

PRESS RELEASE

Singapore, 18th July 2011

SOCIETE GENERALE PRIVATE BANKING SUPPORTS INDIAN MAESTROS' SHIV-HARI PERFORMANCE IN SINGAPORE

Societe Generale Private Banking (Asia Pacific) will be the Presenting Sponsor of the first of its kind "Shiv-Hari Concert" to be held on 24 July 2011 at the Esplanade in Singapore.

Pandit Shiv Kumar Sharma and Pandit Hari Prasad Chaurasia are famous Indian classical music legends, performing for the first time together in the lion city. They will perform in the presence of His Excellency S R Nathan, President of Singapore.

Societe Generale Private Banking always aspires to craft a balance between business and culture bringing support to the society in which the private bank operates. Thus, Societe Generale Private Banking has been playing an active role in promoting music in Asia. The private bank has been notably a partner of the Hong Kong Philharmonic Orchestra for the past six years. It is committed to music development and supports the musician chair endowment of a talented young violinist.

Since 1987, Societe Generale Group has become established as a key sponsor in the musical world. Through its Mecenat Musical Societe Generale (MMSG), the Group supports the entry of promising young talent into the world of professional performance. MMSG, which is also committed to raising the awareness of young people to music, treats music as a constantly evolving art form, and encourages initiatives in creativity by commissioning senior composers like Bernard Cavanna, Ivan Fedele, Philippe Manoury, Thierry Pécou, Francesco Filidei and Hèctor Parra to compose the music of today that will become the tomorrow's heritage.

Pandit Shiv Kumar Sharma was born in Jammu to the singer, Uma Dutt Sharma. His father started teaching him vocals and tabla when he was just five. His father did extensive research on santoor and decided that Shiv Kumar should be the first musician to play Indian classical music on santoor. So he started learning santoor at the age of 13 and made Uma Dutt Sharma's dream come true. He gave his first public performance in Bombay in 1955. His first big opportunity at film music came from the Legendary Director Shantaram in 1965 with Jhanak Jhanak Payal Baaje. Besides numerous awards by various Indian organisations, he has received both the Padmashree and Padma Vibhushan from the Government of India. The Padma Vibhushan is the second highest award given to a citizen of India. He has also been extensively awarded by Western governments and has been named as honorary citizen of the city of Baltimore. He was honoured by the State of New Mexico in 2007 and in the same year was bestowed as the International Cultural Ambassador award by the World Bank

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Pandit Hari Prasad Chaurasia has earned several awards, in 1992, he was awarded the Padma Bhushan and the Konarak Samman. In 1994, he was bestowed the Yash Bharati Sanman and in 2000, he was awarded the Padma Vibhushan. Pandit Hari Prasad Chaurasia was born in Allahabad. His father was a wrestler. His mother dies when he was four. He had to learn music without his father's knowledge, for his father wanted him to become a wrestler. He often credits his wrestling training for giving him the immense stamina and lung power that are the hallmarks of his flute playing. He has collaborated with several western musicians, including "John McLaughlin", "Jan Gabarek", "Yehudi Menuhin" and "Jean Pierre Rampal". Panditji was honoured by the Dutch Royal family at a glittering ceremony at Amsterdam. . He has been conferred the title of Officier in the Order of Orange Nassau("officier in de Orde van Oranje-Nassau") by the Dutch Government and was honoured by Princess Maxima. He has also been honoured by the French Government and has been appointed Knight in the Order of Arts and Letter ("Chevalier de l'Ordre des Arts et des Lettres"). Churasia heads the World Music Department at the Rotterdam Music Conservatory.

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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 strategic 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.

Its 157,000 employees* based in 85 countries accompany more than 33 million individual clients as well as corporate and institutional customers throughout the world on a daily basis. The Group offers advice and services to its clients in three core businesses:

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- 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 international socially-responsible investment indices: FTSE4good and ASPI.

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**including employees of Société Marseillaise de Crédit acquired in September 2010 by Crédit du Nord.*

Societe Generale Private Banking

Société Générale Private Banking, the wealth management arm of Societe Generale, is one of the leading private banks worldwide, with EUR 84.2 billion of assets under management at the end of March 2011.

Avec 2 800 staff in 20 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 2011 Societe Generale Private Banking was rewarded with the titles of 'Best Private Bank in Western Europe for its offer in Structures Products' and Best Private Bank in France" (Euromoney).

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