

## Press Release

Hong Kong, June 17 2010

### **Hikaru Ogata appointed as Chief Executive Officer for Societe Generale Corporate & Investment Banking Asia Pacific**

Societe Generale Corporate & Investment Banking announced today the appointment of Hikaru Ogata as Chief Executive Officer for Societe Generale Corporate & Investment Banking Asia Pacific effective September 1, 2010. Based in Hong Kong, he will report to Michel Peretie, CEO of Societe Generale Corporate & Investment Banking. Mr. Ogata will also lead the region's Coverage & Investment Banking team locally. The appointment is subject to the relevant regulatory approvals.

Mr. Ogata brings solid experience, industry knowledge and strong client relationships to his new role. His most recent role was as Global Head of Fixed Income Distribution and a member of the Fixed Income Executive Committee of BNP Paribas. Starting his career in investment banking at Goldman Sachs in New York within the Mergers & Acquisitions team, Mr. Ogata held positions in the fields of Foreign Exchange and Derivatives in New York, Tokyo and Hong Kong before joining BNP Paribas, Hong Kong Branch in 1998. At BNP Paribas, he held several positions: firstly was Head of Derivatives Marketing Group, Asia Pacific in Hong Kong, then Head of the Japanese Fixed Income Sales, and was finally promoted Head of Japan Fixed Income business.

Societe Generale Corporate & Investment Banking's development in Asia Pacific focuses on areas where the bank has traditional global strengths serving corporations and financial institutions in global markets (equities, fixed income and commodities), financing and advisory as well as in industry sectors where the bank has significant regional expertise (Energy, Commodities, Infrastructure, Media & Telecom).

"As our firm looks ahead, we see tremendous opportunity to move our business forward with corporates and financial institutions in Asia," said Michel Peretie, CEO of Societe Generale Corporate & Investment Banking. "Hikaru will contribute to further developing and executing our strategy in the region."

Hikaru Ogata holds a Bachelor of Arts degree from Brown University (USA).

## Press Contact:

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#### 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.

[www.societegenerale.com](http://www.societegenerale.com)

#### Societe Generale Corporate & Investment Banking

At the core of Societe Generale'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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#### Societe Generale Corporate & Investment Banking in Asia-Pacific

Backed by worldwide expertise and an extensive network in Asia Pacific, Societe Generale Corporate & Investment Banking has built prime corporate & investment banking operations in the region to become a leading regional player in investment banking, global finance, and global markets. Societe Generale Corporate & Investment Banking combines in Asia Pacific both global and local strengths to provide corporate clients, financial institutions and private investors with value-added integrated financial solutions.