



PRESS RELEASE

Zurich, 13 September 2017

Societe Generale Private Banking Switzerland reinforces its Financial Intermediaries team in Zurich

Societe Generale Private Banking Switzerland (SGPBS) has appointed **Cédric Merour** as **Head of Financial Intermediaries segment (FIM) in Zurich** as of 1 August 2017. Cédric Merour, previously Head of Market Solutions at SGPBS in Geneva since 2016, reports to Tobias Wagner, Head of SGPBS branch in Zurich, and to David Saliné, Head of the FIM segment in Switzerland.

Under Cédric Merour, the Societe Generale Zurich FIM team is pursuing its development with the arrival on 1 August of **Martin Petermann, Senior Relationship Manager**, previously at Deutsche Bank, as well as through other upcoming hires of Relationship Managers with a dedicated FIM expertise.

The FIM segment is a strategic development focus for SGPB in Switzerland. Out of Zurich and Geneva the team accompanies the Financial Intermediaries as a trusted partner to help them grow their business. SGPBS's broad service offer for FIMs includes among others: direct market access with night desk service, investment advisory, wealth planning and competitive credit solutions (mortgages in Switzerland and abroad).

The clients of SGPBS benefit from the financial strength and international expertise of the Societe Generale group combined with local entrepreneurship and Swiss know-how. Societe Generale – based in Geneva and Zurich - is at the service of its clients in Switzerland since 1897 and celebrates this year its 120th anniversary of presence in the country.



Biographies

Cédrick Merour

Cédrick Merour started his career in the investment banking industry and has more than 10 years of experience in financial markets. He held several positions in various investment banks and was previously in charge of Derivatives and Structured Products Sales for institutional clients at Credit Suisse Investment Banking. Cédrick joined Société Générale Private Banking (Suisse) SA in March 2014 as a Senior Investment Advisor for the Financial Intermediaries desk. Thereafter, he was appointed Head of Prime Market Access Switzerland in April 2015 and subsequently Head of Market Solutions Switzerland in June 2016, extending his scope of responsibility to the Forex & Precious Metals trading and the Bank's ALM activities.

Cédrick holds a Masters in Finance from Paris Dauphine and a post-graduate degree in Financial Techniques from the ESSEC Business School.

Martin Petermann

Before joining Societe Generale Private Banking Switzerland, Martin Petermann was Client Advisor Financial Intermediaries at Deutsche Bank.

Martin Petermann started his career at UBS in Zurich in 1997 and worked many years in various banks as a private banker, mainly covering High and Ultra High Net Worth Clients across Europe. He started covering Financial Intermediaries at BNP Paribas in Zurich in 2010. Before joining Société Générale Private Banking (Suisse) SA, Martin worked for 5 years at Deutsche Bank in Zurich where he was successively responsible for the coverage of Financial Intermediaries in the Swiss-German part of Switzerland and then for the whole country.

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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.

Societe Generale has been playing a vital role in the economy for 150 years. With more than 145,000 employees, based in 66 countries, we serve on a daily basis 31 million clients throughout the world. 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, offering a comprehensive range of multi-channel financial services at the leading edge of digital innovation;
- **International retail banking, insurance and financial services to corporates** with a presence in developing economies and leading specialised businesses;
- **Corporate and investment banking, private banking, asset management and securities services**, with recognised expertise, top international rankings and integrated solutions.

Societe Generale is currently included in the main sustainability indices: DJSI (World and Europe), FSTE4Good (World and Europe), Euronext Vigeo (World, Europe and Eurozone), Ethibel Sustainability Index (ESI) Excellence Europe, 4 of the STOXX ESG Leaders Indices, MSCI Low Carbon Leaders Index.

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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 116 billion of assets under management at the end of December 2016.

With 2,500 staff in 11 countries across the globe, Societe Generale Private Banking offers wealth management solutions to entrepreneurs and High Net Worth Individuals.

The expertise of its private banking teams in wealth planning, investment advisory and financing solutions regularly receives awards. In 2013, 2014, 2015 and 2016, Societe Generale Private Banking was voted:

- Outstanding Private Bank in Western Europe (Private Banker International 2017)
- Best wealth planning team (WealthBriefing 2017)
- Outstanding Private Bank for Relationship Service and Engagement (Private Banker International 2016)
- Best Overall European Private Bank (Wealth Briefing 2015)
- Best Private Bank for its wealth planning team in Europe (Wealth Briefing 2015)
- Best Wealth Manager in France 2015 – Bank within a retail banking network (Leaders de la Finance Awards 2015)
- Outstanding Wealth Planning and Trust Provider (Private Banker International 2015)
- Best Private Bank in Western Europe for its offer in Structured Products, for the 10th consecutive year (Euromoney 2014)

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