

NEWS FLASH

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SOCIETE GENERALE PRIVATE BANKING SIGNS TWO NEW GOLF PARTNERSHIPS

Societe Generale Private Banking has signed new golf partnerships to support two rising stars of the game: the French player Julien Quesne and the Spaniard Rafael Cabrera Bello. The sponsorship contracts will each last for three years.

In addition to these talented players, the private bank will continue to sponsor the French player Thomas Levet, winner of the French Open in 2011, until 2015.

These partnerships enable Societe Generale Private Banking to offer its clients the opportunity to play with top-level golfers through an events programme organised around this sport throughout the world.

Societe Generale Private Banking's support for these 3 golfers is part of a broader approach by Societe Generale group dating back to 2001, when the bank became a major partner of the French Golf Federation. Since 2008, Societe Generale has also partnered the Evian Masters, a major international women's tournament.

Societe Generale is passionate about sport. Since the group was created in 1864, the ties between the company and sport have grown tighter, offering a wealth of shared experience and exchanges between the two worlds. Today, Societe Generale group lends its support to the development and practice of sport in three different areas: rugby, golf and disabled sports. This commitment allows Societe General to support a sports partnership strategy that is aligned with its business diversity and international presence.

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Julien Quesne, born in 1980 in France, began playing golf at the age of 17. He turned professional six years later and made rapid progress through the amateur ranks, joining the Alps Tour in 2003. His excellent performance secured him a place in the Challenge Tour and was rewarded with two wins, the Trophée du Golf de Genève in 2009 and the 2011 Allianz Golf Open in Lyon.



Julien joined the European Tour in 2012 and picked up his first top-level victory after only 4 tournaments, at the Open de Andalucía Costa del Sol. 2012 was a very good year, ranking him 63rd in the Race to Dubai. 2013 consolidated his position amongst the European elite with a victory at the Open d'Italia Lindt, and saw him finish 42nd in the Race to Dubai.

Rafael Cabrera-Bello, born in 1984, grew up next to a golf course in the Spanish Canary Islands, turning professional at the age of 20 in 2005. In his debut year he won the MAN NÖ Open 2006 on the Challenge Tour in Austria and finished 13th on the final Challenge Tour Order of Merit.



Throughout the 2008 Challenge Tour, he was consistently strong and won his second title at the Credit Suisse Challenge. Rafael claimed his maiden European Tour victory breakthrough in 2009 at the Austrian Golf Open.

Rafael landed the biggest victory of his career at the 2012 Omega Dubai Desert Classic and established his position as one of the best players in the world finishing 3rd at the Malaysian Open and the Volvo World Match Play and 2nd at the Irish Open.

Thomas Levet, born in 1968 in France, turned professional at the age of 20. Winning the British Grand Masters in 2001 instantly made him one of the international golfing elite. He confirmed his position in 2002 with a 2nd place at the British Open and joined the PGA Tour in 2003. In 2004, his talent really took off as he won the Scottish Open.



His impressive results made him France's No.1, and Europe's No.5, qualifying him for the Ryder Cup, which he won with the European team. Coming 13th in the US Masters (the first French golfer to ever achieve this) Thomas Levet launched his career on the American circuit in 2005. Thomas Levet won the French Open in 2011, his 6th victory on the European circuit.

He is the best rewarded French golfer on the circuit and the only one to have won the Ryder Cup in the United States.

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.

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 114 billion of assets under management at the end of March 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 10th 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),

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