

PRESS RELEASE

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SOCIETE GENERALE CROSS ASSET RESEARCH LAUNCHES “SG RESEARCH” IPAD APPLICATION DEDICATED FOR INSTITUTIONAL CLIENTS

Societe Generale Cross Asset Research announces the launch of its “SG Research” iPad application which offers instant access to all the investment bank’s research publications. Societe Generale Corporate & Investment Banking is the first French bank to offer this service to its institutional clients.

The “SG Research” application offers a simple and intuitive navigation system allowing:

- Instant access to publications across all asset classes and sectors
- Offline access and ability to store previously read research
- Easy reading thanks to a suitable and user-friendly format
- Access to “Key Reports” through a dedicated page.

Societe Generale Cross Asset Research global offering allows browsing of fundamental and integrated opinions about the economy, commodities, rates, forex, equities and credit as well as market strategies and trade ideas on cash, derivatives, indexes, volatility and structured products.

The SG research subscribers can download the application for free on the Apple store at the following address:
<http://itunes.apple.com/us/app/sg-research/id417019926?mt=8>

You can use your current internet username to access the application.

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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.
www.societegenerale.com

** including employees of Societe Marseillaise de Credit acquired in September 2010 by Credit du Nord*

Societe Generale Cross Asset Research

Societe Generale Cross Asset Research teams comprise 200 professionals including economists, rates, forex and commodities strategists, credit and equity analysts and strategists, quantitative and derivatives specialists. Based in London, Paris, New York, Tokyo and Hong Kong they combine their expertise to offer:

- A unique cross-asset approach
- Top-rated strategic, sector, company and thematic analysis
- A customized offering and bespoke products
- Independent and innovative views with a focus on trade ideas