

## PRESS RELEASE

Paris, 4 February 2014

### **SOCIETE GENERALE LAUNCHES ITS NEW PRIVATE BANK IN FRANCE**

Societe Generale is radically developing its private banking relationship model in France and extending its offer to a larger number of clients.

This new model, which combines the expertise of the private bank with the proximity of the retail bank, will ensure a personalised service and an offer which is perfectly adapted to the needs of clients in a complex economic environment. It is structured at a local level around:

- **a private banker**, the privileged contact with clients, who determines with them the best solutions for the organisation of their wealth and investments. The private banker carries out a full diagnosis of their wealth and accompanies them over the long term in the management and growth of their assets,
- **a client advisor**, who is in charge of the day-to-day banking relationship in the client's usual branch,
- **a team of experts**, composed of wealth planners and investment advisors.

This new organisation enables Societe Generale to extend its private banking offer to all its clients with financial assets of over 500,000 euros. It responds to the increasingly strong demands from clients and is part of an approach to strengthen client satisfaction.

Societe Generale Private Banking is thus positioning itself as the top-tier private bank of reference in the French market, recognised for the quality of its services, which are now available to almost **40 000 households**, representing a total of around **50 billion euros in assets under management\***. This organisation will also serve to attract new clients from all over France and develop synergies with entrepreneurs and professionals who are clients of the Societe Generale network.

This development is the result of the activities carried out jointly since 2008 between the private bank and Societe Generale's retail bank in France, which led to opening a shared structure of 8 regional private banking centres. Close to 200 new private bankers and experts, located in around 100 Societe Generale branches in 80 towns and cities, will join the existing organisation.

Societe Generale Private Banking in France continues to be led by Patrick Folléa, who retains his functions as Deputy Head of Societe Generale Private Banking.

#### **PRESS RELATIONS**

LAETITIA MAUREL  
+33(0)1 42 13 88 68  
[Laetitia.a.maurel@socgen.com](mailto:Laetitia.a.maurel@socgen.com)

HELENE AGABRIEL  
+33(0)1 41 45 98 33  
[Helene.agabriel@socgen.com](mailto:Helene.agabriel@socgen.com)

NATHALIE BOSCHAT  
+33(0)1 42 14 83 21  
[Nathalie.boschat@socgen.com](mailto:Nathalie.boschat@socgen.com)

ANTOINE LHERITIER  
+33(0)1 42 13 68 99  
[Antoine.lheritier@socgen.com](mailto:Antoine.lheritier@socgen.com)

ASTRID FOULD-BACQUART  
+33(0)1 56 37 67 95  
[Astrid.Fould-Bacquart@socgen.com](mailto:Astrid.Fould-Bacquart@socgen.com)

**SOCIETE GENERALE**  
COMM/PRS  
75886 PARIS CEDEX 18  
SOCIETEGENERALE.COM

A FRENCH CORPORATION WITH SHARE CAPITAL OF  
EUR 998 395 202.50  
552 120 222 RCS PARIS

The private bank is at the centre of Societe Generale's universal banking model and its development is part of the second phase of the transformation of the Group, which aims to develop synergies in order to respond to the specific needs of clients.

*\* Figures as at 30 September 2013.*

**Press contact:**

**Jolyon Barthorpe**  
Societe Generale Private Banking  
Tél. +33 (0)1 42 14 34 55  
[jolyon.barthorpe@socgen.com](mailto:jolyon.barthorpe@socgen.com)

**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.

Societe Generale has been playing a vital role in the economy for 150 years. With more than 154,000 employees, based in 76 countries, we accompany 32 million clients throughout the world on a daily basis. Societe Generale's 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, offering a comprehensive range of multichannel financial services on the leading edge of digital innovation;
- **International retail banking, financial services and insurance** with a presence in emerging economies and leading specialised businesses;
- **Corporate and investment banking, private banking, asset management and securities services**, with recognised expertise, top international rankings and integrated solutions.

Societe Generale is included in the main socially responsible investment indices: Dow Jones Sustainability Index (Europe), FSTE4Good (Global and Europe), Euronext Vigeo (Global, Europe, Eurozone and France) and 5 of the STOXX ESG Leaders indices.

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