



MEDIA RELEASE

LEGENDARY FRENCH ACTRESS CATHERINE DENEUVE IN SINGAPORE FOR THE SOCIETE GENERALE PRIVATE BANKING 1ST RENDEZVOUS WITH FRENCH CINEMA

Singapore, 9 December 2011 – Societe Generale Private Banking 1st Rendezvous With French Cinema is proud to welcome to Singapore legendary French actress Ms Catherine Deneuve. A name synonymous with French cinema, Catherine Deneuve has starred in over 100 films and has been honoured with numerous distinguished awards such as the César for Best Actress in 1981 and 1993, the Palme d'honneur at the Cannes Film festival in 2005 and the Prix du 61ème Festival de Cannes in 2008.

In Singapore for the Societe Generale Private Banking 1st Rendezvous With French Cinema, Ms Deneuve will be presenting her latest film, *Beloved (Les Bien-Aimés)* at the premiere screening tonight at The Cathay Cineplex. Directed by French director, Christophe Honoré, *Beloved (Les Bien-Aimés)* stars both Catherine Deneuve and her daughter Chiara Mastroianni.

Beloved (Les Bien-Aimés) is as much a family epic that covers 43 years, from 1964 to 2007 as it is a musical and a romance. The film weaves in and out of the lives of mother, Madeleine and daughter Vera. Crossing different eras and cities, from Paris to Prague in the 60s, London to Montreal in the 90s and early 2000s, the film has Madeleine and her daughter Vera coming in and out of the lives of the men they love. But not every era allows us to love blithely and lightheartedly as the freedom of the 60s makes way for a more cautious future.

The film opens with Madeleine, a sales assistant at the Roger Vivier shoe boutique, stealing a pair of shoes from the store. Moments later, while admiring her new shoes



along the street, a man mistakes her for a streetwalker. Madeleine spontaneously agrees to go along, inadvertently prompting a second job moonlighting as a prostitute to boost her income. In this role, she meets a dashing Czech doctor whom she eventually marries and moves to Prague with. That marriage eventually breaks up over his infidelity. Madeleine moves on, and once back in Paris, she marries a Parisian gendarme. But despite this marriage, Jaronil continues to pursue Madeleine for the rest of his life.

Catherine Deneuve's presence at the Societe Generale Private Banking 1st Rendezvous With French Cinema underscores the importance of the Singapore festival to the French film industry. "We are proud and delighted to welcome Ms Deneuve to Singapore. Her presence at the Societe Generale Private Banking 1st Rendezvous With French Cinema will only add to an already prestigious festival," says H.E Olivier Caron, the French Ambassador in Singapore.

For the Festival's Title Sponsor, Societe Generale Private Banking, hosting Catherine Deneuve in Singapore is very much in line with their goal of helping to establish a refined and top quality film festival in Asia. "As the Title Sponsor, we are delighted to be able to invite Catherine Deneuve to Singapore, the regional hub of Societe Generale Private Banking. Needless to say, Ms Deneuve is the epitome of French style and elegance and an iconic film personality. Her presence, will not only lend extraordinary support and glamour to this Festival, but will also propel the appreciation of French cinema in Asia," says Mr Olivier Gougeon, Regional Chief Executive Officer – Asia Pacific, Societe Generale Private Banking.

Ms Deneuve's film, *Beloved*, is among the over 20 films featured in the Societe Generale Private Banking 1st Rendezvous With French Cinema. The film premieres at The Cathay Cineplex, Hall 7 on Friday, 9 December at 7.30pm. Catherine Deneuve will be present at the screening to open the film and meet with her fans in Singapore.

Societe Generale Private Banking 1st Rendezvous With French Cinema is organised by Institut Français, uniFrance and the Alliance Française de Singapour.



Film screenings will be held at The Cathay Cineplex, Golden Village Vivocity, The Shaw Theatres Lido and the Alliance Française Theatre. It is sponsored by Societe Generale Private Banking as Title Sponsor, with Perrier-Jouet as Official Champagne, Swarovski as Official Fashion Sponsor, Air France as Official Airline, Renault as Official Car and Angénieux as Official Film Industry Support. It is an event of Encore, the European Season and Voilà!. The festival runs from 8 to 13 December 2011. More details about the festival can be found at www.rendezvouswithfrenchcinema.sg.

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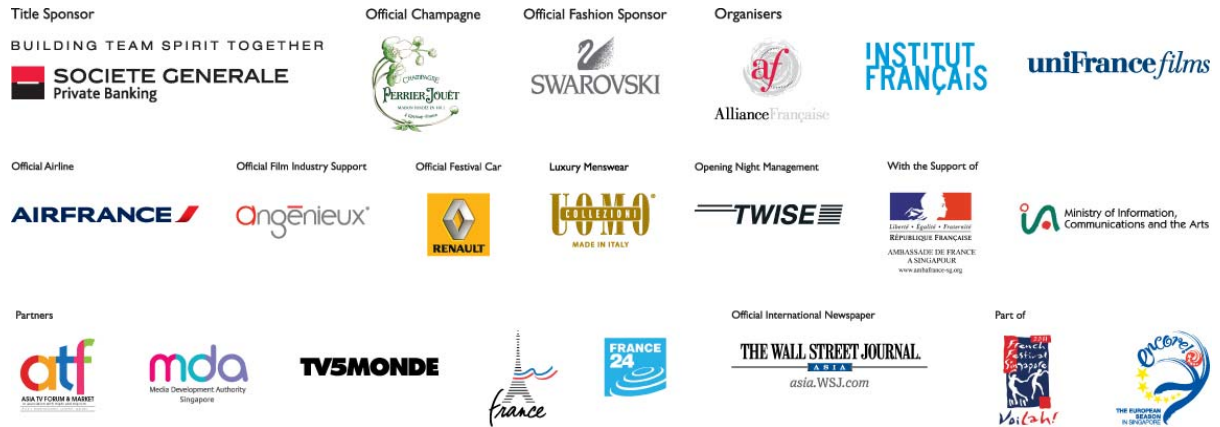
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About Societe Generale Private Banking

Societe Generale Private Banking, the wealth management arm of Societe Generale, is one of the leading private banks worldwide, with EUR 83.6 billion of assets under management at the end of September 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 Switzerland for its offer in Structured Products' (Structured Products Magazine),
- '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

About uniFrance



uniFrance is the organisation in charge of promoting French cinema throughout the world. Created in 1949, in the form of an association under the law of 1901, uniFrance is under the supervision of the CNC (Centre national du cinéma et de l'image animée). The association has nearly 600 members: producers of feature films and shorts, exporters, sales agents, directors, actors, authors (screenwriters) and talent agents.

Ever since its creation, uniFrance Films International has carried out studies of international markets and their evolution, and can thus offer today its truly unique expertise. 50 countries therefore appear in the crosshairs of the association which follows the careers of French feature films both in cinemas and on television, all year round. This follow-up (management of data and market analysis, production statistics, accompaniment and follow-up of film sales and distribution, knowledge of companies and their directors...) is the object of economic studies, made available to the members of the association and every partner of French cinema.

uniFrance accompanies French films on the international markets, from their sale to their distribution. uniFrance is present at every stage in the life of a French film abroad: from selection by a recognised festival or its screening in an international market, to its theatrical release in one or more foreign territories. uniFrance thus enhances the value of all recent French films. uniFrance takes part in more than 60 international festivals and markets, including: the Cannes Film Festival, Berlin International Film Festival (Berlinale), Toronto International Film Festival, Venice International Film Festival, Rotterdam International Film Festival, San Sebastian International Film Festival, Pusan International Film Festival, Rome Independent Film Festival, Locarno International Film Festival, AFM (American Film Market). During these events, the association facilitates the presence of artistic teams, hires local press attachés, and makes available to French professionals areas for promotion and commercialisation.

About Alliance Française de Singapour

The Alliance Française de Singapour, founded in 1949 is a non-profit educational organisation, affiliated to the headquarters in Paris. It is one amongst the 1,085 Alliances Françaises worldwide and serves 6,000 students every year. It is Singapore's premier French language school as well as a cultural centre bringing together artists from around the world. The Alliance Française de Singapour contributes in a modest fashion to the regional influence of the cultural scene of this City-State by positioning itself as a place of artistic expression for emerging artists from all disciplines and as an institution that participates in a movement to expand the cultural consciousness of the public. The Alliance Française de Singapour is a rich and diverse community of people whose strength is built from inter-cultural understanding, which is at the heart of all dialogue.

About Asia Television Forum (ATF)

Asia Television Forum (ATF) is Asia's entertainment content market, a must-attend international market in Asia for the financing, co-producing, buying and selling of entertainment content across all platforms. Bringing together international sellers and Asia Pacific buyers, ATF is the gateway to Asia's entertainment content business.

For more information on Asia Television Forum 2011, visit the official website at



www.asiatvforum.com.

Key event details:

7-9 December 2011

Sands Expo and Convention Centre Hall B & C, Marina Bay Sands, Singapore

<http://www.asiatvforum.com>