

## Press Release

Paris 17 May 2010,

### Appointments within the communication teams of Société Générale

Société Générale announces the appointment of **Laetitia Maurel** as **Head of Group Media Relations**. Based in Paris, Laetitia reports to Caroline Guillaumin, Head of Group Communication. Laetitia Maurel will have for mission to develop and coordinate the press relations of the whole Société Générale Group in order to strengthen the image of the bank and accompany its new positioning within the framework of its transformation process.

Replacing Laetitia Maurel, **Melody Jeannin** is appointed **Global Head of Communication, Société Générale Corporate & Investment Banking**. Based in Paris, Melody Jeannin reports to Michel Péretié, CEO of Société Générale Corporate & Investment Banking. She joins the enlarged executive Committee of the Corporate & Investment Bank. Melody will have among her responsibilities the development of the internal and external communication strategy of Société Générale Corporate & Investment Banking in order to support its global business strategy.

#### Biographies

**Laetitia Maurel**, was formerly Global Head of Communication for Société Générale Corporate & Investment Banking since 2004. She was also in charge of Corporate Social Responsibility from 2008.

She joined SG CIB in 2000 with responsibility for communication of the Capital Markets department and then the Debt Finance division in 2001. In 2003, she was named Deputy Head of Communication, Société Générale Corporate & Investment Banking.

From 1997 to 1999, Laetitia worked for BNP in Brazil implementing and developing the bank's communication policy locally. From 1990 to 1996, she worked at Rhône-Poulenc (now Rhodia) with diverse roles within the Intermediate Chemical sector, successively Head of Internal Communication, Head of Press Relations and Head of Communication for the Paint and Material Construction business unit.

Laetitia Maurel is a graduate of the CELSA communication school (affiliate of the Sorbonne University) and holds a masters degree in global communication

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**Melody Jeannin**, was previously Deputy Head of Communication and Global Head of Media Relations for Société Générale Corporate & Investment Banking since 2005.

She joined Société Générale Corporate & Investment Banking in 1994 in Singapore as Head of Communication for South East Asia. From 1999 to 2001, she was Head of Communication for Asia-Pacific, based in Hong Kong. From 2002 to 2005, she was Head of Communication for Société Générale Corporate & Investment Banking in the United Kingdom.

Melody graduated from the Institut d'Etudes Politiques in Bordeaux and holds a Post graduate degree in Political and Social Communication from the University of Paris Sorbonne.

#### **Societe Generale**

Societe Generale is one of the largest financial services groups in the euro-zone. The Group employs 157,000 people worldwide in three key businesses:

- Retail Banking, Specialised Financing & Insurance: Societe Generale serves 32 million individual customers worldwide.
- Private Banking, Global Investment Management & Services: Societe Generale is one of the largest banks in the euro-zone in terms of assets under custody (EUR 3,246 billion, March 2010) and under management (EUR 164 billion excluding Amundi, March 2010).
- Corporate & Investment Banking: Societe Generale tailors solutions for its clients across sectors by capitalising on its worldwide expertise in investment banking, global finance, and global markets.

Societe Generale is included in the socially-responsible investment indexes: FTSE4Good and ASPI. In 2010, the title of SAM Sector Mover was awarded to Societe Generale.

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