

PRESS RELEASE

London, 31 March 2011

SOCIETE GENERALE LAUNCHES NEW SOCIALLY RESPONSIBLE INVESTMENT EXCHANGE TRADED NOTE DONATING ALL MANAGEMENT FEES TO TEENAGE CANCER TRUST

Societe Generale has launched its first Socially Responsible Investment Exchange Traded Note (SRI ETN) on the London Stock Exchange (LSE) donating all the management fees to Teenage Cancer Trust.

The launch followed a report published by the bank's Research team on the growing importance of integrating Environmental, Social & Governance (ESG) metrics into investment research. The integration of ESG as an assessment of a company's management quality and risk governance is increasingly becoming part of an Asset Manager's fiduciary responsibility.

The SRI ETN is a highly flexible, transparent investment which tracks a diversified basket of 25 SRI stocks on a one-for-one basis. By combining ESG metrics with financial and stock performance data, Societe Generale's Research team has identified one company from 25 different sectors, considered to be leaders in their sector for ESG management, offering the best combination of financial as well as ESG performance, **(please refer to Notes to Editors for full listing)**.

Enhancing the SRI aspect of the product the Annual Management Charge (0.50%) of the SRI ETN will be donated to Teenage Cancer Trust, Societe Generale's UK Charity of the Year, chosen by its employees in the UK and the Channel Islands.

Like all Societe Generale Exchange Traded Products, the SRI ETN benefits from live pricing on the LSE, which means investors can buy or sell units of £100 or €100 at any time during normal market hours. In the same way as a direct holding, capital is at risk.

Investors in the SRI ETN must be aware that they are taking on credit risk to Societe Generale. If Societe Generale is unable to fulfill its obligations, investors can lose some or all of their investment. Societe Generale is the only market maker which may affect liquidity. The SRI Tracker can be bought in GBP or EUR versions. Currency risk exists where the stock is listed in a currency different to that of the SRI Tracker.

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Notes to editors:

Sector	Stock	Sector	Stock
Airlines	Easyjet	Metals & Mining	AngloAmerican
Aerospace & Defensive	EADS	Oil & Gas refiners	OMV
Automobiles & Parts	Daimler	Oil Equipment Services	Saipem
Banks	Barclays	Pharmac & Med Tech	Novartis
Beverages	Diageo	Power Generation	Verbund
Building & Construction	Saint-Gobain	Real Estate	Land Securities
Capital Goods	Siemens	Retailing	Next
Chemicals	BASF	Renewables	Iberdrola Renovables
Food	Danone	Software & IT Services	Logica
HPC & Luxury Goods	L'Oreal	Technological Hardware	Ericsson
Insurance	Aviva	Telecommunication	Swisscom
Media	Reed Elsevier	Transport infrastructure	Ansaldo
		Water Utilities	Suez Environnement

The SG Exchange Traded Products team offers over 1000 products on the LSE, with everything from straight forward market tracking, to sophisticated investment strategies, and leveraged investments such as Covered Warrants and Turbos. For more information you can visit www.listedproducts.co.uk. For more information on Societe Generale Exchange Traded Products, visit: www.sglistedproducts.co.uk

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

About Teenage Cancer Trust

Every day in the UK, six young people are told they have cancer. This is a rising figure and there are already more young people than children with the disease. These young people often receive hospital treatment in inappropriate facilities catering for children or the elderly.

Teenage Cancer Trust focuses on the needs of teenagers and young adults with cancer by providing specialist teenage units in NHS hospitals designed to give teenagers and young people the very best chance of a positive outcome. As well as state-of-the-art facilities to keep patients occupied during long stays in hospital, the units provide an environment where teenagers can meet others in a similar situation.

There are 17 Teenage Cancer Trust units across the UK and the charity plans to build a further 16 so that all young people needing hospital treatment for cancer have access to the dedicated, specialist support they provide.

For more information see www.teenagecancertrust.org

Teenage Cancer Trust is a registered charity: 1062559 (England & Wales); SC039757 (Scotland)