

PRESS RELEASE

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SOCIETE GENERALE PRIVATE BANKING STRENGTHENS ITS COMMERCIAL STRUCTURE FOR MIDDLE EAST AND AFRICAN CLIENTS

Societe Generale Private Banking has made the following appointments, which will strengthen the commercial structure it has developed to serve wealthy Middle East and African clients:

- **Eddy Abramo** is appointed Global Market Manager for Middle East clients,
- **Jean-Paul Rame** becomes Global Market Manager for Africa.

As Global Market Manager for Middle East clients, Eddy Abramo will lead and coordinate the commercial teams dedicated to this demanding clientele, which are located in Dubai, Abu Dhabi, Geneva, London, Luxembourg and Monaco. He remains Chief Executive Officer and Commercial Director at Societe Generale Private Banking Middle East in Dubai.

Jean-Paul Rame will oversee all the private bank's activities for African clients, a segment with significant growth potential. Working with local commercial heads, he will be responsible for defining the global marketing approach and associated action plans for these clients, whilst also proactively building synergies with other Societe Generale group businesses in Africa. He retains his existing role as Manager of the African Desk for Societe Generale Private Banking Switzerland.

- **Gonzague de Cerval** becomes Head of the Middle East and Africa desk at Societe Generale Bank & Trust in Luxembourg,
- **Nicolas Métivier** is appointed Head of Societe Generale's Representative Office in Abu Dhabi.

Gonzague de Cerval and his team at Societe Generale Private Banking Luxembourg will provide Middle East and African clients with tailor-made investment solutions to take account of the specific requirements of this client segment. He reports to Francois R Farjallah, Deputy Head and Commercial

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Director of Private Banking at Societe Generale Bank & Trust in Luxembourg, and will be supervised by Eddy Abramo for Middle East clients and by Jean-Paul Rame for African clients.

Nicolas Métivier will be responsible for supporting the wealth management activities of Societe Generale group in Abu Dhabi. He reports directly to Eddy Abramo.

By strengthening its existing commercial structure through a closer coordination of its teams, Societe Generale Private Banking continues to demonstrate its commitment to Middle East and African clients worldwide, who, whatever their country of residence, are served by specific experienced and expert private bankers who have a full understanding of their needs. This approach was initiated in 2009 and is supported by the international network of the private bank, providing clients with access to wealth planning, investment advisory and financing solutions around the world.

Eddy Abramo joined Societe Generale Private Banking in Paris in 1997 as a discretionary portfolio manager for Societe Generale Private Banking. After 4 years with Societe Generale Asset Management, he returned to Societe Generale Private Banking in 2006 as Global Head of the Hedge Fund Advisors centre of expertise. He was appointed Chief Executive Officer of Societe Generale Private Banking Middle East in 2009.

Eddy Abramo is a graduate of the Sorbonne University in Paris where he obtained a master's degree in finance.

Jean-Paul Rame began his career at Credit Lyonnais before joining Bouygues as Chief Financial Officer of its Nigerian branch. In 1983, he moved to Indosuez Bank, joining its private banking arm in Monaco in 1995. In 1998 he became Director General of the African branch of Mees Pierson, the private bank of Fortis. He joined SGPB Switzerland in 2010 to create the African desk.

Jean-Paul Rame is a graduate of the Institut d'Etudes Politiques de Paris (Sciences Po) and the Harvard Business School.

Gonzague de Cerval began his career at BNP Paribas Private Bank in Luxembourg in 2002. He then joined Societe Generale Bank & Trust Luxembourg as a private banker in charge of high net worth clients from Greece, the Levant and the Middle East. He moved to Societe Generale Private Banking Middle East in 2007, initially in Dubai, where he was closely involved in the creation of the Societe Generale Representative office in Abu Dhabi, becoming its Head in July 2010.

Gonzague de Cerval is a graduate of EM LYON Business School and has a degree in Law from Paris University.

Nicolas Métivier began his career at ABN Amro in 2004, then joined Societe Generale Bank & Trust in Luxembourg as a private banker, in charge of the high net worth clients from Greece and the Middle East in 2007. He has been closely involved in developing the Middle Eastern clientele in Luxembourg. Nicolas Métivier has a degree from ISEG Paris (*Institut Supérieur Européen de Gestion*) and a Masters in Finance from the University of Southampton in the UK.

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.

Around 160,000 employees, based in 77 countries, accompany more than 33 million clients throughout the world on a daily basis. Societe Generale' 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

- International retail banking, with a presence in Central and Eastern Europe and Russia, in the Mediterranean basin, in Sub-Saharan Africa, in Asia and in the French Overseas Territories
- Corporate and investment banking with a global expertise in investment banking, financing and global markets.

Societe Generale is also a significant player in specialised financing and insurance, private banking, asset management and securities services.

Societe Generale is included in the socially-responsible investment indices FTSE4Good and ASPI.

For more information, you can follow us on twitter @societegenerale or visit our website www.societegenerale.com.

Societe Generale Private Banking

Societe Generale Private Banking, the wealth management arm of Societe Generale, is one of the leading private banks worldwide, with EUR 88.01 billion of assets under management at the end of September 2012.

With 2,560 staff in 18 countries across the globe, Societe Generale Private Banking offers wealth management solutions to entrepreneurs and High Net Worth Individuals with financial assets in excess of one million euros.

The expertise of its private banking teams in wealth planning, investment advisory and financing solutions regularly receives awards. In 2012 Societe Generale Private Banking was awarded:

- Best Private Bank in Western Europe for its offer in Structured Products, for the 8th consecutive year (Euromoney),
- Best Private Bank in the Middle East, for the 2nd consecutive year (Banker Middle East),
- Outstanding Private Bank in the Middle East – Highly commended (Private Banker International),
- Outstanding Wealth Planning and Trust Provider – Highly commended (Private Banker International),
- Best Private Bank in Luxembourg (Professional Wealth Management/The Banker).

www.privatebanking.societegenerale.com

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