

Press Release

Paris, 5 August 2008

Société Générale acquires 15% of South-East Asia Bank (SeABank) in Vietnam

Société Générale announces the acquisition of 15% of Vietnam's South-East Asia Bank (SeABank). The transaction has been approved by the State Bank of Vietnam (SBV).

Created in March 1994, SeABank is one of the most dynamic private commercial banks in Vietnam. Headquartered in Hanoi, SeABank has a network of 55 branches and transaction offices covering the country's principal economic centres. As its foreign strategic partner, Société Générale will work with SeABank to continue its development and make it a reference bank in the high-potential Vietnamese market.

Vietnam, with its young population (58% of its 84 million inhabitants are less than 30 years old) and dynamic, sustainable growth (average 8% per year from 2003 to 2007*), is a highly attractive market for retail banking business.

Jean-Louis Mattei, Head of International Retail Banking at Société Générale, said : "The partnership with SeABank is an excellent opportunity. Following Société Générale's intensive development in Eastern and Central Europe and Russia in recent years, this operation constitutes a significant step for the Group's activities in a region with strong growth potential."

Madame Nguyen Thị Nga, Chairwoman of the Board of Directors of SeABank, said : "The strategic cooperation with Société Générale, one of the top retail banks in Europe, enables SeABank to effectively strengthen its retail banking product offer. SeABank's clients will benefit from top quality products and services. The partnership is also a significant step for SeABank in international co-operation and reinforces its overall development."

Société Générale has had operations in Asia for close to 35 years and is currently active in corporate and investment banking, asset management, private banking, and specialized financial services. Its strategic partnership with SeABank in Vietnam reinforces its global presence in the region. The Group has had representative offices in Hanoi and Ho Chi Minh Ville since 1989 and is a leader in Project and Export Finance in the country. SG VietFinance, a subsidiary of Société Générale Consumer Finance, has been operational since September 2007.

* Source: IMF

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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 30 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 2 731 billion, Mar. 2008) and under management (EUR 391 billion, Mar. 2008).
- 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.

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