

PRESS RELEASE

Paris, 4 November 2011

SOCIETE GENERALE PRIVATE BANKING NAMED BEST PRIVATE BANK FOR ITS OFFER IN STRUCTURED PRODUCTS IN SWITZERLAND

Societe Generale Private Banking has received the Best Private Bank award for its offer in structured products in Switzerland from Structured Products magazine.

This award emphasises once again the private bank's leadership and expertise in the field of specific structured products for High Net Worth Individuals.

Societe Generale Private Banking had already received an award in this field from the magazine Euromoney, which in February 2011 awarded the private bank with the title of Best Private Bank in Europe for its offer in structured products, for the 7th consecutive year.

Societe Generale Private Banking constantly reworks its structured product offering in order to adapt it more closely to market conditions and to the investment strategy, as well as to technical developments of this type of product.

By way of example, the current situation of high market volatility enables it to offer its clients opportunities for yield when equity markets are falling, within a predefined risk framework.

In addition, the principle of open architecture applied by the private bank to its entire range of structured products assures the clients, amongst other things, of diversification of issuer risk.

Taken together, these factors allow Societe Generale Private Banking to offer its clients expertise and assistance throughout the world in their understanding of this type of product as part of their investment strategy.

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

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