

## Press release

Paris/Geneva/Dubai, April 12, 2010

### **Societe Generale Private Banking adds to its structure dedicated to Middle Eastern clients**

Societe Generale Private Banking has opened a "Middle East" department in Geneva, recruiting 5 private bankers dedicated exclusively to wealthy Middle Eastern clients.

The department comprises Christopher Urwick, who has been appointed Manager, and private bankers Claude Tendon, Amr Barakat, Sandra Bavaud and Nathalie Wyss. This team reports to Eric Lorentz, Director for Middle Eastern clients, who is based in the United Arab Emirates and has responsibility for the international coordination of the sales offering for this clientele.

Coverage of the Middle Eastern clientele is backed by teams of private bankers in Dubai, Abu Dhabi, Bahrain, London, Luxembourg, Monaco and now Geneva. The transverse organisation of its wealth management services enables the private bank to provide tailor-made investment solutions for this demanding international clientele.

The recruitment of highly qualified professionals contributes to the growth and expansion targets of Societe Generale Private Banking, which has demonstrated its continuing commitment to the Middle East by recently opening an office in Bahrain.

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**Christopher Urwick**, 47, graduated from Durham University with a degree in Middle Eastern studies and has almost 20 years experience in private banking. From 1993, he was in charge of the Middle East department at Lloyds Bank; having previously held various positions at the bank in London, Paris, Milan, Cairo and Amsterdam. In 2010, he joined Societe Generale Private Banking, together with his team, to develop the wealth management activities for its Middle Eastern clientele.

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### **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 3,073 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](http://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 75,4 billion of assets under management at the end of December 2009.

With 2,800 staff in 22 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. In addition, Societe Generale Private Banking provides dedicated solutions to Ultra High Net Worth Individuals and Family Offices around the world, notably through its global alliance with Rockefeller Financial.

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](http://www.privatebanking.societegenerale.com)