

## Press release

Paris/Geneva, July 8 2010

### **Societe Generale Private Banking strengthens its structure dedicated to Latin American clients**

Societe Generale Private Banking is strengthening its teams dedicated to wealthy Latin American clients, with the appointment of William Birkbeck as deputy to the Global Market Manager for this client segment.

Based in Geneva, William Birkbeck thus reports to Alberto Valenzuela, Deputy Managing Director of Societe Generale Private Banking (Suisse) SA and Global Market Manager for Latin American clients, whom he will assist in the international coordination of services offered to this clientele.

Thanks to his in-depth knowledge of the Latin American market and his career with the Group's investment bank, William Birkbeck will be involved in promoting client solutions to cover all the requirements of a clientele of very wealthy entrepreneurs in Latin America.

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**William Birkbeck** has more than 20 years experience in banking and finance. He started his career in 1984 at St James Capital Trust, prior to joining United Scientific Holdings Plc in 1989 as Senior Finance Manager. In 1995, he joined Societe Generale Group in London as Associate Director for structured financing of commodities. In 1997, he was appointed Director and Country Manager of the Latin America Group at Societe Generale Americas Securities LLC, New York, and in 2004 he became Principal Director and Head of the Americas and Asia Group at Societe Generale Corporate & Investment Banking.

William Birkbeck has dual British and Peruvian nationality and has a Masters from the London School of Economics.

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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](http://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](http://www.privatebanking.societegenerale.com)