

Press release

London, 9th August 2010

Societe Generale Cross Asset Research appoints Heads of Equity Research for Banks and Consumer goods sectors

Societe Generale Cross Asset Research has strengthened its Banks and Consumer Goods sector research with the following appointments:

Gert Van Rooyen joins as Head of the Equity Research Team covering banks. Based in London, Gert Van Rooyen reports to Fabrice Théveneau, Head of Sector Research.

Prior to joining Societe Generale, Gert Van Rooyen was Head of the European Financials Team at UBS Global Asset Management in London from 2008. Gert brings with him a wealth of experience covering financials with a specific focus on the banking sector.

Ian Kellett joins as Head of Consumer Staples Research also covering the Luxury Goods sector. Based in London, Ian Kellett reports to Fabrice Théveneau, Head of Sector Research.

Ian was previously Head of the consumer goods research team at Dresdner Kleinwort, and more recently has been working with private equity institutions on food and beverage transactions.

These appointments further strengthen Societe Generale Cross Asset Research's capabilities in these key sectors.

SOCIETE GENERALE
PRESS RELATIONS

Laetitia Maurel
Tel: +33 1 42 13 88 68
laetitia.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

Biographies

Gert Van Rooyen joins Societe Generale Cross Asset Research from UBS Global Asset Management in London. He worked as Co-Head of the European Financials Team, where he was responsible for broader European Coverage excluding the UK. Gert has over 10 years of experience in covering financials, specifically for banks between London and South Africa. He started his career in Arthur Andersen & Co in Johannesburg.

He has a degree in commerce and accountancy from the University of Pretoria and holds an accountant's qualification from the South African Institute of Chartered Accountants.

Ian Kellett

Ian was previously Head of the consumer goods research team at Dresdner Kleinwort, and latterly has been working with private equity institutions on food and beverage transactions.

He has an extensive knowledge of the industry and a large experience in managing sector analysts resulting from his work at Dresdner Kleinwort, ABN Amro where he covered European Food and HPC stocks.

Prior to his experience in the brokerage universe, he started his career in the industry within GUS plc, RHM plc and Unigate plc as a manager.

Ian holds a BSc in Biochemistry from London University and is ACCA and FCCA qualified.

Press contact:

Ila Kotecha

ila.kotecha@sgcib.com

Tel: +44 (0) 207 676 6804

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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Societe Generale Cross Asset Research

Societe Generale Cross Asset Research teams comprise 200 professionals including economists, rates, forex and commodities strategists, credit and equity analysts and strategists, quantitative and derivatives specialists. Based in London, Paris, New York, Tokyo and Hong Kong they combine their expertise to offer:

- A unique cross-asset approach
- Top-rated strategic, sector, company and thematic analysis
- A customized offering and bespoke products
- Independent and innovative views with a focus on trade ideas