

PRESS RELEASE

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SOCIETE GENERALE EXPANDS ITS PRIVATE BANKING OFFERING IN CROATIA

Splitska Banka, the subsidiary of the Societe Generale group in Croatia, is expanding its private banking offering for top-tier wealth management clients, supported by the expertise of Societe Generale Private Banking (SGPB).

Backed by the recognised know-how of SGPB, Splitska Banka is reinforcing its offering and its teams in order to provide wealth management clients with access to additional high added-value services and advice for the management, protection and transmission of their wealth.

Splitska Banka's in-depth knowledge of wealthy Croatian clients' needs, combined with the expertise of an international private bank, will enable clients to benefit from a broader range of products, in particular with regard to wealth planning solutions, investment advisory services and structured products, which are not yet widely available in the country. Splitska Banka's clients will be served by dedicated staff located initially in 2 private banking centres in Zagreb and Split.

Through this partnership, Societe Generale aims to capitalise on its businesses to provide its Croatian-resident clients with a complete, first-class range of tailor-made banking services, investment and financial advisory and wealth management know-how adapted to European regulation against the background of Croatia's progressive entry into the European Union since 2013.

Initiated in 2010 with Komerčni Banka in the Czech Republic and followed by Societe Generale's subsidiary in Morocco in 2013, Croatia represents a further step in Societe Generale's strategy to continue to develop partnerships between its private bank and its overseas retail banking network.

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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 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: 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.