

PRESS RELEASE

London, June 17th, 2013

SOCIETE GENERALE LAUNCHES SG05 - THE INCOME BUILDER (MEMORY)

Societe Generale's new *Income Builder (Memory)* is an investment product that aims to pay an income equivalent to 14% per year, and return investor's capital at Maturity after 6 years.

Key features

- Linked to the performance of **BT, Rio Tinto and Tesco shares**
- **Six year** investment term
- Ability to **recover missed coupons**
- Improved chance of payment in year 6

The new *Income Builder (Memory)* can pay an Annual Coupon equivalent to 14% (gross) in each year of the Investment Term. To pay the Annual Coupon each year, BT, Rio Tinto and Tesco shares (the Shares) must all close at or above a specific 'Yield Level' on the specified 'Valuation Date'.

If one or more of the Shares closes below its Yield Level on a given Valuation Date, investors would not receive the income payment that year. **However, investors may be able to recover the missed Annual Coupons on one of the later Valuation Dates thanks to its clever 'Memory Feature'.** For example, if the Annual Coupon in year 3 had initially been missed, investors could still receive that missed Annual Coupon, and the one from year 4, as long as the Shares are all back at or above their Initial Level when they close on the 4th Valuation Date.

Another important feature to note is that Yield Levels are reduced by 40% in the final year. This means that in the most extreme case for example; it is possible to receive no income payments in years 1-5, and then as long as none of the Shares has fallen by more than 40% on the Final Valuation Date, investors would receive all 6 income payments in one go at Maturity.

At Maturity, investors will receive their initial investment of £1,000 per unit as long as none of the shares have fallen by more than 40% over the Investment Term. If one or more has, capital is at risk based on the fall in the worst performing share price. For example, if BT was the worst performing share, and it had fallen 50% below its Initial Level, investors would receive £500 per unit (a 50% reduction on the initial investment).

The Income Builder (Memory) can be purchased through participating stockbrokers at a fixed price of £1,000 per unit until June 24th, 2013. After June 24th, 2013, it will be listed on the London Stock Exchange. It can be purchased or sold like a share at any time prior to Maturity but the price may be higher or lower than £1,000 and will vary on an intraday basis.

Investors should be aware that capital is at risk if, at Maturity, one or more of the Shares has fallen by more than 40% from its Initial Level. As the issuer, any failure by Societe Generale Acceptance N.V. to make payments due may result in the loss of all or part of their investment. Investors will have no claim for compensation from the Financial Services Compensation Scheme or any similar scheme.

Product Details: UK Income Builder (Memory)

EPIC CODE / ISIN CODE	SG05 / CWN8140N1089
Product Issuer	Societe Generale
Credit rating	A (Standard and Poor's)/ A2 (Moody's)
Potential income	14% gross per year
Minimum Investment	1 unit of £1,000
Eligibility	SIPP & Stocks & Shares ISA eligible*
Underlying Assets	BT, Rio Tinto and Tesco shares
Offer Period	June 14th, 2013 – June 24th, 2013
Initial Valuation Date	June 24th, 2013
Valuation Dates	1st Valuation Date: June 24th, 2014 2nd Valuation Date: June 24th, 2015 3rd Valuation Date: June 24th, 2016 4th Valuation Date: June 26th, 2017 5th Valuation Date: June 25th, 2018 6 th Valuation Date: June 24th, 2019
Coupon Payment Dates	1st Coupon Payment Date: July 8th, 2014 2nd Coupon Payment Date: July 8th, 2015 3rd Coupon Payment Date: July 8th, 2016 4th Coupon Payment Date: July 10th, 2017 5th Coupon Payment Date: July 9th, 2018
Maturity Date	July 1st, 2019
Issue Date	June 24th, 2013
Issue Price	£1,000 per unit

ENDS

* Any statement in relation to tax, where made, is generic and non-exhaustive and is based on our understanding of the laws and practice in force as of the date of this document and is subject to any changes in law and practice and the interpretation and application thereof, which changes could be made with retroactive effect. Any such statement must not be construed as tax advice and must not be relied upon. The tax treatment of investments will, inter alia, depend on an individual's circumstances. Investors must consult with an appropriate professional tax adviser to ascertain for themselves the taxation consequences of acquiring, holding and/or disposing of any investments mentioned in this document.

Press contact:

Murray Parker: +44 (0) 20 7676 6771
 Head of UK Media Relations, Societe Generale

Appendix: How does the Income Builder (Memory) work?

On June 24th, 2013 the closing level of BT, Rio Tinto and Tesco shares will be recorded in order to provide the Initial Levels. These Initial Levels are used to determine the Yield Levels, which are the levels that each Share must close at or above on a given Valuation Date in order for the Annual Coupon to be paid for that year.

In years one to five the Yield Levels are the same as the Initial Level. In the final year the Yield Level is reduced by 40% to a level equivalent to 60% of the Initial Level. This not only improves the chance of receiving the Annual Coupon at Maturity, but also the chance of recovering any Annual Coupons that were previously missed thanks to the Memory Feature.

What happens on the Valuation Dates?

On each Valuation Date, the closing price of the Shares is compared to their Yield Levels to determine whether or not any Annual Coupons are to be paid. There are two possible scenarios:

1. If the Shares are all above their Yield Levels, the Annual Coupon for that year and any previously missed Annual Coupons will be paid at the next Annual Coupon Payment Date.
2. If one or more of the Shares closes below its Yield Level, investors will not receive the Annual Coupons for that year.

What happens at Maturity?

The payment that investors receive at Maturity on July 1st, 2019 will depend on the closing price of the Shares on the Final Valuation Date. There are 2 possible scenarios:

1. **If the Shares all close at or above their final Yield Level (60% of Initial Level):**
 Investors will receive the final Annual Coupon as well as any Annual Coupons that were previously missed, plus their initial investment of £1000 per unit.
2. **If one or more of the Shares closes below its final Yield Level (60% of Initial Level):**
 No Annual Coupons will be paid. Investors are exposed to the performance of the worst performing Share from the Initial Level, with every 1% fall in the price of the share price resulting in a loss of 1% of the Issue Price. For example, if BT was the worst performing Share and it closed 50% below its Initial Level on the Final Valuation Date, investors would receive back £500 per unit invested, a 50% loss on their initial capital.

KEY BENEFITS	KEY RISKS
Fixed Returns. Potential to receive an Annual Coupon equivalent to 14% per annum should the Shares all close at or above their Yield Level on the Valuation Date each year. The income payment is (gross).	Capped returns. The maximum income is capped at the equivalent of 14% per year. If at Maturity the combined performance of the Shares is greater than 14% per year, the Product will underperform the Shares. The income payment is (gross).
Memory Effect. The Memory Effect provides the opportunity to recover previously missed Annual Coupons if the Shares all close at or above their Yield Levels on a subsequent Valuation Date.	Inflation risk. If the income generated by the Product is less than the rate of inflation, the real value of investor's money at Maturity will be reduced.
Partial Capital Protection. Investors capital will be repaid at Maturity provided that none of the Shares have fallen by more than 40% on the Final Valuation Date.	Capital is at risk. Should one or more of the Shares have fallen by more than 40% on the Final Valuation Date, part or all of the initial investment will be lost. Investors will be exposed to the performance of the worst performing Share from its Initial Level with every 1% fall in the worst performing Share price resulting in a loss of 1% of the Issue Price.
Exchange Traded. The Product is listed on the LSE and can be traded at any point during the trading day with no early redemption charges.	Underlying risk. The prices of the Shares can be volatile and may fall significantly below the Initial Level.
Eligibility. Eligible for investment into a stocks and shares ISA or a SIPP Dealing Account. Investments made outside of an ISA or SIPP may be subject to Income Tax.*	Counterparty Risk. Any failure by Societe Generale Acceptance N.V. to make payments due under the Product may result in the loss of all or part of the investment. Insofar as payments are due by Societe Generale in its capacity as Guarantor, investors are exposed to a credit risk on Societe Generale. Societe Generale has an A credit rating from Standard & Poors and an A2 rating from Moody's. However, if the Issuer is unable to make payments due under the Product, it is highly likely, given their association, that the Guarantor will be unable to fulfil their obligations under the guarantee.
	Liquidity risk. Societe Generale is the only market maker and therefore the only party providing prices for the Product. Trading prices will only be available in normal market conditions.
	Early sale risk. Investors can sell the Product before the end of the Investment Term but may get back less than they invested irrespective of the performance of the Shares.

*Any statement in relation to tax, where made, is generic and non-exhaustive and is based on our understanding of the laws and practice in force as of the date of this document and is subject to any changes in law and practice and the interpretation and application thereof, which changes could be made with retroactive effect. Any such statement must not be construed as tax advice and must not be relied upon. The tax treatment of investments will, amongst other things, depend on an individual's circumstances. Investors must consult with an appropriate professional tax adviser to ascertain for themselves the taxation consequences of acquiring, holding and/or disposing of any investments mentioned on this web page.

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.

More than 154,000 employees, based in 76 countries, accompany 32 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;
- International retail banking, with a presence in Central and Eastern Europe, 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 socially-responsible investment indices FTSE4Good and ASPI.

For more information, you can follow us on twitter @societegenerale or visit our website www.societegenerale.com.

Important information

This communication is for Professional Clients and Sophisticated Retail Clients in the UK

This document is issued by the London Branch of Societe Generale. Societe Generale is a French credit institution (bank) authorised and supervised by the Autorite de Contrôle Prudentiel (the French Prudential Control Authority) and subject to limited regulation by the Financial Conduct Authority and Prudential Regulation Authority. Details about the extent of our authorisation and regulation by the Prudential Regulation Authority, and regulation by the Financial Conduct Authority are available from us on request.

Although information contained herein is from sources believed to be reliable, Societe Generale makes no representation or warranty regarding the accuracy of any information.

The Product described within this document is not suitable for everyone. Investors should not deal in this Product unless they understand its nature and the extent of its exposure to risk. The value of the Product can go down as well as up and can be subject to volatility due to factors such as price changes in the underlying instruments and interest rates.

Prior to any investment in this Product, investors should make their own appraisal of the risks from a financial, legal and tax perspective, without relying exclusively on the information provided by us. We recommend that investors consult their own independent professional advisors.