

## Press release

Tokyo, January 4th, 2010

### **SG Private Banking becomes Societe Generale Private Banking**

SG Private Banking, a major player in the wealth management industry, has adopted the brand Societe Generale Private Banking. The change took effect on January 1<sup>st</sup>, 2010.

The new brand enables the private bank to reaffirm its identity as part of Societe Generale Group and to leverage further the Group's multi-service banking model. This provides Societe Generale Private Banking with the capacity to offer high net worth individuals the whole of the product expertise available in the Group worldwide as part of its global yet personalised approach to the management of clients' assets.

By adopting the Societe Generale Private Banking brand the business will be able to highlight both the visibility and the reputation of its private banking activities, targeting in particular the Ultra High Net Worth client segment.

The private bank will use the Societe Generale Private Banking brand worldwide, except for:

- SG Hambros Bank Limited, part of Societe Generale Private Banking, which will provide its services under the name Societe Generale Private Banking Hambros in the UK, Gibraltar, Guernsey and Jersey,
- Bahrain and Canada, where its services will be offered under the Societe Generale Wealth Management brand.

In Japan SG Private Banking Japan will become Societe Generale Private Banking Japan.

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### **Societe Generale Group**

Societe Generale is one of the largest financial services groups in the euro-zone. The Group employs 163,000 people worldwide in three key businesses:

- Retail Banking & Financial Services: Societe Generale serves more than 30 million individual customers worldwide.
- Global Investment Management & Services: Societe Generale is one of the largest banks in the euro-zone in terms of assets under custody (EUR 3 073 billion, September 2009) and under management (EUR 348 billion, September 2009).
- Corporate & Investment Banking: Societe Generale tailors solutions for its clients across sectors by capitalising on its worldwide expertise in investment banking, global finance, and global markets.

Societe Generale is included in the socially-responsible investment indexes: FTSE4Good and ASPI.

[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 74,5 billion of assets under management at the end of September 2009.

With 2,800 staff in 22 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. In addition, Societe Generale Private Banking provides dedicated solutions to Ultra High Net Worth Individuals and Family Offices around the world, notably through its global alliance with Rockefeller and Company.

Societe Generale Private Banking's offering includes international wealth planning and fiduciary services (trust and tax planning), a global expertise in structured products, hedge funds, mutual and private equity funds, real estate investment solutions and access to capital markets.

In 2009, Societe Generale Private Banking was rewarded by Euromoney with the titles of 'Best private bank worldwide and in Western Europe for its offer in structured products. Among the top 3 private banks in Europe, it was also named 'Outstanding Wealth Manager for Family office services' with Rockefeller and Company by Private Banker International.

Operating in Japan since 2002 and with offices in Tokyo and Osaka, Societe Generale Private Banking Japan is the only foreign trust bank offering trust and wealth management services to high net worth individuals in Japan. It was rated "Best Private Bank in Japan" by Euromoney in 2009.

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