

PRESS RELEASE

Paris, 24 June 2014

SOCIETE GENERALE PRIVATE BANKING APPOINTS NEW CEO AND COMMERCIAL DIRECTOR FOR MIDDLE EAST

Societe Generale Private Banking has appointed Gonzague de Cerval as Chief Executive Officer and Commercial Director of Societe Generale Private Banking Middle East. He replaces Eddy Abramo, who has left the Group to pursue other career opportunities.

Based in Dubai, Gonzague de Cerval will be responsible for pursuing the overall growth strategy of the private bank in the Middle East, which serves high and ultra high net worth clients of the Gulf Cooperation Countries from its offices located in Dubai and Abu Dhabi. As CEO, he reports to Yves Thieffry, CEO of Societe Generale Private Banking (Suisse), and the member of the executive committee of Societe Generale Private Banking with responsibility for supervising these activities in the Middle East.

Previously Head of the Societe Generale Representative Office in Abu Dhabi from 2010 to 2011, Gonzague de Cerval has extensive knowledge of the region and will contribute to further strengthening the business in this zone, which has a high development potential for the private bank.

Societe Generale Private Banking Middle East continues to work closely with Societe Generale group's Corporate and Investment Banking teams which are also present in the region. Bringing together this complementary expertise will be at the heart of the Group's regional strategy and the solutions which will be offered both to corporate and institutional clients as well as to private clients.

Gonzague de Cerval began his career at the Luxembourg branch of BNP Paribas Private Bank in 2002, before joining Societe Generale Bank & Trust Luxembourg as a Private Banker in charge of Greek and Middle Eastern clients. He joined the Dubai branch of Societe Generale Private Banking

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Middle East in 2007, where he actively contributed to the creation of the representative office in Abu Dhabi, becoming its CEO in 2010. Returning to SGPB Luxembourg in 2011, he was initially responsible for Middle Eastern and African clients and then appointed Emerging Markets Manager in 2013.

Gonzague de Cervel is a graduate of the EMLYON Business School in France, and has a Law degree from Paris II Panthéon-Assas University.

In 2013, he received the “Outstanding Young Private Banker” award at the *Private Banker International* Global Wealth Awards*.

**Private Banker international is a UK publication dedicated to the wealth management industry.*

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: 150 years

In 2014, Societe Generale Group celebrates its 150th anniversary with a focus on entrepreneurial spirit, innovation and team spirit. Founded by a group of industrialists and financiers, the bank's very name illustrated their ambition: "Société Générale pour favoriser le développement du commerce et de l'industrie en France" ("**Societe Generale to support the development of trade and industry in France**"), as written into the Imperial decree signed by Napoléon III on 4 May 1864.

Societe Generale has always served economic development, contributing to the financing of infrastructures that symbolised the modern world and of leading French groups. Societe Generale was among the first French banks to open branches in London and in Russia in the 1870s, before expanding into the Maghreb, New York and Africa and to set up operations in Central European countries.

Societe Generale has always been at the cutting edge of financial innovation, and takes strength from its origins to assert its banking vision for the future, reinvent its businesses to serve its clients and become the reference bank of the 21st century.

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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