

## Press release

Paris, 16 February, 2009

### **SG Private Banking creates a global centre of expertise dedicated to real estate**

SG Private Banking is launching a global centre of expertise dedicated to its real estate product offering to clients.

Based in Singapore, Keiichi Hirano will head this centre of expertise, which comes under the responsibility of the Global Investment Solutions Department of SG Private Banking in Paris.

He will be responsible for further developing and promoting SG Private Banking's real estate product offering to high net worth individuals who wish to diversify their investments in this sector, through direct investment or via ad-hoc vehicles. The real estate market continues to offer opportunities for clients who are looking for the diversification of their assets.

The centre will have the backing of specialists based, in particular, in European and Asian financial markets.

This creation reflects SG Private Banking's intention to capitalize on the whole of Société Générale group's worldwide expertise in real estate.

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**Keiichi Hirano**, 41, is a graduate of the Tokyo University of Foreign Studies. He began his career in 1989 with the Yamaichi Securities Group in Tokyo, before holding various positions in the Group's subsidiaries in Europe, notably in Switzerland in 1990 and London in 1994. In 1997, he joined International Capital Advisors, in charge of economic research for British and US hedge funds, before joining Société Générale in Tokyo in 1998, where he was Head of Marketing for SG Private Banking Japan. In 2005, he moved to SG Private Banking (Asia Pacific) in Singapore as Global Market Manager for International Japanese clients. In 2007, Mr Hirano was named "Young Asia Pacific Private Banker" by Private Banker International.

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### **Société Générale**

Société Générale is one of the largest financial services groups in the euro-zone. The Group employs 163,000 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 2 744 billion, September 2008) and under management (EUR 371 billion, September 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 3 socially-responsible investment indexes: FTSE, ASPI and Ethibel.

[www.socgen.com](http://www.socgen.com)

### **SG Private Banking**

SG Private Banking, the wealth management arm of Société Générale, is one of the leading private banks worldwide, with EUR 73 billion of assets under management at the end of September 2008.

With more than 2,900 staff in 26 countries across the globe, SG Private Banking offers wealth management solutions to entrepreneurs and High Net Worth Individuals with financial assets in excess of one million euros. In addition, SG Private Banking provides dedicated solutions to Ultra High Net Worth Individuals and Family Offices around the world, notably through its global alliance with Rockefeller & Co.

SG Private Banking's offering includes international wealth planning and fiduciary services (trust and tax planning), a global expertise in structured products, hedge funds, mutual and private equity funds, real estate investment solutions and access to capital markets.

In 2009, SG Private Banking was rewarded by Euromoney with the titles of 'Best private bank worldwide and in Western Europe for its offer in structured products' and 'Best Private Bank in Japan and Luxembourg'. It was also named in 2008 'Outstanding Wealth Manager for Innovation of its Products and Services' by Private Banker International.

[www.sgprivatebanking.com](http://www.sgprivatebanking.com)