

Press Release

Paris, 16th December 2008

Appointment of Xavier Denis as Economist and Strategist at SG Private Banking

With the expansion of its global network and the increasing number of investment opportunities offered to High Net Worth Individuals, SG Private Banking is adding to its existing expertise with the appointment of Xavier Denis as Economist and Strategist. He joins the investment team headed by Hervé Plista, SG Private Banking's Global Chief Investment Officer.

Xavier Denis will help determine the economic scenario used to define SG Private Banking's investment strategy, working with Société Générale Asset Management's Strategy and Economic Research Department headed by Michala Marcussen. As spokesman for the private bank's investment committee, he will be responsible for communicating this strategy inside SG Private Banking as well as to clients.

Xavier Denis, 43, began his career in 1992 as an economist with the Banque de France, where, in particular, he was in charge of macroeconomic forecasting, monetary policy research and monitoring emerging market economies. From 2002 to 2005, he was advisor to the Minister for Small & Medium-sized Enterprises, in charge of business creation and capital investment. From 2005 to 2007, he worked as an economist at the French Embassy in Shanghai, China.

Xavier Denis is a graduate of the Institut d'Etudes Politiques in Paris. He has a Master's degree in Economics from New York University and a postgraduate degree in Economics and International Finance from the University of Paris IX.

Société Générale

Société Générale is one of the largest financial services groups in the euro-zone. The Group employs 151,000 people worldwide in three key businesses:

- Retail Banking & Financial Services: Société Générale serves more than 30 million individual customers worldwide.
- Global Investment Management & Services: Société Générale is one of the largest banks in the euro-zone in terms of assets under custody (EUR 2 744 billion, September 2008) and under management (EUR 371 billion, September 2008).
- Corporate & Investment Banking: Société Générale ranks among the leading banks worldwide in euro capital markets, derivatives and structured finance.

Société Générale is included in 3 socially-responsible investment indexes: FTSE, ASPI and Ethibel.

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SERVICE DE PRESSE
SOCIETE GENERALE- GIMS

Joëlle ROSELLO
+33 (0)1 56 37 18 88
joelle.rosello@soggims.com

Jolyon BARTHORPE
+33 (0)1 56 37 88 17
jolyon.barthorpe@soggims.com

GIMS/COM - Immeuble SGAM
170, place Henri Regnault
92043 Paris La Défense cedex - France
Fax: +33 (0)1 56 37 28 88

SERVICE DE PRESSE
SOCIETE GENERALE
+33 (0)1 42 14 49 48
www.socgen.com

SG Private Banking

SG Private Banking, the wealth management arm of Société Générale, is one of the leading private banks worldwide, with EUR 73 billion of assets under management at the end of September 2008.

With more than 2,900 staff in 26 countries across the globe, SG Private Banking offers wealth management solutions to entrepreneurs and High Net Worth Individuals with financial assets in excess of one million euros. In addition, SG Private Banking provides dedicated solutions to Ultra High Net Worth Individuals and Family Offices around the world, notably through its global alliance with Rockefeller & Co.

SG 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.

SG Private Banking was rewarded by Euromoney with the title 'Best private bank in Western Europe for its offer in structured products' in 2008. It was also named in 2008 'Outstanding Wealth Manager for Innovation of its Products and Services' and in 2007 'Outstanding Private Bank for its offer in Alternative Investments' in 2007 by Private Banker International.

www.sgprivatebanking.com