

Press Release

London, 8 July 2010

Societe Generale Cross Asset Research appoints Heads of Emerging Markets & FX strategy

Societe Generale Cross Asset Research has strengthened its Emerging Markets and FX Strategy teams in London with the following appointments:

Benoit Anne joined the bank at the end of June as Head of EM Strategy. He will be based in London and reports to Benoit Hubaud, Head of Macro Strategy. Benoit brings with him a wealth of experience in macro strategy and in his new role he will be responsible for developing and enhancing the research on emerging markets strategy platform.

Benoit joins from Bank of America-Merrill Lynch where he was Head of EMEA and LatAm FX and Debt Strategy. Prior to this, he worked at the International Monetary Fund in Washington as an economist.

Kit Juckes joined the bank in early June as Global Head of Foreign Exchange Strategy. Kit will be responsible for leading the expansion of the research on global forex strategy. Based in London, Kit will report to Benoit Hubaud, Head of Macro Strategy.

Kit joins from the ECU Group, a London-based currency management boutique, where he was Chief Economist. Prior to this, Kit was Global Head of Research at RBS and he has over 25 years' experience analysing financial markets.

Both these appointments further strengthen Societe Generale's global research capabilities in key sectors.

Biography

BenoitAnne

Benoit Anne joins from Bank of America-Merrill Lynch where he was the Head of EMEA FX and Debt Strategy and Research and was also responsible for the Global emerging markets Quant strategy. Benoit joined Merrill Lynch in May 2005 as an Emerging Markets Sovereign Debt Strategist. Prior to this, he was an Economist on the African Desk at the IMF in Washington and at the Institute of International Finance as an Economist covering Africa and the Middle East. Benoit started his career at the French Embassy in Pakistan as an Economist

Kit Juckes

Kit Juckes joins from ECU Group, a London based currency management boutique where he was the Chief Economist. Prior to this, Kit worked at RBS Global Banking & Markets as Global Head of Research from July 2007 to July 2009 and previously as Head of Credit Research following RBS's takeover of NatWest Markets in 2001 where he was the Head of Bond and Currency Strategy. Kit has over 25 years experience having commenced his career in 1985 with MMS Ltd in London and Frankfurt as an Economic Analyst. His other positions included working for Mitsui Bank in London as Treasury Economist and SG Warburg as a Senior Bond Strategist.

Press contact:

Ila Kotecha

Ila.Kotecha@sgcib.com

Tel: +44 (0)207 676 6804

Notes to Editors:

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 more than 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 3,073 billion, December 2009) and under management (EUR 344 billion, December 2009).
- 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.

www.societegenerale.com

Société Générale Cross Asset Research

Société Générale Cross Asset Research teams comprise 200 professionals including economists, rates, forex and commodities strategists, credit and equity analysts and strategists, quantitative and derivatives specialists. Based in London, Paris, New York, Tokyo and Hong Kong they combine their expertise to offer:

- A unique cross-asset approach
- Top-rated strategic, sector, company and thematic analysis
- A customized offering and bespoke products
- Independent and innovative views with a focus on trade ideas