

## PRESS RELEASE

Geneva, 26 January 2017

### **Societe Generale celebrates 120 years in Switzerland**

**In 1897, Societe Generale established itself in Switzerland with the opening of its first branch in Lausanne. 120 years later, the banking group has strengthened and diversified its activities, in particular in Geneva and Zurich, and continues to pursue its development strategy across Switzerland.**

Today, Societe Generale's various Business Lines present in Switzerland provide clients with complementary expertise in the areas of Private Banking, Corporate and Investment Banking, Asset Management, Global Transaction Banking, Securities Services, Equipment Financing and Vehicle fleet management. Thanks to its experts, Societe Generale accompanies large corporate clients, financial institutions, the public sector, family offices and high net worth individuals, thereby providing services to its clients along the entire value chain while being at the heart of economic flows between issuers and investors.

Hugues de La Marnierre, Group Country Head for Switzerland: "We are proud of our history and our presence in Switzerland. The Societe Generale group underlines its commitment to this country and its strategy to invest and strengthen its presence here. Our clients benefit from the solid financial base and international expertise of Societe Generale, one of Europe's leading financial services groups, combined with our knowledge of the local economic environment and the Swiss know-how we have acquired over the past 120 years."

Switzerland is one of Europe's top-tier financial hubs and a key country for the Group. Societe Generale intends to pursue its growth strategy in Switzerland while continuously improving its client experience.

On the occasion of this anniversary, Societe Generale in Switzerland unveils its new website presenting all of the Group's core activities present in the country: [www.societegenerale.ch](http://www.societegenerale.ch)


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## **Societe Generale in Switzerland**

- **Societe Generale Private Banking** provides its clients with strategy and expertise in asset allocation, portfolio management, funds, markets and wealth management solutions.
- **Societe Generale Corporate and Investment Banking** plays a key role as an intermediary between issuers and investors, delivering worldwide expertise in three main areas: investment banking, global financing and global markets.
- **Lyxor** offers tailored asset management solutions drawing on its expertise in ETF & index management as well as active and multi-manager management.
- **Global Transaction Banking** incorporates all areas of expertise and services aimed at facilitating the transactional activities of major economic and financial players, both domestically and globally.
- **Societe Generale Securities Services** offers a full range of services adapted to the latest financial markets and regulatory trends: clearing services, custody and trustee services, liquidity management, fund administration and asset servicing, fund distribution and global issuer services.
- **Societe Generale Equipment Finance** is the European leader in equipment finance for a broad range of businesses, from SMEs to large international companies.
- **ALD Automotive** offers long-term vehicle hire and company vehicle fleet management services.

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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 accompany 31 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, offering a comprehensive range of omnichannel financial services on 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 included in the main socially responsible investment indices: DJSI (World and Europe), FTSE4Good (Global and Europe), Euronext Vigeo (Europe, Eurozone and France), ESI Excellence (Europe) from Ethibel and 4 of the STOXX ESG Leaders indices.

For more information, you can follow us on twitter  @societegenerale or visit our website [www.societegenerale.com](http://www.societegenerale.com).

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