK, Guernsey, Jersey, Gibraltar and The Bahamas as of June 2010. SGPB Hambros has been distinguished as Best Wealth Manager for alternative investments (IC/FT Wealth Management Awards 2009), Best Private Bank in the UK for structured products (Euromoney 2008, 2009 and 2010), Best Private Bank in the UK for Equity and Forex/Rates Derivatives - Euromoney 2010 and Best Private Bank for inheritance and succession planning in the UK (Euromoney 2007).

www.privatebanking.societegenerale.com/hambros