

Press release

Paris, February 1, 2011

Societe Generale Private Banking appoints Olivier Lecler as Chief Executive Officer for Monaco

Societe Generale Private Banking has appointed Olivier Lecler as Chief Executive Officer of Societe Generale Private Banking (Monaco) with effect from February 1st, 2011. He replaces Christian Zerry, who is retiring from the Bank.

Olivier Lecler will be responsible for pursuing the strong growth strategy of Societe Generale Private Banking from Monaco, where the private bank provides solutions to mainly international high net worth clients supported by the different expertises within Societe Generale Group. In particular, Societe Generale Private Banking Monaco has developed a recognised expertise in real estate financing.

Prior to this appointment, Olivier Lecler was Chief Operating Officer of Societe Generale Global Investment Management & Services (GIMS). Most notably, he worked on the creation and organisation of Amundi – the asset management company which resulted from combining the investment management expertises of Societe Generale and Credit Agricole SA – and optimised the organisation and efficiency of the GIMS support functions.

Olivier Lecler, 43, is a graduate of the Ecole Polytechnique and ENSAE (Paris Graduate School of Economics, Statistics and Finance). He started his career in 1992 at INSEE (French National Institute for Statistics and Economic Studies) as editor of the INSEE Bulletin on the macro-economic situation. In 1996, he joined Société Générale Group as Strategic Studies Manager in the Finance and Development Division and in 1999 was appointed Finance and Development Director of the subsidiary Fimatex, now Boursorama, of which he became Deputy Managing Director in 2003. In January 2006, Olivier Lecler joined SGAM Group, firstly as Head of Finance and Operations, then as deputy to the Deputy General Manager, Operations. Until May 2008, he was Chairman & CEO of SGAM Banque, the banking entity within SGAM Group specialising in structuring for alternative investments. In June 2008, Olivier Lecler was Chief Operating Officer of SGAM and CEO of SGAM AI. Since June 2009 he has been Chief Operating Officer of Global Investment Management & Services.

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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 billion of assets under management at the end of September 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