

Press Release

Paris, 14 April 2008

SG Private Banking launches Osaka office

SG Private Banking, the wealth management arm of Société Générale Group, today announces the opening of an office in Osaka, from which it will deliver wealth management services to high net worth individuals in Western Japan. Located in central Osaka, the new office will be headed by Masao Yasuhara, Marketing Head for the Osaka office.

The Kansai region has the second highest concentration of high net worth individuals in Japan, after Kanto. SG Private Banking (Japan) Ltd. has been serving a strong customer base in Kansai from its Tokyo office. The Osaka office will now allow it to offer the same full service line up to Japanese high net worth individuals directly from Osaka.

In five years, SG Private Banking (Japan) Ltd. has become the largest private bank under Trust licence in Japan and this expansion further displays its continued growth and commitment to wealth management in this market, contributing to SG Private Banking's global expansion.

Masao Yasuhara, Head of Marketing Osaka, has more than 30 years of experience in the financial sector in Japan, working for Japanese as well as foreign organizations such as BNP Paribas and Merrill Lynch. In 2002, he was made Executive Director of SG Private Banking (Japan) Ltd., with responsibility for the Kansai area. He reports to Mr Alain Simon, President & CEO of SG Private Banking (Japan) Ltd.

Société Générale

Société Générale is one of the largest financial services groups in the euro-zone. The Group employs 151,000 people worldwide in three key businesses:

- Retail Banking & Financial Services: Société Générale serves 27 million individual customers worldwide.
- Global Investment Management & Services: Société Générale is one of the largest banks in the euro-zone in terms of assets under custody (EUR 2 583 billion, Dec. 2007) and under management (EUR 434,6 billion, Dec. 2007).
- Corporate & Investment Banking: Société Générale ranks among the leading banks worldwide in euro capital markets, derivatives and structured finance.

Société Générale is included in the five major socially-responsible investment indexes.

www.socgen.com

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SG Private Banking

SG Private Banking, the wealth management arm of Société Générale Group is present in 25 countries, mainly in Europe and Asia, and ranks among the top 15 players worldwide (Euromoney 2008). Thanks to the know-how of its teams specialising in asset engineering and asset allocation, SG Private Banking offers customised solutions to clients with financial assets in excess of one million euros, through a broad range of sophisticated products and services, according to the principle of open architecture.

SG Private Banking's professionalism has earned it a number of awards. In particular, it was voted "Best worldwide private bank in Western Europe for its offer in structured products" (Euromoney 2008) and "Outstanding Private Bank for its offer in Alternative Investments" (Private Banker International 2007).

The business, which was created in 1997, has experienced rapid development and now employs more than 2,600 people. SG Private Banking has EUR 76.9 billion euros in assets under management (31 December 2007).

www.sgprivatebanking.com

SG Private Banking in Japan

SG Private Banking (Japan) Ltd., the Japanese subsidiary of the wealth management arm of Société Générale, is the largest foreign trust bank in Japan offering a full range of private banking services.

Since 2002, SG Private Banking Japan's dedicated experts have provided Japanese high net worth individuals with customized services spanning deposits, loans, foreign exchange and discretionary portfolio management, as well as inheritance-related services.

SG Private Banking is in an ideal position to meet the needs of the relatively new Japanese market because it is dedicated to working closely with each client to develop customized investment packages to meet unique investment goals.

Its business line is recognized and distinguished with awards such as Best Private Bank for its offer in Structured Products in Japan (Euromoney 2008).

www.sgprivjapan.com