

## PRESS RELEASE

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### **SOCIETE GENERALE PRIVATE BANKING PARTNERS THE FIRST EUROPEAN FAMILY BUSINESS AWARDS**

Societe Generale Private Banking is partnering the “Campden European Family Business Awards”, which are being organised by Campden Wealth\* for the first time in 2012.

Five awards will be made in recognition of the vitality and dynamism of European family businesses:

- Top Family Business of the Year
- Top Family Business Leader of the Year
- Top Family Business Rising Star of the Year
- Top Non-Family Director of the Year
- Top Sustainable Family Business of the Year

The winners will receive their awards during a ceremony in Amsterdam on July 9 2012.

Family businesses play an essential role in the health of the European economy, representing more than 60% of all European companies and accounting for 40% to 50% of employment in Europe\*\*. Given their importance to the region, family businesses are likely to be crucial to the recovery of Europe’s economy in the coming years.

It is against this background that Societe Generale Private Banking, which is already the partner of many of Europe’s leading family businesses, wished to be linked with these awards, which are in line with the initiatives taken by the private bank, and more widely by Societe Generale group, with regard to this clientele.

At the beginning of 2012, Societe Generale launched Private Investment Banking, an international offering with integrated and transverse services aimed at wealthy entrepreneurs. This service allows clients who have a holding company or a family office to benefit from access to all the expertise within the Group, in terms of wealth management and investment banking, for the management of their private wealth and their business.

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### The selection process

The readers of CampdenFB (Family Business) magazine, many of whom are themselves entrepreneurs, were offered the opportunity to select companies and business leaders for each category. Some 150 entries were received on the magazine's website.

A team of judges from the world of business and from the Campden Wealth editorial team then decided on a shortlist of 5 family businesses (or leaders, according to the award) per category, from which the winners will be announced during the ceremony.

The family businesses and entrepreneurs nominated have to meet several criteria. As well as needing to have its headquarters in Europe, the business must have annual revenues of at least €100 million, have at least second generation or more of family involvement in the business and the family must control at least 25% of the voting rights in the business.

View details of the Awards and the shortlist by watching the video at:

<http://www.privatebanking.societegenerale.com/en/campden-european-family-business-awards/>

*\* Campden Wealth is a branch of Campden Media, a mixed-media publishing, events and research company serving notably wealth owners, represented by family businesses and family offices. Campden Wealth publishes well recognized magazines such as Campden Family Business (CampdenFB) and Campden Family Office (CampdenFO).*

*\*\* Source: European Family Businesses*

### 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.

For more information, you can follow us on twitter @societegenerale or visit our website [www.societegenerale.com](http://www.societegenerale.com).

### 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 85.4 billion of assets under management at the end of March 2012.

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 8<sup>th</sup> 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).

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

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