

PRESS RELEASE

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SOCIETE GENERALE PRIVATE BANKING HAMBROS COMPLETES THE ACQUISITION OF THE PRIVATE CLIENT INVESTMENT MANAGEMENT BUSINESS OF BARING ASSET MANAGEMENT (BARINGS)

SGPB Hambros, part of Societe Generale Private Banking has completed its acquisition of the private client investment management business of Baring Asset Management in London and Guernsey.

Effective on May 31st, 2011, the transfer to SGPB Hambros of the Barings private client team will reinforce the existing SGPB Hambros investment business and illustrates its ambitions to continue to grow its activities in the UK and in the Channel Islands.

The SGPB Hambros Group employs over 500 staff, with principal offices in London, Guernsey, Jersey and Gibraltar, and has a UK regional presence in Cambridge, Newbury, Manchester, Lymington, Edinburgh and Leeds.

The acquisition follows a number of years of rapid growth since Hambros Bank was itself acquired by Societe Generale in 1998 to develop private banking in the UK and the Channel Islands. The acquisition is consistent with Societe Generale Private Banking's global strategy to expand both through internal and selective external growth in order to increase its presence in key established markets.

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A French corporation with share capital of 933,027,038.75 EUR
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Societe Generale

Societe Generale is one of the largest European financial services groups. Based on a diversified universal banking model, the Group combines financial solidity with a strategy of sustainable growth, and aims to be the reference for relationship banking, recognised on its markets, close to clients, chosen for the quality and commitment of its teams.

Its 157,000 employees* based in 85 countries accompany more than 33 million clients throughout the world on a daily basis. Societe Generale' teams offer advice and services to individual, corporate and institutional customers in three core businesses:

- Retail banking in France with the Societe Generale branch network, Credit du Nord and Boursorama
- International retail banking, with a presence in Central and Eastern Europe and Russia, in the Mediterranean basin, in Sub-Saharan Africa, in Asia and in the French Overseas Territories
- Corporate and investment banking with a global expertise in investment banking, financing and global markets.

Societe Generale is also a significant player in specialised financing and insurance, private banking, asset management and securities services.

Societe Generale is included in the international socially-responsible investment indices: FTSE4good and ASPI.

www.societegenerale.com

* including employees of Societe Marseillaise de Credit acquired in September 2010 by Credit du Nord

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 84.2 billion of assets under management at the end of March 2011.

With 2,800 staff in 20 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 2011, Societe Generale Private Banking was rewarded with the titles of 'Best Private Bank in Western Europe for its offer in Structured Products' and 'Best Private Bank in France' (Euromoney).

www.privatebanking.societegenerale.com