

Press release

Paris, February 19th, 2010

Societe Generale Private Banking wins Euromoney awards for structured products and equity derivatives

Societe Generale Private Banking has won six awards in the "Euromoney* Private Banking Survey 2010".

For its structured products offering, Société Générale Private Banking was named:

- Best Private Bank Worldwide
- Best Private Bank in Europe
- Best Private Bank in the Middle East

For its equity derivatives offering, it was named:

- Best Private Bank Worldwide
- Best Private Bank in Europe
- Best Private Bank in the Middle East

Societe Generale Private Banking received the World and European awards in the "Structured Products" category for the 5th and 6th year respectively and developed its position of leader in this area by obtaining the Middle East award for the first time.

The award for equity derivatives recognises the private bank's strategy to focus on the development of this offering in 2009, when it set up a team of dedicated specialists to meet the increasing demand for this type of product from private clients. This is the first time that Societe Generale Private Banking has received the Euromoney award for its expertise in equity derivatives worldwide, in Europe and in the Middle East.

Societe Generale Private Banking has clearly demonstrated its ability to adapt and develop innovative, tailored solutions that meet the expectations of a wealthy and highly demanding clientele. These awards confirm its global leadership and expertise in structured products, which are part of an overall range of investment solutions which includes a selection of the best products on the market in mutual funds, hedge funds, private equity and real estate.

In 2010, Societe Generale Private Banking is ranked among the top 10 private banks in Europe, France, Luxembourg, Japan, Monaco and the Bahamas for the overall quality of its services and the investment solutions offered to clients. (See appendix).

* Euromoney magazine is a benchmark publication that reports on financial market and international banking trends. This study was based on assessments of providers of wealth management by their peers and supported by quantified data provided by the private banks assessed.

PRESS SERVICE
SOCIETE GENERALE- GIMS

Elisa O'NEILL
+33 (0)1 42 14 39 24
elisa.oneill@socgen.com

Jolyon BARTHORPE
+33 (0)1 42 14 34 55
jolyon.barthorpe@socgen.com

GIMS/COM
Immeuble SGAM
170, place Henri Regnault
92043 Paris La Défense cedex
France
Fax: +33 (0)1 56 37 28 88

PRESS SERVICE
SOCIETE GENERALE

+33 (0)1 42 14 67 02
www.societegenerale.com

A French corporation with
share capital of
EUR 924,757,831.25
552 120 222 RCS PARIS

Societe Generale

Societe Generale is one of the largest financial services groups in the euro-zone. The Group employs 163,000 people worldwide in three key businesses:

- Retail Banking & Financial Services: Societe Generale serves more than 30 million individual customers worldwide.
- 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, September 2009) and under management (EUR 348 billion, September 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.

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 74,9 billion of assets under management at the end of September 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 and Company.

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 2009, Societe Generale Private Banking was rewarded by Euromoney with the titles of 'Best private bank worldwide and in Western Europe for its offer in structured products' and 'Best Private Bank in Japan and Luxembourg'. Among the top 3 private banks in Europe, it was also named 'Outstanding Wealth Manager for Family office services' with Rockefeller and Company by Private Banker International.

www.privatebanking.societegenerale.com

Appendix

Euromoney 2010 Private Banking Survey Societe Generale Private Banking

No 1 for Structured Products:

Worldwide, in Europe, Middle East, United Arab Emirates, France Gibraltar, Greece, Luxembourg, United Kingdom

No 1 for Equity Derivatives:

Worldwide, in Europe, Bahrain, Middle East, United Arab Emirates, France Gibraltar, Greece, Japan, Luxembourg, Monaco, United Kingdom

Rankings:

8th Private Bank in Europe
2nd Private Bank in France & Japan
6th Private Bank in Jersey & Monaco
8th Private Bank in Luxembourg
9th Private bank in the Bahamas & Bahrain

Ranked among the top 10 private banks for its:

Client Relationship Management

in Europe, Bahrain, France, Gibraltar, Greece, Japan, Jersey, Luxembourg and Singapore

Family Office Services

in Gibraltar, Japan and Monaco,

Trust Services

in the Bahamas, France, Greece, Japan, Luxembourg, Monaco and the United Kingdom,

Lending/Financing Solutions

in Asia, Europe, the Middle East, the Bahamas, Bahrain, France, Greece, Japan, Monaco, Switzerland and the United Arab Emirates,

Advisory Services

in Europe, the Bahamas, Bahrain, France, Gibraltar, Greece, Japan, Luxembourg and Monaco,

Tax Guidance and Services

in the Middle East, the Bahamas, Bahrain, France, Japan, Monaco and the United Arab Emirates,

Equity Portfolio Management

in Europe, the Bahamas, Belgium, France, Gibraltar, Greece, Japan, Jersey, Luxembourg, Monaco and Switzerland,

Investment Products Range

in Europe, the Bahamas, Bahrain, Belgium, France, Gibraltar, Greece, Guernsey, India, Japan, Jersey, Luxembourg, Monaco and the United Arab Emirates,

Real Estate offer

in Asia, France, Japan, Monaco and Singapore,

Hedge Funds offer

Worldwide, in Asia, Western Europe, the Bahamas, Bahrain, France, Gibraltar, Japan, Luxembourg, Monaco and the United Kingdom,

Private Equity offer

in Europe, the Bahamas, France, Gibraltar, Japan, Luxembourg and Monaco,

Commodities Investment offer

Worldwide, in Asia, in Europe, the Bahamas, France, Gibraltar, Greece, Guernsey, Japan, Luxembourg and Monaco.