

Press Release

Paris, 26 August 2008

Société Générale launches a vast recruitment operation « SOGElive »

Société Générale, one of the biggest recruiters in France, is launching a vast recruitment operation with more than 600 job opportunities. A full advertising campaign started on 25 August using print, posters and internet. A series of 4 visuals invites potential applicants of all profiles (students and experienced) to log on www.careers.socgen.com – the Group's international recruitment website – to discover "SOGElive".

SOGElive will offer potential candidates "a Permanent Job in one Day" following a full day of meetings, discussions and exchanges providing information on the Group's 150 businesses, career opportunities and the role of the Group in the economy. The event will take place on 23 September at La Grande Arche in la Défense (Paris) and reflect the important recruitment objectives set by the Group in 2008.

This year, Société Générale is to recruit close to 5,500 new staff in France for its three businesses: Retail Banking & Financial Services, Global Investment Management & Services and Corporate & Investment Banking. Overall, the Group is to recruit close to 20,000 employees worldwide this year.

Over the past 10 years, the Group has tripled its headcount, now amounting to 151,000 employees of 119 nationalities in 82 different countries.

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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 more than 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 2 733 billion, June 2008) and under management (EUR 381.4 billion, June 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.

www.socgen.com

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Campaign technical data sheet

4 campaign visuals

**How about a little TV dinner? With a thousand guests.*

**This time, no one will hold it against you if you spend the day in front of the TV*

**Who said you need to be on the TV to succeed? We did.*

**Fed up with constant repeats on the TV? Well, take advantage of a brand new programme.*

A multi-media publicity campaign

- 25 August to 22 September 2008
- Press campaign (full-page ads, teasers, etc.): free and general press, national dailies, news
- Web campaign: job boards, banners, email shots
- Radio: "Sourcea" feature on "OuiFM"
- Local event posters at La Défense from 1 to 14 September 2008
- Posters in the 2,200 branches of Société Générale.