

PRESS RELEASE

Paris, 2 February 2012

SOCIETE GENERALE SECURITIES SERVICES IN ITALY MANDATED BY BSI WEALTH & FAMILY SIM S.P.A.

Societe Generale Securities Services in Italy (SGSS S.p.A.) has been appointed by BSI Wealth & Family SIM S.p.A. (BSI SIM) to provide personalised custody and settlement services.

SGSS was retained by BSI SIM for its recognised expertise and efficiency, in particular its ability to rationalise and optimise post-trading services related to custody and settlement, as well as for its flexibility in adapting its services to clients' precise needs and objectives.

SGSS in Italy offers a complete range of securities services including clearing, custody and trustee services, fund administration, liquidity management and transfer agent services. It gained "Top Rating" in Global Custodian magazine's 2011 "Agent Banks in Major Markets" annual survey, the only specialised bank in Italy to gain the top rating in all three categories of the survey.

BSI SIM is a financial intermediary firm entirely controlled by BSI SA, which has been part of the Generali Group since 1998. BSI SA is one of the oldest banks in Switzerland specialised in private wealth management.

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A French corporation with share capital of 933,027,038.75 €
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Societe Generale

Societe Generale is one of the largest European financial services groups. Based on a diversified universal banking model, the Group combines financial solidity with a strategy of sustainable growth, and aims to be the reference for relationship banking,

recognised on its markets, close to clients, chosen for the quality and commitment of its teams.

Its 157,000 employees* based in 85 countries accompany more than 33 million clients throughout the world on a daily basis. Societe Generale' teams offer advice and services to individual, corporate and institutional customers in three core businesses:

- Retail banking in France with the Societe Generale branch network, Credit du Nord and Boursorama
- International retail banking, with a presence in Central and Eastern Europe and Russia, in the Mediterranean basin, in Sub-Saharan Africa, in Asia and in the French Overseas Territories
- Corporate and investment banking with a global expertise in investment banking, financing and global markets.

Societe Generale is also a significant player in specialised financing and insurance, private banking, asset management and securities services.

Societe Generale is included in the international socially-responsible investment indices: FTSE4good and ASPI.

www.societegenerale.com

* including employees of Societe Marseillaise de Credit acquired in September 2010 by Credit du Nord

Societe Generale Securities Services (SGSS)

Established in 28 locations worldwide with around 4,000 employees, SGSS provides a full range of securities services that are adapted to the latest financial markets and regulatory trends: clearing services, custody and trustee services, retail custody services, liquidity management, fund administration and asset servicing, fund distribution and global issuer services.

SGSS is the 7th largest worldwide global custodian and the 2nd largest in Europe with EUR 3,407* billion of assets under custody. SGSS provides custody & trustee services for 3,305* funds and the valuation of 4,367* funds, representing assets under administration of EUR 421* billion. SGSS manages and calculates the current value of 35,000* "complex product" positions. SGSS also ranks among the European leaders in stock option management.

www.sg-securities-services.com

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*at September 30, 2011