

## PRESS RELEASE

Paris, 12 March 2012

### **SOCIETE GENERALE LAUNCHES PRIVATE INVESTMENT BANKING, A NEW OFFERING FOR HIGH NET WORTH ENTREPRENEURS**

Societe Generale is launching a new integrated service offering, Private Investment Banking, aimed at ultra high net worth entrepreneurs who have a holding company or a family office.

This exclusive service will allow these clients to benefit from access to all the expertise within the Group, particularly in terms of wealth management and investment banking, for the management of their private wealth and their business.

The solutions offered will be based on the expertise and knowledge of entrepreneurial clients at Societe Generale Private Banking and Societe Generale Corporate & Investment Banking.

This service includes:

- comprehensive solutions for tailor-made financial engineering;
- dedicated portfolio management teams, best-in-class investment products and solutions;
- financing solutions, merger & acquisitions advisory, capital increases and initial public offerings;
- direct access to all capital markets.

The development of this activity will be headed by Galeazzo Pecori Giraldi, who has been appointed Head of Societe Generale's Private Investment Banking offering. He will be responsible for a team of senior bankers and account managers in Europe and the Middle East. The Private Investment banking structure will also be supported by the Group's international network.

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**Galeazzo Pecori Giraldi** joined Societe Generale group in 2010 as deputy Chairman of the Investment Banking Committee, a role that he retains in parallel with his recent appointment at Private Investment Banking. He was previously CEO of Morgan Stanley in Italy and Switzerland, and deputy Chairman of Morgan Stanley Europe. He has more than thirty years of experience in banking.

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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](http://www.societegenerale.com)

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