

Press release

Paris, February 3, 2011

Societe Generale Private Banking named for 2011: - Best Private Bank in France - Best Private Bank for Structured Products in Western Europe

Societe Generale Private Banking has won the following awards in the « Euromoney Private Banking Survey 2011* » :

« Best Private Bank in France »
« Best Private Bank for Structured Products in Western Europe »

Societe Generale Private Banking's recognised expertise in wealth planning and fiduciary services, along with the professionalism of its wealth management advisors and the strong development of its activities, especially in the regions, confirms its position as leader in wealth management in France.

Its organisation, which now covers the whole of France, allows wealthy clients to benefit from tailor-made advice and assistance in their projects to pass on their businesses or to manage their wealth, and gives them access to all the private bank's investment solutions worldwide.

Societe Generale Private Banking France is present in Paris, Bordeaux, Lille, Lyons, Marseilles, Rennes and Strasbourg.

For the 7th year running, Societe Generale Private Banking has also been awarded the European title in the « Structured Products » category.

This award once again underlines the private bank's position of leader and its expertise in structured products. In 2010, Societe Generale Private Banking further developed its range of structured products, strengthened the monitoring of products held in clients' portfolios and increased its offering in derivatives. These developments were accompanied by sustained communication initiatives to provide private clients with a better understanding of these solutions.

The structured products offered by Societe Generale Private Banking are part of a wider range

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A French corporation with share
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of investment solutions. This includes the selection of the best products on the market in mutual funds, hedge funds, private equity and real estate.

** Euromoney Magazine is a global reference publication on trends in international banking and capital markets. The results of its "Private Banking Survey" are based on the evaluation of wealth management players by their peers as well as data provided by the private banks being judged.*

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 ASP1. In 2010, the title of SAM Sector Mover was awarded to Societe Generale.

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 82 billion of assets under management at the end of September 2010.

With 2,800 staff in 21 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. Societe Generale 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 2010, Societe Generale Private Banking was rewarded with the titles of 'Best private bank worldwide, in Western Europe and The Middle East for its offer in Structured Products and Equity Derivatives' (Euromoney). In 2009 the private bank received the awards of the 'Best Private Bank in Japan and Luxembourg' (Euromoney). It was also ranked as one of the top 3 private banks in Europe and named 'Outstanding Wealth Manager for Family office services' with Rockefeller Financial (Private Banker International).

www.privatebanking.societegenerale.com