

PRESS RELEASE

Paris, 25 March 2013

SOCIETE GENERALE PRIVATE BANKING IN SWITZERLAND APPOINTS JEAN GOUTCHKOFF AS DEPUTY CHIEF EXECUTIVE OFFICER

Jean Goutchkoff has been appointed Deputy CEO of Societe Generale Private Banking (Suisse) SA. On 21 March 2013, he joined the executive committee of the private bank alongside Yves Thieffry, Chief Executive Officer, Olivier Aubenas, Commercial Director and Mathieu Vedrenne, Chief Operating Officer.

In coordination with the commercial department, Jean Goutchkoff has particular responsibility for developing business in emerging countries, strengthening the private bank's set-up dedicated to these markets.

Jean Goutchkoff has over 30 years of experience in the banking industry, in particular with Eastern Europe.

Before joining Societe Generale Private Banking (Suisse) SA, he had worked at HSBC Private Bank (Suisse) SA since 2007, initially as Business Sector Head for Eastern Europe. In February 2011, he was appointed Business Area Head for Central and Eastern Europe and was invited to join the Executive Committee of the bank, becoming a Board member of HSBC Russia.

Jean Goutchkoff is a graduate of the Ecole Supérieure de Commerce et d'Administration des Entreprises in Reims, France.

PRESS SERVICE
SOCIETE GENERALE - GIMS

ELISA O'NEILL
+33 (0)1 42 14 39 24
elisa.oneill@socgen.com

JOLYON BARTHORPE
+33 (0)1 42 14 34 55
jolyon.barthorpe@socgen.com

ESTELLE DUNAND
+33 (0)1 42 14 38 99
estelle.dunand@socgen.com

SOCIETE GENERALE
GIMS/COM
75886 PARIS CEDEX 18 - FRANCE
SOCIETEGENERALE.COM

A FRENCH CORPORATION WITH SHARE CAPITAL OF
EUR 975 341 533,75
552 120 222 RCS PARIS

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.

More than 154,000 employees, based in 76 countries, 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;
- International retail banking, with a presence in Central and Eastern Europe, 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 socially-responsible investment indices FTSE4Good and ASPI.

For more information, you can follow us on twitter [@societegenerale](https://twitter.com/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 86.1 billion of assets under management at the end of December 2012.

With 2,500 staff in 17 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 and 2013 Societe Generale Private Banking was voted:

- Best Private Bank in France and Monaco (Euromoney 2013),
- Best Private Bank in France and Monaco – Relationship Management (Euromoney 2013),
- Best Private Bank in France and Monaco – Range of Investment products (Euromoney 2013),
- Best Private Bank in Western Europe for its offer in Structured Products, for the 9th consecutive year, (Euromoney 2013),
- Best Private Bank in the Middle East, for the 2nd consecutive year (Banker Middle East 2012),
- Outstanding Wealth Planning and Trust Provider – Highly commended (Private Banker International 2012),
- Best Private Bank in Luxembourg (Professional Wealth Management/The Banker 2012).

www.privatebanking.societegenerale.com

Follow us at twitter.com/sg_privatebank