

PRESS RELEASE

Paris/Geneva, 25 April 2012

SOCIETE GENERALE PRIVATE BANKING APPOINTS A NEW CIO IN SWITZERLAND

Societe Generale Private Banking has appointed Antoine Blouin as Chief Investment Officer of Societe Generale Private Banking (Suisse) SA. He replaces Olivier Aubenas, who becomes Commercial Director and member of the executive committee of the private bank in Switzerland.

Antoine Blouin will be responsible for managing the private bank's investment teams and supervising the local asset allocation committee. He will also be in charge of the management and development of the product and services offering for the clients of Societe Generale Private Banking (Suisse) SA and its subsidiaries.

Mourtaza Asad Syed is appointed Deputy CIO. He will also have transversal responsibility for the investment themes for the entire private bank worldwide. In this respect, he will ensure that clients benefit from advice which corresponds to the investment strategy of the private bank and responds to their specific needs.

Antoine Blouin began his career in 1999 at the Banque du Louvre, now HSBC Private Bank France (Paris), as Relationship Manager, before taking responsibility for the Large Corporate, Institutional Investors and Family Holdings desk. He moved to HSBC Private Bank Switzerland (Geneva) in 2005 as Product Specialist and Marketing Manager for Discretionary Management. He joined Societe Generale Private Banking in 2008 to develop the funds advisory activity then the Advisory Desk. Antoine Blouin is a graduate in Economics and has a Master's degree in Financial Markets.

Mourtaza Asad-Syed started his career as an economist, firstly at JP Morgan in 1994 then in New York at the Caisse des Dépôts et Consignations. After a period in strategy consulting with Mc Kinsey, he joined a long/short European equity fund in Geneva in 2004. He came to Societe Generale Private Banking (Suisse) SA in 2008 as a strategist.

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Mourtaza Asad-Syed is a graduate of the Paris Graduate School of Economics, Statistics and Finance (ENSAE). He also has a Master's degree in Economics from the Ecole Normale Supérieure and an MBA from Berkeley University, California. He is currently the President of the Investment Strategists Association of Geneva (ISAG).

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.

Around 160,000 employees, based in 77 countries, accompany more than 33 million clients throughout the world on a daily basis. Societe Generale' 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
- International retail banking, with a presence in Central and Eastern Europe and Russia, in the Mediterranean basin, in Sub-Saharan Africa, in Asia and in the French Overseas Territories
- Corporate and investment banking with a global expertise in investment banking, financing and global markets.

Societe Generale is also a significant player in specialised financing and insurance, private banking, asset management and securities services.

Societe Generale is included in the main international socially-responsible investment indices: FTSE4Good, ASPI, DJSI World and DJSI Europe.

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

Societe Generale Private Banking

Societe Generale Private Banking, the wealth management arm of Societe Generale, is one of the leading private banks worldwide, with EUR 84.7 billion of assets under management at the end of December 2011.

With 2,800 staff in 18 countries across the globe, Societe Generale Private Banking offers wealth management solutions to entrepreneurs and High Net Worth Individuals with financial assets in excess of one million euros.

The expertise of its private banking teams in wealth planning, investment advisory and financing solutions regularly receives awards. In 2012 Societe Generale Private Banking was awarded for the 8th consecutive year 'Best Private Bank in Western Europe for its offer in Structured Products' (Euromoney).

In 2011 Societe Generale Private Banking was also named 'Best Private Bank in France' (Euromoney), 'Global Wealth Manager of the Year' (Investors Chronicle/Financial Times), and 'Best Private Bank in the Middle East' (Banker Middle East).

www.privatebanking.societegenerale.com

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