

Press release

Paris/Shanghai, July 15th 2010

Societe Generale Private Banking appoints CEO in China

Societe Generale Private Banking has appointed Ms Hsiao-Yun Lee as Chief Executive Officer of Societe Generale Private Banking in China.

Ms Hsiao-Yun Lee is responsible for promoting the private bank's product and service offerings for high net worth clients in China, one of the fastest-growing wealth creation markets in the world.

Present in China since 2007, with offices in Shanghai and Beijing, Societe Generale Private Banking has been leveraging Societe Generale Group's long-standing presence in the country and its in-depth knowledge of its financial markets and local economic environment. The Group acquired the local incorporation licence in the 3rd quarter of 2008, and later for its offer of services to resident and non-resident Chinese clients in the local currency. Societe Generale Private Banking is one of the departments of Societe Generale (China) Limited.

Ms Hsiao-Yun Lee has over 20 years of experience in the banking industry and was instrumental in setting up the Societe Generale Private Banking business in China. She joined Societe Generale Private Banking (Asia Pacific) in Hong Kong in 1997 to develop a wealth management offering for Chinese clients and in 2007, was appointed Head of Private Banking China based in Shanghai.

A Taiwanese of Shanghai origin, Ms Hsiao-Yun Lee has an MBA in International Finance from the University of Hartford, Connecticut, U.S.A.

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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

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 79 billion of assets under management at the end of March 2010.

With 2,789 staff in 22 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.

Societe Generale Private Banking's offering includes international wealth planning and fiduciary services (trust and tax planning), a global expertise in structured products, hedge funds, mutual and private equity funds, real estate investment solutions and access to capital markets.

In 2010, Societe Generale Private Banking was rewarded with the titles of 'Best private bank worldwide, in Western Europe and The Middle East for its offer in Structured Products and Equity Derivatives' (Euromoney). In 2009 the private bank received the awards of the 'Best Private Bank in Japan and Luxembourg' (Euromoney). It was also ranked as one of the top 3 private banks in Europe and named 'Outstanding Wealth Manager for Family office services' with Rockefeller Financial (Private Banker International).

www.privatebanking.societegenerale.com