

## Press release

Hong Kong/Singapore, September 30<sup>th</sup> 2010

### **Societe Generale Private Banking appoints CEO for Singapore-registered trust company**

Societe Generale Private Banking has appointed Steven Lim as Chief Executive Officer of SG Trust (Asia) Ltd, a Singapore registered public trust company and a subsidiary of the Private Bank. He reports to Olivier Gougeon, South Asia CEO, Societe Generale Private Banking

Steven Lim will be responsible for developing Societe Generale Private Banking's range of products and services to cater to the increasing requirements of wealthy Asian clients with regard to succession planning, transmission, protection and preservation of family wealth.

SG Trust (Asia) Ltd is part of the private bank's centre of expertise in Wealth Planning and Fiduciary Services that comprises 240 experts in 14 locations worldwide, including a team of 25 financial engineers and wealth planners in Asia. These experts provide solutions to all clients' individual needs based on a transversal, bespoke and customized approach that offers wealth planning services throughout the world.

The appointment of Steven Lim, a major player in this field, is a key factor in developing the private bank's business in Asia. SG Trust (Asia) has strong ambitions to pursue its growth significantly over the next 5 years.

Steven Lim is a seasoned veteran with more than 23 years' experience in the financial, trust and wealth management industry in the region. His deep knowledge of local and global trust law will be key to responding to clients' objectives and requirements.

\*\*\*

**Steven Lim**, 54, has a Bachelor's degree in Commerce from the University of Newcastle, Australia. He was previously with HSBC Trustee and his last position held was with a consulting firm, Strategic Associate. A Singaporean, he also holds several directorships in Singapore Stock Exchange-listed companies.

PRESS SERVICE  
SOCIETE GENERALE- GIMS

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

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

GIMS/COM  
Immeuble SGAM  
170, place Henri Regnault  
92043 Paris La Défense cedex  
France  
Fax: +33 (0)1 42 14 53 82

PRESS SERVICE  
SOCIETE GENERALE  
+33 (0)1 42 14 67 02  
www.societegenerale.com

A French corporation with share  
capital of  
EUR 933,027,038.75  
552 120 222 RCS PARIS

Press contact:

Vanessa LEE

Regional Head of Communications

Asia Pacific ex Japan

DID : +65 63033166

vanessa.lee@sgprivasia.com

<http://privatebanking.societegenerale.asia>

**Societe Generale**

Societe Generale is one of the largest financial services groups in the euro-zone. The Group employs 157,000 people worldwide in three key businesses:

- Retail Banking, Specialised Financing & Insurance: Societe Generale serves 32 million individual customers worldwide.
- Private Banking, Global Investment Management & Services: Societe Generale is one of the largest banks in the euro-zone in terms of assets under custody (EUR 3,246 billion, March 2010) and under management (EUR 164 billion excluding Amundi, March 2010).
- 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. In 2010, the title of SAM Sector Mover was awarded to Societe Generale.

[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 82.3 billion of assets under management at the end of June 2010.

With 2,800 staff in 21 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.

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 2010, Societe Generale Private Banking was rewarded with the titles of 'Best private bank worldwide, in Western Europe and The Middle East for its offer in Structured Products and Equity Derivatives' (Euromoney). In 2009 the private bank received the awards of the 'Best Private Bank in Japan and Luxembourg' (Euromoney). It was also ranked as one of the top 3 private banks in Europe and named 'Outstanding Wealth Manager for Family office services' with Rockefeller Financial (Private Banker International).

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