



PRESS RELEASE

Paris, 1 July 2014

SOCIETE GENERALE SECURITIES SERVICES STRENGTHENS ITS PRESENCE IN THE UK WITH TWO STRATEGIC APPOINTMENTS

Societe Generale Securities Services (SGSS) has made two strategic appointments to strengthen its presence in the UK as part of its ambitious development strategy to provide clients with a complete and competitive offering throughout Europe.

Bertrand Blanchard becomes SGSS' Country Manager in the United Kingdom. Previously Managing Director of Societe Generale's Johannesburg branch and Country Manager for SGSS in South Africa, he will be responsible for leading SGSS' business development strategy in the UK, where it is actively investing in its business. Based in London, Bertrand Blanchard reports directly to Bruno Prigent, Global Head of SGSS.

Guillaume Lenoir has been appointed Chief of Strategic Initiatives Implementation. He joins SGSS from EuroCCP Ltd and has significant experience in strategic change programmes and projects. Reporting to Bertrand Blanchard and based in London, he will be responsible for implementing SGSS' development initiatives in the UK.

These appointments come in addition to those previously announced regarding Jason Nabi, Head of Financial Institutions & Brokers for the UK and Michael Le Garignon, Head of Sales, Business Development & Relationship Management for the UK.

Backed by strong client interest for efficient outsourcing solutions and as a major component in SGSS' overall development strategy, SGSS will be delivering a range of integrated client solutions in the UK over the next few months. These solutions are aimed at:

- Brokers, banks and financial institutions, based on execution-to-custody services and extending to full middle-office;
- Wealth fund managers, providing a wealth and investment management outsourcing solution, spanning the full post-trade value-chain from global execution to global custody.

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“Bertrand and Guillaume are joining SGSS’ team in the UK at an important time” said Bruno Prigent, Global Head of SGSS. “SGSS plans to be a key partner to its clients, providing them with operational efficiencies as well as significant new business opportunities as the industry continues to evolve in response to regulatory and structural changes. These key appointments will further strengthen SGSS’ presence in the UK and its ability to accompany clients in their growth and development in this market, where SGSS already provides products and services to a client base of institutional investors, asset managers, insurance companies and alternative investment managers.”

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Bertrand Blanchard

Bertrand Blanchard began his career at BFCE (now Natexis) as a business analyst for the Financial Markets Department in 1993. He then moved to Dexia France in 1996 to take over a team within the Back-Office of the Market Department. Two years later, he joined KPMG Peat Marwick (now CSC) and became Senior Manager, in charge of a team of consultants within the Investment Banking and Capital Market practices.

Bertrand joined Societe Generale Corporate & Investment Banking in 2003 as Information Systems & Process Manager. The following year, he joined SGSS as Vice President for Strategy and Development where he was involved in several acquisitions contributing to SGSS’ European expansion. In 2008, Bertrand was appointed Country Manager for SGSS in South Africa and Managing Director of Societe Generale’s Johannesburg branch.

Bertrand Blanchard is a graduate of the Reims Business Management School (RMS) in France.

Guillaume Lenoir

Prior to joining SGSS, Guillaume Lenoir worked 6 years for EuroCCP Ltd where he served as the Chief Technology Officer and Head of Product & Change Management. He was instrumental in the launch of CCP interoperability in January 2012 and the successful merger of EuroCCP with EMCF in 2013/14. Previously, he was deputy to the Global Head of Change Management for Equities Finance at Deutsche Bank London. He also has 10 years experience acquired with the Management consultancy firm Accenture, where he was responsible for delivering a wide range of strategic change programmes/projects for Investment Banks and Market Infrastructures.

Guillaume has a degree in Electrical Engineering from the Ecole Supérieure d’Ingénieurs en Génie Electrique in France and an MBA from the IAE-Sorbonne University.



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 Securities Services (SGSS)

Present in 29 locations worldwide with around 4,000 employees, SGSS provides financial institutions and brokers, asset managers and insurers, and businesses with a full range of securities services adapted to the latest financial market and regulatory trends: clearing services, custody and trustee services, retail custody services, liquidity management, fund administration and asset servicing, fund distribution and global issuer services.

SGSS is ranked among the top 10 worldwide global custodians and the 2nd largest in Europe with EUR 3,649* billion of assets under custody. SGSS provides custody & trustee services for 3,450* funds and the valuation of 4,073* funds, representing assets under administration of EUR 509* billion. SGSS also ranks among the European leaders in stock option management.

<http://www.securities-services.societegenerale.com>

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*at March 31, 2014