

PRESS RELEASE

Paris, 8 January 2013

APPOINTMENTS AT SOCIETE GENERALE PRIVATE BANKING

Societe Generale Private Banking (SGPB) has made the following appointments, effective from 1st January 2013:

- **Olivier Lecler** becomes Deputy Head of Societe Generale Bank & Trust, in charge of private banking activities in Luxembourg, replacing Claudio Bacceli,
- **Thierry Garde** is appointed Head of Societe Generale Private Banking (Monaco) SAM, replacing Olivier Lecler,
- **Claudio Bacceli** becomes SGPB's Global Market Manager for Financial Intermediaries worldwide, based in Luxembourg.

Olivier Lecler and Thierry Garde will be responsible for pursuing the development of the private bank's wealth management activities in Luxembourg and Monaco respectively, where it has two important offices serving its clients.

Claudio Bacceli will coordinate and develop the relations between SGPB and Financial Intermediaries, including independent financial planners, financial investment advisors and independent asset managers all around the world.

Olivier Lecler started his career in 1992 at INSEE (French National Institute of Statistics and Economic Studies) as editor of the INSEE Bulletin on the macro-economic situation. In 1996, he joined Societe Generale group as Strategic Studies Manager in the Finance and Development Division. In 1999, he was appointed Finance and Development Director of Fimatex, subsidiary which is Boursorama today, of which he became Deputy Managing Director in 2003. Olivier Lecler then joined SGAM group in 2006, firstly as Head of Finance and Operations, then as deputy to the Deputy General Manager, Operations. Until May 2008, he was Chairman & CEO of SGAM Banque,

PRESS SERVICE
SOCIETE GENERALE - GIMS

ELISA O'NEILL
+33 (0)1 42 14 39 24
elisa.oneill@socgen.com

PRESS SERVICE
SOCIETE GENERALE
+33 (0)1 42 14 67 02

JOLYON BARTHORPE
+33 (0)1 42 14 34 55
jolyon.barthorpe@socgen.com

SOCIETE GENERALE
GIMS/COM
75886 PARIS CEDEX 18 - FRANCE
SOCIETEGENERALE.COM

A FRENCH CORPORATION WITH SHARE CAPITAL OF
EUR 975 339 185
552 120 222 RCS PARIS

specialised in structuring for alternative investments. In June 2008, Olivier Lecler became Chief Operating Officer of SGAM and CEO of SGAM AI, before being appointed Chief Operating Officer of the Global Investment Management & Services division in 2009. From January 2011, he was CEO of Societe Generale Private Banking Monaco.

Olivier Lecler is a graduate of the Ecole Polytechnique and ENSAE (Paris Graduate School of Economics, Statistics and Finance).

Thierry Garde began his career at Societe Generale in 1987 with the Inspection department before becoming Deputy Director of the Loire and Haute-Loire branches of the French retail banking network. From 1996, he continued his career abroad, initially in Moscow, as Deputy Director of Vostok Bank, moving to Warsaw in 2000 as CEO of Societe Generale Poland and then to New-York in 2003 where he was responsible for European and corporate clients in North America at SG CIB. In 2006, he joined SGPB Hambros in the UK as Deputy CEO, before becoming Deputy CEO of SGPB Belgium in 2009.

Thierry Garde is a graduate of Institut d'Etudes Politiques in Paris and has a Masters in Fiscal Law and in Public Law both from the Pantheon-Assas University in Paris.

Claudio Bacceli started his career in 1980 at Banca Commerciale Italiana (Intesa Group), where he held a number of positions in the bank's Italian and international retail banking networks. From 1994 to 2004, he held various positions at Societe Europeenne de Banque in Luxembourg, including Managing Director.

Claudio Bacceli joined Societe Generale Bank & Trust Luxembourg in 2005 as Director, in charge of Wealth Planning. He was appointed Deputy CEO in 2008 and Head of Sales in 2009. He then became Deputy Head of Societe Generale Bank & Trust responsible for the private banking activities.

Claudio Bacceli studied at the University of Economic Sciences in Rome.

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.

For more information, you can follow us on twitter @societegenerale or visit our website 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 88.01 billion of assets under management at the end of September 2012.

With 2,560 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:

- Best Private Bank in Western Europe for its offer in Structured Products, for the 8th consecutive year (Euromoney),
- Best Private Bank in the Middle East, for the 2nd consecutive year (Banker Middle East),
- Outstanding Private Bank in the Middle East – Highly commended (Private Banker International),
- Outstanding Wealth Planning and Trust Provider – Highly commended (Private Banker International),
- Best Private Bank in Luxembourg (Professional Wealth Management/The Banker).

www.privatebanking.societegenerale.com

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