

PRESS RELEASE

Paris, 10 October 2012

SOCIETE GENERALE PRIVATE BANKING APPOINTS JEAN-PIERRE FLAIS AS CHIEF OPERATING OFFICER

Societe Generale Private Banking has appointed Jean-Pierre Flais as Chief Operating Officer (COO) for the private bank, with immediate effect. He becomes a member of the Executive Committee and reports to Jean-François Mazaud and Patrick Folléa, respectively Head and Deputy Head of Societe Generale Private Banking.

As COO, Jean-Pierre Flais is in charge of supervising the Resources (IT, operations and transversal projects) and General Secretariat teams.

Prior to this appointment, Jean-Pierre Flais was Deputy Chief Executive Officer of Societe Generale Private Banking Hambros in London since 2007. His successor will be announced in due course.

Jean-Pierre Flais joined Societe Generale group in 1986, working for the Inspection department in Paris before becoming Head of Institutional Investor Relations in 1993, covering the UK, South East Asia and Australia. In 1997, he moved to London as Finance Director for Societe Generale's Investment Banking arm, before becoming Chief Financial Officer at Societe Generale Private Banking Hambros in 1998. He was appointed Chief Operating Officer in 2003 and Deputy Chief Executive Officer in 2007 for the private bank in the UK.

Jean-Pierre Flais is a graduate of the HEC Business School in Paris.

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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.

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 socially-responsible investment indices FTSE4Good and ASPI.

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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 85.6 billion of assets under management at the end of June 2012.

With 2,600 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), and for the 2nd consecutive year 'Best Private Bank in the Middle East' (Banker Middle East).

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

www.privatebanking.societegenerale.com

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