

## NEWS FLASH

Paris, 15 September 2014

### **SOCIETE GENERALE PRIVATE BANKING RANKED 2<sup>ND</sup> FOR THE QUALITY AND ACCESSIBILITY OF ITS INTERNET SITE ON DESKTOP AND MOBILES**

Societe Generale Private Banking (SGPB) has been ranked 2<sup>nd</sup> for the quality and accessibility of its internet site on desktops and mobiles in a report published by *MyPrivateBanking Research*\*.

Entitled « *Websites for Wealth Management 2014 - Desktop and Mobiles sites: a Winning Combination* », this report, published for the 5th consecutive year, analyses the information contained on the internet sites of 40 wealth managers and private banks, as well as their accessibility from desktops and mobiles. SGPB's 2<sup>nd</sup> place in this year's ranking represents a rise of 3 places compared to 2013.

Among the strong features of [www.privatebanking.societegenerale.com](http://www.privatebanking.societegenerale.com), the report highlights in particular the information and functionalities that the private bank makes available to clients:

- simple access to content relating to SGPB, its products and services,
- full explanation of methods regarding investment advice,
- local web sites with information on the pricing of services,
- comprehensive regulatory information,
- numerous options for visitors to interact with the bank,
- direct links to social networks, allowing for information to be shared on all internet media,
- a web site that can be accessed from tablets and smartphones.

*MyPrivateBanking Research* also notes the quality of SGPB's Investment Strategy section which, using videos and content from its Investment Strategy letter, integrated directly on line, puts SGPB in the avant-garde of digital developments in private banking.

This result recognises Societe Generale Private Banking's overall approach to the animation, accessibility and clarity of its internet content on desktops and mobiles, which aims to put the clients of the private bank at the heart of its digital development.

**PRESS SERVICE**  
SOCIETE GENERALE

SAPHIA GAOUAOU  
+33 (0)1 58 98 03 60  
[saphia.gaouaoui@sgcib.com](mailto:saphia.gaouaoui@sgcib.com)

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

STEPHANIE JONVILLE  
+33 (0)1 42 14 38 99  
[stephanie.jonville@socgen.com](mailto:stephanie.jonville@socgen.com)

**SOCIETE GENERALE**  
GBIS/COM  
75886 PARIS CEDEX 18 - FRANCE  
[SOCIETEGENERALE.COM](http://SOCIETEGENERALE.COM)

A FRENCH CORPORATION WITH SHARE CAPITAL OF  
EUR 1 000 024 292,50552 120 222 RCS PARIS

This new recognition also contributes to strengthening the image of Societe Generale group, which has just been placed 4th in the ranking of CAC 40 (French stock market index) companies, published by Enjeux des Echos\*\*, for its level of digitalisation. This ranking illustrates once again the Group's digital leadership, which had already been confirmed by the Bain & Company report, Net Promoter® Score 2013, which positions Societe Generale as the retail bank in France with the highest level of mobile banking.

*\* PrivateBankingResearch is an independent Swiss research firm that has been specialising in analysing the digital strategies of financial companies for 15 years.*

*\*\*Enjeux des Echos is a publication of Les Echos, the French economic and financial daily newspaper.*

#### **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 148,000 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), ESI Excellence (Europe) from Ethibel 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).

#### **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 116 billion of assets under management at the end of June 2014.

With 2,500 staff in 14 countries across the globe, Societe Generale Private Banking offers wealth management solutions to entrepreneurs and High Net Worth Individuals.

The expertise of its private banking teams in wealth planning, investment advisory and financing solutions regularly receives awards. In 2013 and 2014, Societe Generale Private Banking was voted:

- Best Private Bank in Western Europe for its offer in Structured Products, for the 10<sup>th</sup> consecutive year, (Euromoney 2014),
- Best Private Bank in France and Monaco (Euromoney 2013),
- Best Private Bank of the year in the UK (Investors Chronicle / Financial Times 2013),
- Best Private Bank in France and Monaco – Relationship Management (Euromoney 2013),
- Best Private Bank in France and Monaco – Range of Investment products (Euromoney 2013),
- Best Private Bank for its wealth planning team in Europe (Wealth Briefing 2013),
- Outstanding Wealth Planning and Trust Provider (Private Banker International 2013),

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

Follow us at [twitter.com/sg\\_privatebank](https://twitter.com/sg_privatebank)