

PRESS RELEASE

Paris/Calgary, 24 October 2011

SOCIETE GENERALE PRIVATE BANKING APPOINTS PAUL VAILLANCOURT CHIEF EXECUTIVE OFFICER OF ITS SUBSIDIARY, CANADIAN WEALTH MANAGEMENT

Societe Generale Private Banking has appointed Paul Vaillancourt Chief Executive Officer of its wealth management subsidiary in Canada, Canadian Wealth Management (CWM Group Inc.).

As CEO, Paul Vaillancourt will be responsible for pursuing the development of CWM Group's wealth management activities in Canada. He will also retain his functions as Chief Investment Officer, a role he has occupied since 2010.

CWM Group has had a strong recognised expertise in investment and wealth management in Canada for almost 30 years.

Supported by Societe Generale Private Banking's worldwide network since 2008, CWM Group offers sophisticated global wealth management solutions which respond to the international requirements of Canadian high net worth individuals. Based in Calgary, CWM Group employs 30 staff.

Paul Vaillancourt is a graduate of Concordia University of Montreal and a Chartered Financial Analyst (CFA). He started his career with Royal Bank of Canada in 1990 in Toronto, then in Montreal and Calgary. In 2002, he joined Franklin Templeton Investments, where he became Senior Vice President and Director of Portfolio Strategy, helping manage approximately CND \$30 billion in assets under management. Paul Vaillancourt joined CWM Group in 2010 as Chief Investment Officer, in charge of asset allocation strategy, equity selection and portfolio management.

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A French corporation with share capital of 970,099,988.75 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.

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* 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 86.1 billion of assets under management at the end of June 2011.

With 2,800 staff in 19 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' (Euromoney),
- 'Best Private Bank in France' (Euromoney),
- 'Best Wealth Manger of the year in the UK' (Investors Chronicle/Financial Times),
- 'Best Private Bank in the Middle East' (Banker Middle East).

www.privatebanking.societegenerale.com

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