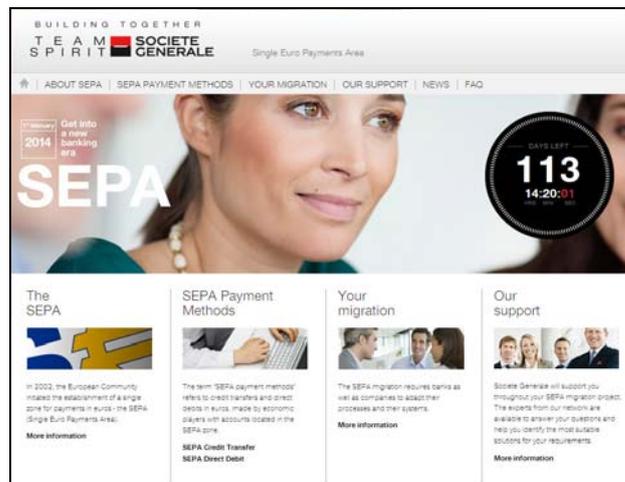


PRESS RELEASE

London, October 10th, 2013

SOCIETE GENERALE SUPPORTS ITS CUSTOMERS THROUGH SEPA MIGRATION WITH A DEDICATED SEPA WEBSITE

Societe Generale is continuing to support its current and prospective customers through SEPA migration by providing a dedicated educational and informative website: sepa.societegenerale.com. This change concerns every business that carries out credit transfers and/or direct debits in euros within the SEPA zone. The aim of this new website is to increase awareness amongst economic players of the need to migrate by 1 February 2014.



sepa.societegenerale.com supplements the fieldwork undertaken by the Societe Generale teams over the last two years or so, in France and abroad, amongst corporate clients (conferences, informative mails and meetings with clients). More than 10,000 meetings or direct contacts with clients have thus taken place and 150 information sessions have been carried out for our bank branch staff in France and staff at our other locations across Europe.

Reminder:

SEPA (the Single Euro Payments Area) aims to harmonise the means of payment used by all economic players domestically and across Europe. Brussels has set the date for the migration to SEPA norms and standards for Euro Zone countries at 1 February 2014, after which businesses and individuals will only be able to use SEPA credit transfers and direct debits for their domestic and cross-border transactions.

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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.

Societe Generale has been playing a vital role in the economy for 150 years. With more than 154,000 employees, based in 76 countries, we accompany 32 million clients throughout the world on a daily basis. Societe Generale's 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, offering a comprehensive range of multichannel financial services on the leading edge of digital innovation;
- **International retail banking, financial services and insurance** with a presence in emerging economies and leading specialised businesses;
- **Corporate and investment banking, private banking, asset management and securities services**, with recognised expertise, top international rankings and integrated solutions.

Societe Generale is included in the socially-responsible investment indices FTSE4Good and ASPI.

For more information, you can follow us on twitter @societegenerale or visit our website www.societegenerale.com.

Global Transaction Banking

Global Transaction Banking (GTB) integrates, within the Societe Generale Group, business activities such as cash management, correspondent banking, international trade finance, factoring and related currency services. These different competencies are offered to financial institutions and companies including multinational corporations as well as large- and medium-size companies that conduct business internationally.

Active in more than 50 countries across the globe, GTB teams offer bespoke and secure domestic and international solutions to optimise and manage daily financial transactions and sales operations.

The expertise of its teams is regularly recognised: in 2013, GTB was elected Best cash management services and Best Treasury Services in Europe (EMEA Finance Magazine 2013), #1 Trade Bank in France and 8th worldwide (Source: SWIFT), "Best customer service in Europe" (Euromoney FX 2013). In June 2013, CGA – Compagnie Générale d'Affacturage, a fully-owned Societe Generale subsidiary was elected 1st French factor for the quality of its import-export activities (FCI ranking).