

Press release

Paris, November 8th, 2010

Appointments at Societe Generale Private Banking

Societe Generale Private Banking announces the following appointments, effective from November 1st 2010:

Laurent Joly has been appointed Global Head of Wealth Planning, Fiduciary Services and Life Insurance. He will be based at the private bank's head office in Paris. Laurent Joly replaces Olivier Gougeon, previously Global Head of Wealth Planning and Fiduciary Services, who was recently appointed Chief Executive Officer of Societe Generale Private Banking for South Asia.

Laurent Joly, 45, holds a degree from the National Institute of Applied Science of Lyon. He started his career in 1989 at the Inspection department of Societe Generale group. From 1996 to 1998, he was the Assistant Director of a group of bank agencies within the retail network in France. Then, in 1998, Laurent Joly was appointed Director of e-banking projects of Societe Generale (French Retail Network). In 2000, he headed a subsidiary of Societe Generale group, in charge of distributing high-end investments. In 2003, he was appointed Head of Sales of Societe Generale Private Banking France, before joining Societe Generale Bank & Trust in Luxembourg as Head of Private Banking activities in 2006.

Claudio Bacceli has been appointed Head of Private Banking at Societe Generale Bank & Trust Luxembourg, replacing Laurent Joly.

Claudio Bacceli, 54, studied at the University of Economic Sciences in Rome. He started his career in 1980 at Banca Commerciale Italiana (Intesa Group), in the bank's Italian and international retail banking operations. Between 1994 and 2004, Claudio Bacceli held various positions at the Société Européenne de Banque (SEB) in Luxembourg (Intesa group), notably as an Administrator. He joined Societe Generale Bank & Trust in Luxembourg in 2005 as Director, in charge of Wealth Planning. He was then appointed Deputy Head of Private Banking activities in 2008 and Head of Sales in July 2009.

François Farjallah has been appointed Deputy Head of Private Banking and Head of Sales at Societe Generale Bank & Trust Luxembourg, replacing Claudio Bacceli.

François Farjallah, 38, has an Executive MBA from Carnegie Mellon University (USA) and a MBA in International Wealth Management from HEC, Geneva. In 2007 he joined Societe Generale Private Banking as Chief Executive Officer of the Greek branch and member of the

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executive board of Societe Generale Private Banking Middle East in Dubai. Prior to this he spent 9 years at Credit Suisse, where he occupied different roles, including Senior Private Banker in Switzerland covering the Greek and Cypriot markets, and Chief Representative in the Levant, managing the Credit Suisse subsidiary in Lebanon.

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 title 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 award 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