

Press release

London, 12 January, 2011

Societe Generale Corporate & Investment Banking appoints Christopher Darbyshire in Insurance & Pension Funds Cross Asset Solutions Sales for the UK

Societe Generale Corporate & Investment Banking announces the appointment of **Christopher Darbyshire**, Managing Director, in Insurance & Pension Funds Cross Asset Solutions Sales for the UK.

Christopher Darbyshire will be in charge of relationships with UK Insurance and Pension Fund clients, working with Scott Eason in his role of strategic advisory.

Prior to joining the bank Christopher Darbyshire worked at Goldman Sachs and BNP Paribas, where he specialised in the launching of innovative structured and derivative-based investment strategies.

Based in London, he will report to both Eric Viet, Co-Head of Institutional Investors Insurance & Pension Funds, and Marc El-Asmar, Co-Head of European Cross Asset Solutions Sales.

The Cross Asset Solutions business, part of the Global Markets Division, provides clients with key advisory and engineering services, offering tailor-made investment solutions using multiple underlying instruments. This appointment demonstrates Societe Generale Corporate & Investment Banking's commitment to develop further its offering and its services to Insurance companies and Pension Funds in UK.

Biography

Christopher Darbyshire

Chris commenced his career in the media industry as a journalist for Euromoney, Subsequently he studied accounting at night-school before joining US media company CBS, eventually becoming Chief Financial Officer of the Outdoor Advertising Division (based in New York). He moved into BNP Paribas' equity research department in 2001 as head of the media team and, after several years, continued his career with BNP Paribas in derivatives. At both BNP Paribas and Goldman Sachs he launched investment strategies using exotic derivatives that competed successfully with traditional benchmarks. He graduated from Oxford University with a degree in English.

Press contact:

Murray Parker
Murray.parker@sgcib.com

Tel: +44 (0) 207 676 771

SOCIETE GENERALE
PRESS RELATIONS

Laelitia Maurel
Tel: +33 1 42 13 88 68
laelitia.maurel@socgen.com

SOCIETE GENERALE
CORPORATE & INVESTMENT
BANKING

Jasvant Singh
Tel: + 44 20 7676 6800
jasvant.singh@sgcib.com

Ila Kotecha
Tel : + 44 20 7676 6804
ila.kotecha@sgcib.com

Murray Parker
Tel: +44 20 7676 6771
murray.parker@sgcib.com

SOCIETE GENERALE
A French corporation with share
capital of EUR 933,027,038.75
552 120 222 RCS PARIS

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

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Société Générale Corporate & Investment Banking

At the core of Société Générale's universal banking business model, the Corporate & Investment Bank is a well-diversified and leading player with nearly 11, 000 professionals present in 33 countries across Europe, the Americas and Asia-Pacific.

Standing by its clients across sectors, the Corporate & Investment Bank tailors solutions for them by capitalising on its worldwide expertise in **investment banking, global finance, and global markets.**

- **For Corporates, Financial Institutions and public sector:** providing a global advisory approach (M&A, debt, equity transaction, capital structure, and asset & liability management), as well as quality capital raising solutions across the debt and equity spectrum, optimised financing and expert risk management responses notably in the realm of foreign exchange and rates derivatives.
- **For investors:** offering reliable and sound investment opportunities and risk management solutions through its integrated global markets platform delivering seamless access to markets (equity, rates, credit, currencies, commodities and derivatives), as well as advice and solid financial engineering, quality of execution and forward-looking research across asset classes.

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