

NEWS FLASH

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SOCIETE GENERALE PRIVATE BANKING RENEWS ITS PARTNERSHIPS WITH GOLFERS JEEV MILKHA SINGH AND CHRISTIAN CEVAER

Societe Generale Private Banking has renewed its support for the Indian player Jeev Milkha Singh, the first ever Indian golfer qualified for the European Tour and the Augusta Masters, and for the French golfer, Christian Cevaer, winner of the European Tour in 2009. The sponsorship contracts will each last for two years.

The private bank today sponsors four international golfers including the Argentinian golf player, Angel Cabrera, winner of the US Open in 2007 and the Augusta Masters in 2009, and Thomas Levet, winner of the French Open in 2011 and the Andalucian Open in 2008.



Renewing these partnerships enables Societe Generale Private Banking to offer its private clients the opportunity to play with top-level golfers through an exclusive events programme organised around this sport throughout the world.

These partnerships are part of an approach by Societe Generale Group which began in 2001. That year, the bank became a major partner of the French Golf Federation, then, in 2008, of the Evian Masters, a major international womens' tournament.

Jeev Milkha Singh is the first Indian golfer to qualify for The European Tour continued to compete at the very highest level in 2009, finishing fourth in the WGC-CA Championship – one of three top ten finishes which helped him to 34th position in the inaugural Race to Dubai.

His third European Tour career victory came in 2008 in Austria. A consistently strong season saw him finish in the top ten eight times, worth 12th place on the money list. In April 2007, became the first

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Indian golfer to participate in the Masters Tournament and acquitted himself well, finishing in a tie for 37th place at Augusta National.

Off the course, the highlight came when he was granted the Padma Shri by the Indian government, an award – the equivalent of a knighthood - given to Indian citizens to recognise their distinguished contribution in various spheres of public life, including the arts, industry and sports. The son of former Olympic sprinter Milkha Singh, he really hit his stride in 2006 with wins in the Volvo China Open and the season-ending Volvo Masters at Valderrama. Also enjoyed huge success in Asia, where he finished Number One on the 2006 Order of Merit, a feat he repeated in 2008 thanks largely to his Barclays Singapore Open victory.



Christian Cevaer was born in Nouméa (New Caledonia) in 1970. His passion for golf was encouraged by Exalt Hopu, and he played in Tahiti for two years, with ambitions of becoming a professional. With a handicap of 6, and full of determination, he attended Stevenson School in Pebble Beach, California, where he could both study and refine his game. Four years later he won a scholarship to Stanford University, where he was coached to a high level while playing with the French amateur team every summer. His first big break came in 1989 when he won the French amateur championship with a +2 handicap. He also won renown on the European golfing scene when he won the Junior British Open in 1988. After his military service in 1993 he became a professional golfer, launching his career with a bang by becoming French champion.

He then won the European pre-qualifications, opening the way to the 1994 European Challenge Tour. He reached 24th place, thus confirming his position as a serious contender. In 1995 he joined the PGA European Tour, taking fourth place in the Scottish PGA Championship. One of his goals for 2004 was to win one of the European Tour tournaments. Christian won the Spanish Open and

reached fourth place in the Volvo Masters, which brings together the 60 best players of the season. In 2007 he ended in second place in the Scandinavian Masters and fourth in the Madeira Island Open. In 2008 he got to third place in the Omega European Masters, and in 2009 was Champion of the European Open.

His main assets are his sharp analytical skills, his strategy on the course and his short game.

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.

Around 160,000 employees, based in 77 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 main international socially-responsible investment indices: FTSE4Good, ASPI, DJSI World and DJSI Europe.

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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 84.7 billion of assets under management at the end of December 2011.

With 2,800 staff in 18 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.

The expertise of its private banking teams in wealth planning, investment advisory and financing solutions regularly receives awards. In 2012 Societe Generale Private Banking was awarded for the 8th consecutive year 'Best Private Bank in Western Europe for its offer in Structured Products' (Euromoney).

In 2011 Societe Generale Private Banking was also named 'Best Private Bank in France' (Euromoney), 'Global Wealth Manager of the Year' (Investors Chronicle/Financial Times), and 'Best Private Bank in the Middle East' (Banker Middle East).

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