

PRESS RELEASE

London, 6 October 2011

SOCIETE GENERALE CORPORATE & INVESTMENT BANKING CONTINUES STRENGTHENING ASIA CASH EQUITY COVERAGE WITH APPOINTMENT OF CRAIG HARVEY

Societe Generale Corporate & Investment Banking strengthens its Cash Equity Asia coverage with the appointment of **Craig Harvey** as London-based Sales Trader, responsible for the Pan-Asian sales trading activity in Europe.

Craig joins from Mizuho International, where he spent five years and most recently headed the Pan-Asian sales trading team; his involvement with Asian equities dates back to 1984. He reports to Mark Rice, Global Head of Sales Trading and Matthew Perry, co-Head of Execution Services Asia. Craig's hire follows other recent appointments made this year to strengthen the bank's Asia Cash Equity business:

Gary Leong joined the Hong Kong Sales Trading team as a Director previously from Barclays Capital.
Neil McCann joined as a Director in the Hong Kong Sales Trading from Mirabaud Securities Asia.
John Takeoka joined the Japan Sales Trading team as a Vice President from Nomura.
Kennie Atle Johansen joined the Principal Trading and Facilitation team in Hong Kong as a Director from Octis Asset Management.

As well as the full-service sales-trading capability now in place across Asia and the recent enhancement of trading in Japan it has been just over a year since the start of the alliance between the bank and Ji Asia (the former Japaninvest, which now covers Asian as well as Japanese equities). This combination has resulted in a unique research and execution offering to clients from the bank and Ji Asia as well as a global integrated offering including derivatives across all execution products and worldwide markets (See Notes to Editors).

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Biography:

Craig Harvey joins Societe Generale Corporate & Investment Banking as Sales Trader for Asia within the bank's execution services business. He will be responsible for managing the Pan Asian sales trading activity in Europe. Craig started his career at Robert Fleming in 1984 trading warrants and equities during his 11 years there. Over the next two years he worked for Sumitomo Trust International and Daishin International. In 1997 he joined Deutsche Bank to head the Japanese Sales Trading desk, which subsequently became Pan-Asian. From 2006 he headed the Pan-Asian Sales Trading desk at Mizuho International.

Notes to Editors:

Ji ASIA and Societe Generale Corporate & Investment Banking formed the Alliance in June 2010 to create a unique co-branded Asia research and execution product for institutional clients worldwide.

Ji ASIA provides high quality, independent and in-depth equity market research on Asia including Japan stocks.

Ji ASIA's analyst team operating from Tokyo and Hong Kong has covered over 600 Asia stocks including Japan since inception, providing coverage of major blue chips and growth mid caps, supplemented by update coverage on over 200 small caps per annum.

Clients also benefit from Ji ASIA's full service research sales desks in London, New York, Tokyo and Hong Kong.

Societe Generale Corporate & Investment Banking provides institutional investors with access to an advanced execution platform covering 22 Asian execution venues & combining high touch, low touch and derivatives solutions in order to implement all trading strategies across the Asia Pacific region with a particular focus on quality of execution and provision of liquidity.

These services are backed up by a team of experienced sales-traders based in Tokyo, Hong Kong, Seoul, Mumbai and London, who benefit from a sophisticated algorithmic trading platform with a proven track record and access to multiple sources of liquidity including SG CIB's own Alpha-x crossing network.

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.

Its 157,000 employees* based in 85 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 international socially-responsible investment indices: FTSE4good and ASPI.
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** including employees of Societe Marseillaise de Credit acquired in September 2010 by Credit du Nord*

Société Générale Corporate & Investment Banking

At the core of Société Générale's universal banking business model, the Corporate & Investment Bank is a well-diversified and leading player with nearly 12,000 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 forwardlooking research across asset classes.

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