



ANNUAL REPORT  
**2004**

SOCIÉTÉ GÉNÉRALE GROUP



RETAIL BANKING & FINANCIAL SERVICES ■ GLOBAL INVESTMENT MANAGEMENT & SERVICES ■ CORPORATE & INVESTMENT BANKING

**GROUP**

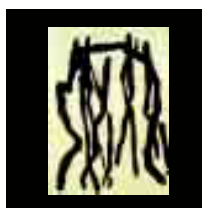
# Contents

---

Profile	1	<b>Activity 2004</b>	<b>73</b>
Chairman's statement	2	<b>Retail Banking</b>	<b>74</b>
Strategy	4	Société Générale Network	76
		Crédit du Nord Group Network	82
<b>Facts and figures</b>	<b>7</b>	Retail Banking outside France	84
2004 key figures	8	Specialized Financial Services	88
Group activity in 2004	10	<b>Global Investment Management and Services</b>	<b>92</b>
The Société Générale share	14	SG Asset Management	94
The Investor relations	17	Private Banking	98
		Global Securities Services for Investors	100
<b>Corporate governance</b>	<b>21</b>	Boursorama	102
Information on corporate governance	22	<b>Corporate and Investment Banking</b>	<b>104</b>
Board of Directors	28		
Executive Committee	32	<b>Financial statements</b>	<b>113</b>
Group Management Committee	33	<b>Legal information</b>	<b>273</b>
Remuneration of senior managers	34	<b>Cross-reference index</b>	<b>311</b>
Stock options	36		
<b>Corporate social responsibility</b>	<b>39</b>		
<b>Fully committed to corporate social responsibility</b>	<b>40</b>		
The challenges facing the Group	42		
The Group's commitments	43		
Managing our corporate social responsibility	44		
The Group's achievements	46		
<b>Responsible banking practices</b>	<b>48</b>		
Compliance and the prevention of money laundering	48		
Risk management and internal control	50		
Responsibility to our customers	54		
Relationships with our suppliers	59		
Local development and corporate sponsorship	60		
<b>Working to protect the environment</b>	<b>63</b>		
<b>Human resources</b>	<b>65</b>		

*This document is a full translation of the original French text. The original document was filed with the Autorité des Marchés Financiers (French Securities Regulator) on March 21, 2005 in accordance with Article 211-6 of the general regulations of the AMF. As such, it may be used in support of a financial transaction when accompanied by a prospectus duly approved by the AMF. The report is available online at [www.socgen.com](http://www.socgen.com).*

*The Société Générale Group also publishes a social audit for the previous financial year in accordance with Law 77-769 of July 12, 1977.*



**Bernard Quesniaux**  
Born 1953 in La Flèche,  
France  
**Untitled, 1993**  
Aquatint, 28 x 38 cm

In 1995, to coincide with the completion of the Tour Société Générale at La Défense, the Group acquired a series of works by contemporary artists. The collection has since been expanded, notably with the addition of four new pieces in 2004, and is on display to the general public in Paris and at various locations around France. The Group has selected a number of works to illustrate its 2004 annual report and highlight its commitment to arts sponsorship.

# Profile

**Société Générale is one of the leading financial services groups in the euro zone.**

The Group employs **92,000 people** worldwide in three core businesses:

■ **Retail Banking and Financial Services:**

the Group serves over **16 million customers** in France and abroad;

■ **Global Investment Management and Services:**

Société Générale ranks among the top tier of euro-zone banks with **EUR 315 billion** of assets under management and **over EUR 1,115 billion** of assets under custody at December 31, 2004;

■ **Corporate and Investment Banking:**

SG Corporate & Investment Banking (SG CIB) ranks **among the European and global leaders** in euro capital markets, derivatives and structured finance.

The Group's core values are **professionalism, team spirit and innovation.**

Société Générale is included in the four major international socially responsible investment indexes.

---

AA- (Standard & Poor's), Aa2 (Moody's), AA- (Fitch)

**No.1 non-mutual  
retail banking group  
in France** <sup>(1)</sup>

---

**3rd largest  
corporate and  
investment bank  
in the euro zone** <sup>(2)</sup>

---

**4th largest  
euro-zone bank in  
asset management** <sup>(3)</sup>

---

**7th largest  
market capitalization  
in France  
(EUR 33.1 billion  
at Dec. 31, 2004)** <sup>(4)</sup>

---

(1) By net banking income and number of branches (Source: Société Générale and company annual reports) – (2) By ordinary pre-tax profit (Source: Société Générale and company annual reports) – (3) By assets under management (Source: Société Générale and company annual reports) – (4) Source: Bloomberg.

# Chairman's statement



**Daniel Bouton**  
Chairman and  
Chief Executive Officer

2004 was marked by strong, but unevenly distributed, economic growth. China and the US saw robust levels of activity, while European countries posted a more moderate economic performance. Structural imbalances in the global economy weighed on the dollar and led to an increase in commodity prices, notably in oil, albeit with no major impact on the financial markets. Long-term interest rates remained low, while the US Fed began to implement a policy of gradual monetary tightening, and equity markets recorded an upturn.

Société Générale's businesses successfully adjusted to this mixed backdrop, enabling **the Group to post an excellent year with net income of EUR 3.1 billion, representing a 25.4% increase, and a return on equity (ROE) after tax of nearly 18.9%.**

This performance can be partially attributed to an **exceptionally low cost of risk**. The Group benefited from the general improvement in corporate balance sheets, but also from enhancements to its credit risk management and its conservative, high quality provisioning over recent years.

Above all, 2004's results reflect the commitment on the part of all our staff to fostering greater growth and profitability.

**Société Générale's traditional core businesses confirmed their capacity to make a recurrent, solid contribution to Group results:**

■ The **French Retail Banking Networks**, operating under the Société Générale and Crédit du Nord brands, continued to grow their franchises in line with the strategy of steady gains in market share, and thus asserted the strength of their positions. The division maintained its focus on service quality, with the aim of preserving its brand image with customers. 2004 also saw the full operational launch of the multi-channel distribution platform, and further efforts to centralize the back-office functions in order to generate productivity gains over the next few years.

■ The **Corporate and Investment Banking division delivered excellent performances in 2004**, with no increase in its exposure to market risk. SG Corporate & Investment Banking confirmed its global leadership, particularly in equity derivatives and structured finance, including export and commodity finance, and made considerable advances in its other target businesses in Europe (euro capital

---

“  
**The Société Générale Group  
posted strong  
profitability in 2004.**”

---

markets). The division recorded a net write-back of risk provisions, posting an exceptionally high ROE after tax of 41.4%.

These two core businesses will continue to expand, building on their existing high quality franchises and making continued improvements to the standard of customer service.

**2004 also saw renewed development in our growth drivers, Financial Services, Retail Banking outside France and the new Global Investment Management and Services division (GIMS), which combines all asset management and securities activities. The Group has been investing heavily in these businesses for over five years, and the strategy has paid off with strong growth in net banking income.**

■ On the basis of all commercial and financial indicators, these growth drivers now account for more than a third of the Group's business.

■ In 2004 these divisions primarily expanded through organic growth, with investments in the distribution network and marketing initiatives to attract new customers. However, the Group also made a number of acquisitions (the Scandinavian leasing firm, Elcon, and the retail bank, General Bank of Greece) and signed various partnership agreements, notably in the Asian asset management market (State Bank of India, Resona in Japan, IBK in South Korea).

Over the coming years, we expect these businesses to capitalize on their existing market share and harness synergies within the Group to deliver strong organic growth, and also to make further acquisitions that can be effectively integrated into our existing platforms.

In conjunction with these commercial developments, the Group continued to adapt its management techniques and organizational structure over the year. With high liquidity driving bank margins and, in particular, credit margins to historical lows, we need to concentrate more than ever on **risk management, improvements in operating efficiency and the creation of shareholder value through our acquisitions.**

■ The Group is constantly strengthening its **risk management techniques**. As a result:

- we have improved our active credit risk management, at client level, and our risk diversification;
- the retail banking business in Argentina was sold off at the start of 2005;
- we have maintained a sound balance between client-driven and proprietary trading revenues, keeping our exposure to market risk stable.

■ With respect to **operating efficiency**, Société Générale further reduced its cost/income ratio in 2004, through the introduction of numerous internal measures to enhance customer service and streamline the organizational structure. We have pooled and harmonized existing IT systems, defined consistent purchasing policies and made improvements to transaction processing. In particular, the Bank has incorporated the activities of FIMAT (a leading global broker), Société Générale's securities custody business and Boursorama under its new GSSI division (Global Securities Services for Investors), bringing together a broad range of securities expertise in order to provide coherent, tailored solutions for the needs of investors and optimize its investments in these areas.

■ **The creation of value** forms the basis of all our day-to-day management decisions and investment projects. We aim to foster profitable growth and encourage our teams to assume increased responsibility, in line with the expectations of our shareholders.

This strategy has enabled Société Générale to assert its financial solidity (Moody's raised the Group's long-term rating to Aa2 at the start of 2005) and its position as the 6th largest bank in the euro zone in terms of market capitalization. The Group is now fully prepared for the transition to IFRS in 2005 and is getting ready to adopt the new Basel II capital adequacy framework.

2004's dynamic performance is the result of concerted efforts on the part of our 92,000 staff, based on shared values of innovation, professionalism and team spirit, geared towards the needs of our customers.

“  
**At the start of 2005, Moody's raised the Société Générale Group's long-term rating to Aa2, confirming its financial strength.**”

# Strategy

Three strategic priorities: balanced business mix, long-term growth and operating efficiency

## **Maintenance of a balanced business mix and risk profile**

At the end of the 1990's, the Group began a strategic realignment of its business mix, shifting a portion of its capital allocation from Corporate and Investment Banking to its other target activities. Going forward, Société Générale will continue to pursue a policy of balanced growth, maintaining an even weighting in the contributions of the French Networks, Corporate and Investment Banking and the growth drivers: Financial Services, Retail Banking outside France and Global Investment Management and Services. This balanced business mix and risk profile will enable the Group to deliver strong growth and profitability.

## **Targeting of high-growth geographical regions and businesses**

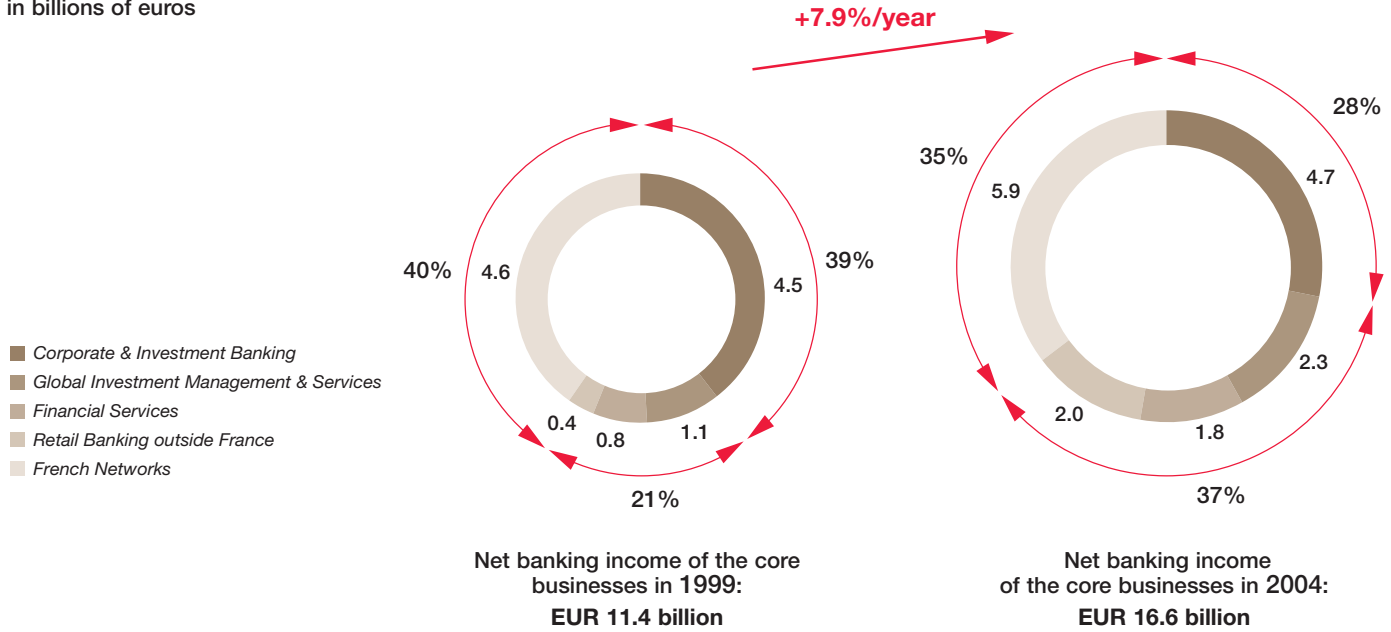
In the light of underlying trends in the global economy, Société Générale intends to reinforce its positions in geographical regions and businesses offering the best long-term growth prospects. The Group will achieve this through organic growth based on the transfer of its domestic expertise (among the projects already underway: Retail Banking in Russia, Corporate and Investment Banking in Asia), through partnerships (for example, in asset management) or through acquisitions, if any opportunities arise that meet our strict criteria for value creation.

## **Renewed efforts to enhance operating efficiency**

Alongside these growth initiatives, the Group will remain focused on reducing its operating costs and generating productivity gains.

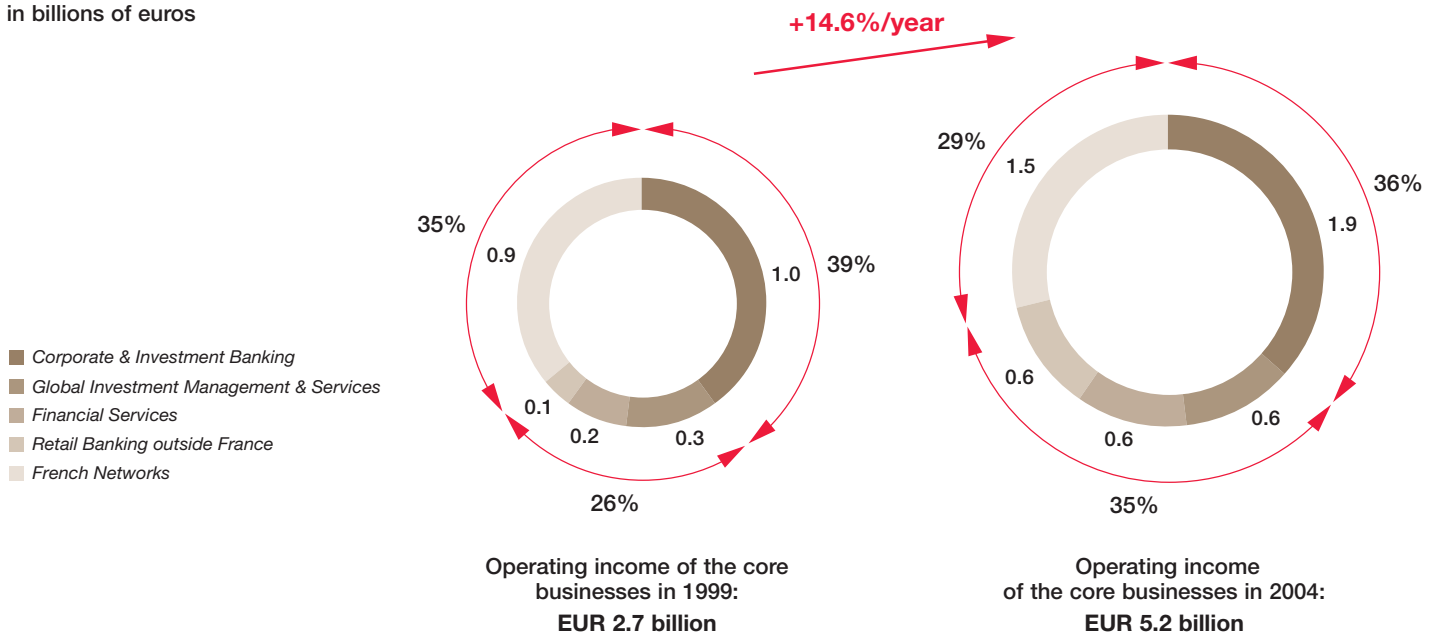
**NET BANKING INCOME OF THE CORE BUSINESSES**

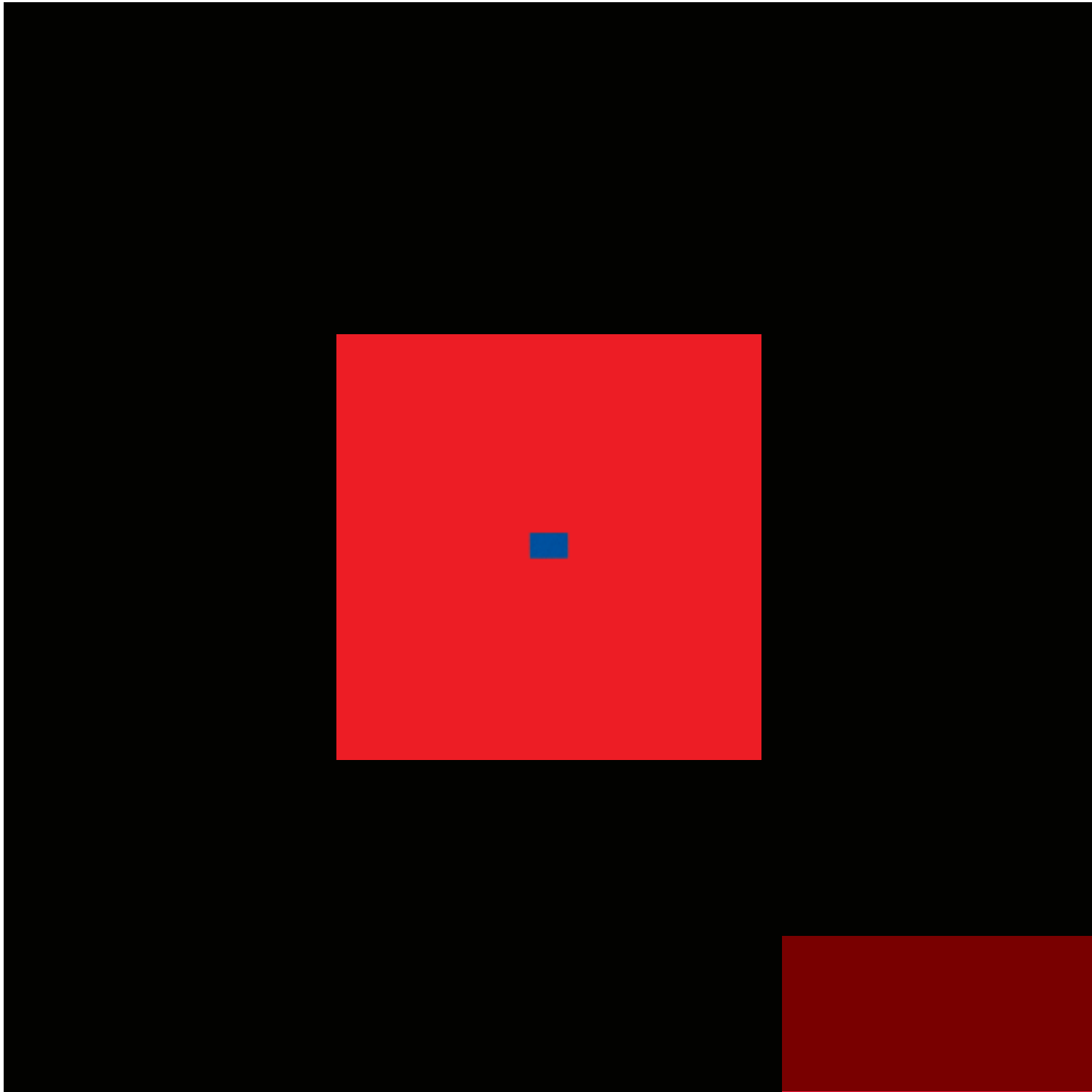
in billions of euros



**OPERATING INCOME OF THE CORE BUSINESSES**

in billions of euros





**Olivier Mosset,**  
Born 1944 in Bern, Switzerland  
**Untitled, 1993**  
Screen-print  
69 x 69 cm



**Facts and figures**

# 2004 key figures

## GROUP CONSOLIDATED FIGURES

	2004	2003	2002	2001	2000
<b>Results (in millions of euros)</b>					
Net banking income <sup>(1)</sup>	16,416	15,637	14,573	13,966	13,799
Operating income	4,908	3,843	2,746	2,703	3,392
Net income before minority interests	3,465	2,755	1,651	2,327	2,877
Net income <sup>(2)</sup>	3,125	2,492	1,397	2,154	2,698
Retail Banking and Financial Services <sup>(3)</sup>	1,615	1,377	1,243	1,142	1,014
Global Investment Management and Services <sup>(3)</sup>	392	290	310	252	257
Corporate and Investment Banking	1,459	1,052	470	654	1,144
Corporate Center and other	(341)	(227)	(626)	106	283
<b>Activity (in billions of euros)</b>					
Total assets and liabilities <sup>(4)</sup>	601.1	539.4	501.4	512.5	455.9
Customer loans <sup>(4)</sup>	198.9	177.5	174.2	166.3	148.5
Customer deposits	174.5	160.2	152.8	150.5	123.7
Assets under management	315	284	269	297.7	203.9
<b>Equity (in billions of euros)</b>					
Consolidated shareholders' equity	18.6	16.9	15.7	15.8	13.7
Total equity <sup>(5)</sup>	23.0	21.3	19.5	19.9	16.9
<b>Average headcount <sup>(6)</sup></b>					
	93,359	90,040	88,278	86,574	71,149

(1) 2001 and 2002 figures restated for operating expenses previously charged against net banking income, in accordance with 2004 methodology.

(2) 2002 and 2003 figures restated for internal transfer of activities.

(3) 2001 and 2002 figures restated for internal changes made to the Group's structure in 2003.

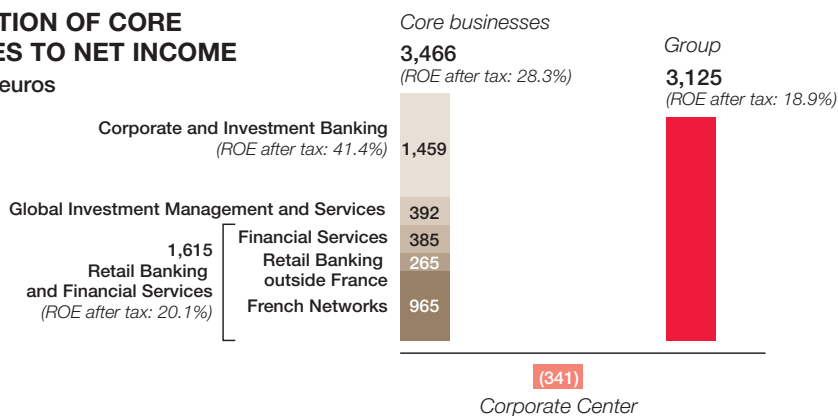
(4) 2001 and 2002 figures restated in relation to the presentation used in 2001 and 2002 for annual reports.

(5) Consolidated shareholders' equity, minority interests, general reserve for banking risks and preferred shares.

(6) Including temporary staff.

## CONTRIBUTION OF CORE BUSINESSES TO NET INCOME

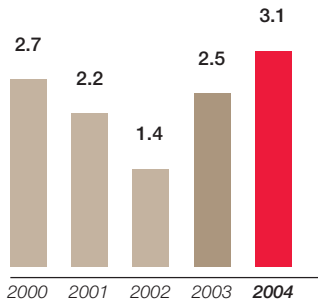
In millions of euros



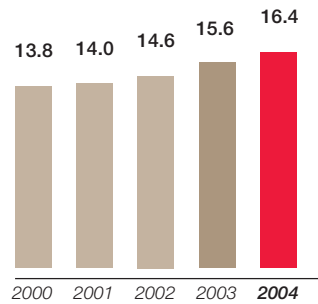
**Robust performances**  
from all the core businesses

Net income  
**EUR 3.1 billion:**  
**+25.4%**

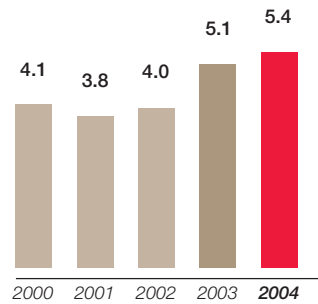
Operating income  
**EUR 4.9 billion:**  
**+27.7%**



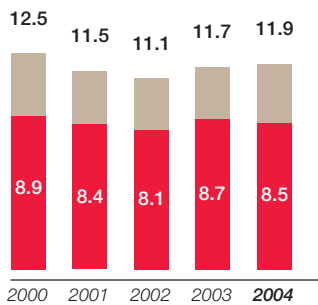
**NET INCOME**  
in billions of euros



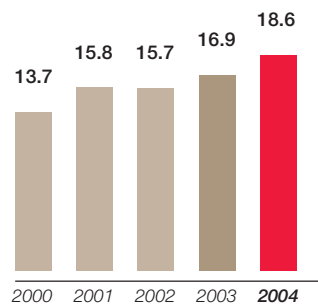
**NET BANKING INCOME**  
in billions of euros



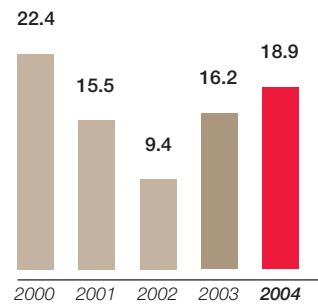
**GROSS OPERATING INCOME**  
in billions of euros



**B.I.S. RATIO**  
% at year-end



**SHAREHOLDERS' EQUITY**  
In billions of euros



**ROE AFTER TAX**  
%

■ Tier one

**Growth**  
in results over  
the medium term

**Solid**  
fundamentals

Sound Group  
**profitability**

**ROE** after tax:  
**18.9%**

ROE = Return On Equity.

# Group activity in 2004

## Overview of activity in 2004

The Group's activity is well balanced between three core businesses:

■ Retail Banking and Financial Services, which groups:

- the Société Générale and Crédit du Nord Group networks in France,
- Financial Services: specialized finance for business and individual customers, life and property insurance,
- Retail Banking outside France.

■ Global Investment Management and Services, comprising asset management, private banking, Boursorama and the newly created securities arm, which groups together the following: (i) Fimat, the Group's brokerage arm specializing in listed derivatives, (ii) all securities services for institutional investors, management companies, investment banks, market intermediaries and

individuals, and (iii) securities services and employee savings for business customers.

■ Corporate and Investment Banking, which covers:

- Corporate Banking and Fixed Income;
- Equity and Advisory.

Alongside these three core businesses, the Corporate Center manages the Group's proprietary investments (the Group's industrial equity and real estate portfolios as well as its equity investments in banks), looks after the Group's asset and liability management, acts as the central funding department, and bears the cost of goodwill amortization charges for all the Group's operating divisions.

As in 2003, Retail Banking and Financial Services and Global Investment Management and Services together accounted for nearly three quarters of capital allocated to the core businesses (including non-amortized goodwill) in 2004.

The Group confirmed its ability to deliver strong growth over the year, thanks to its well-balanced business mix and the dynamic contribution of its growth drivers – Retail Banking outside France,

<i>In billions of euros</i>	2003	2004	Variation	
<b>Net banking income</b>	<b>15.6</b>	<b>16.4</b>	<b>+ 5.0%</b>	<b>+ 6.0% <sup>(1)</sup></b>
Operating expenses	(10.6)	(11.0)	+ 3.8%	+ 2.9% <sup>(1)</sup>
<b>Gross operating income</b>	<b>5.1</b>	<b>5.4</b>	<b>+ 7.5%</b>	<b>+ 12.7% <sup>(1)</sup></b>
Net allocation to provisions	(1.2)	(0.5)	- 55.9%	- 56.3% <sup>(1)</sup>
<b>Operating income</b>	<b>3.8</b>	<b>4.9</b>	<b>+ 27.7%</b>	<b>+ 36.2% <sup>(1)</sup></b>
Net income from long-term investments	0.4 <sup>(2)</sup>	0.1		
Amortization of goodwill	(0.2)	(0.2)		
Exceptional items and general reserve for banking risks	(0.2)	(0.0)		
<b>Net income</b>	<b>2.5</b>	<b>3.1</b>	<b>+ 25.4%</b>	<b>+ 35.0% <sup>(1)</sup></b>
Group ROE after tax	16.2%	18.9%		
Business line ROE after tax	24.0%	28.3%		
Tier-one ratio	8.7%	8.5%		

<sup>(1)</sup> When adjusted for changes in Group structure, at constant exchange rates and excluding the capital gain of EUR 187 million on the disposal of the Trocadéro property booked under NBI in the first quarter of 2003.

<sup>(2)</sup> Of which exceptional capital gain on Crédit Lyonnais: EUR 242 million before tax in the second quarter of 2003.

Financial Services and Global Investment Management & Services. Net banking income in the Corporate and Investment Banking arm remained stable with respect to 2003, which was already a high base, and the proportion of client-driven revenues increased. All the Group's other businesses posted a rise in revenues, notably the growth drivers.

**Growth in business activities**

In 2004, the Group continued to expand its franchises in all its businesses, through a combination of organic growth and acquisitions.

The French Networks registered a 2.2% increase in the number of current accounts, despite a banking penetration rate of close to 100% in the French market. New loan issuance and inflows into personal savings products, particularly life insurance products, remained robust over the year.

Retail Banking outside France continued to expand at a dynamic pace, through organic growth and acquisitions. In 2004, it notably integrated General Bank

of Greece (GBG), following the acquisition of a majority stake (50.01%). The core of the division's activities shifted towards Europe over the year, and it now derives some 70% of its revenues from subsidiaries in EU member states and accession countries. The Financial Services arm has become a major European player with a well diversified geographical presence, generating more than 60% of its revenues outside France. In 2004, it integrated the Equipment Finance and Factoring activities of the Norwegian player, Elcon.

The Global Investment Management and Services division posted record net inflows of EUR 24.8 billion in 2004, bringing total assets under management to EUR 315 billion at December 31, 2004.

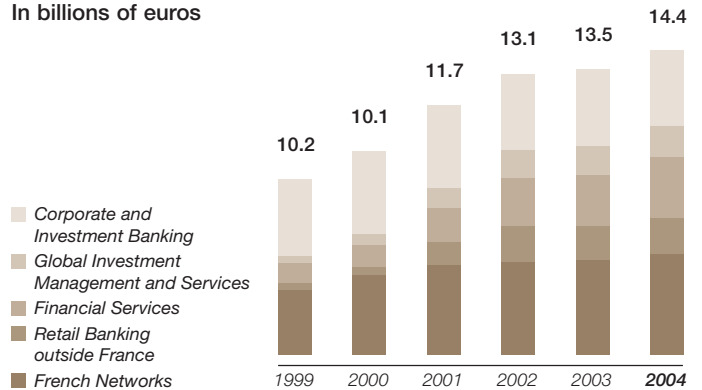
The Corporate and Investment Banking arm retained its leading position in derivative products and structured finance, and consolidated its share of client-driven revenues. Revenues from trading and arbitrage activities accounted for only 30% of total NBI in 2004, compared with 34% in 2003.

Total net banking income for the Group rose by 5.0%, to

**AVERAGE CAPITAL ALLOCATED TO THE CORE BUSINESSES**

(excl. Corporate Center), including non-amortized goodwill

In billions of euros





EUR 6.4 billion (+6.0% when adjusted for changes in Group structure and at constant exchange rates). Revenues grew by 3.9% in the French Networks, +16.3% in Retail Banking outside France, +12.7% in Financial Services and +14.3% in Global Investment Management and Services. On a same scope and currency basis, Corporate and Investment Banking posted a 1.6% rise in revenues on 2003, which was a particularly high base. The Group's NBI growth is primarily derived from the expansion of its existing franchises, coupled with a few targeted acquisitions in its growth drivers over 2004.

**Tight cost control and further reductions in the cost/income ratio**

In 2004, the Group continued to rationalize its operating expenses, focusing on three main areas:

- roll-out of the multi-channel distribution platform and centralization of the back-office functions,
- centralization of Group purchases,
- integration of acquisitions and harnessing of synergies.

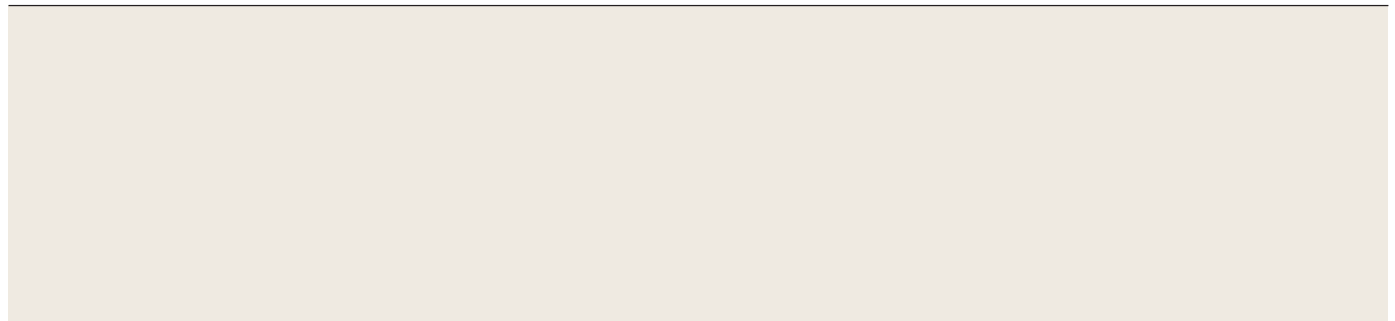
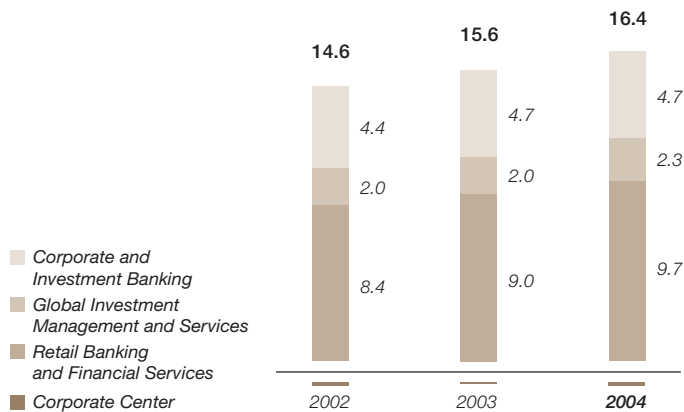
The Group's operating expenses grew at a slower pace than its revenues, coming out at EUR 11.0 billion, up just 3.8% on 2003 (+2.9% when adjusted for changes in Group structure and at constant exchange rates). This increase reflects the Group's ongoing investment policy, coupled with tight control of its operating expenses.

The Group's cost/income ratio stood at 66.8% for the year, down from 67.6% in 2003.

The combination of NBI growth and effective cost control pushed Group gross operating income up 12.7% (when adjusted for changes in Group structure, at constant exchange rates and excluding the capital gain of EUR 187 million on the disposal of property booked under NBI in the first quarter of 2003).

**NET BANKING INCOME**

In billions of euros



**Low level of risk provisioning**

The net allocation to provisions fell by 56% over the year to a particularly low level, reflecting a favorable credit environment and specific factors within the Group, namely the systematic diversification of the business portfolio, improved risk management and conservative provisioning of risk exposure. In 2004, the cost of risk for the French Networks came out at 32 bp of risk-weighted assets compared with 37 bp in 2003, confirming the structural improvement in the division's risk profile. Risk provisioning in Retail Banking outside France and Financial Services was reduced by 6%. The Corporate and Investment Banking arm booked a net write-back of EUR 60 million for the year as a whole, achieved exclusively through the write-back of specific provisions following the sale or reimbursement of loans, with no write-back from the general credit risk reserve.

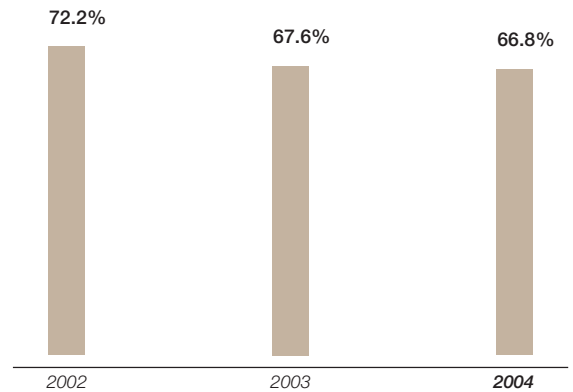
**Strong growth in results**

Thanks to the low level of risk provisioning over the year, the Group was able to post strong growth in its operating income: +36.2% on a like-for-like basis and excluding the capital gain on the disposal of property. Group net income stood at EUR 3.1 billion, up 25.4% on 2003. Operating income rose sharply to EUR 4.9 billion (+28% in absolute terms, +36% when adjusted for changes in Group structure, at constant exchange rates and excluding the capital gain on the disposal of property).

In a stock market environment lacking clear-cut trends, and in the absence of major deals, net income from long-term investments stood at EUR 119 million for the year. After goodwill amortization, corporate income tax (effective annual tax rate of 28%) and minority interests, net income totalled EUR 3.1 billion, up 25% on 2003. Group ROE after tax stood at 18.9% for the year, compared with 16.2% in 2003.

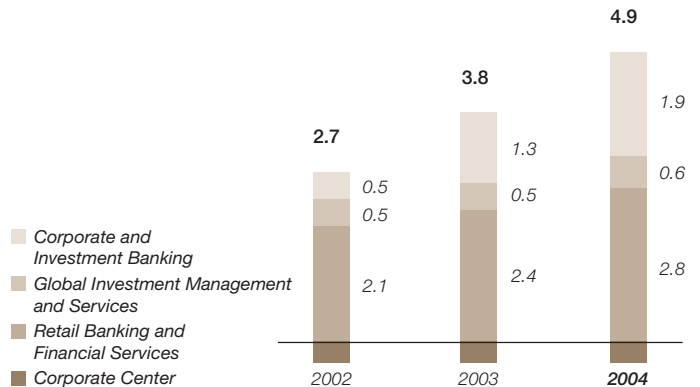
The Group's financial structure remains solid: at December 31, 2004, its Tier-one ratio stood at 8.54%.

**GROUP COST/INCOME RATIO**



**GROUP OPERATING INCOME**

In billions of euros



# The Société Générale share

## Stock market performance

Société Générale's share price rose by 6.4% in 2004, closing at EUR 74.45. In comparison, the CAC 40 index gained 7.4% and the EURO STOXX BANK index rose by 10.9% over this period.

At December 31, 2004, the Société Générale Group's stock market capitalization amounted to EUR 33.1 billion, which ranked it seventh among CAC 40 stocks (fifth largest stock in terms of free float) and sixth among euro-zone banks.

The market for the Group's shares remained highly liquid in 2004,

with an average daily trading volume on the CAC 40 of EUR 129 million, representing a daily capital rotation rate of 0.41% (versus 0.48% in 2003). In value terms, Société Générale's shares were the eighth most actively traded in the CAC 40 index.

## Stock exchange listing

Société Générale's shares are listed on the Paris Bourse (deferred settlement market, continuous trading group A, share code 13080) and on the Tokyo stock exchange. They are also traded in the United States under an American Depositary Receipt (ADR) program.

## Stock market indexes

The Société Générale share is a component stock of the CAC 40, EURO STOXX 50, MSCI Europe, FTSE Eurotop, FTSE4GOOD and Dow Jones Sustainability Index World indexes. It was included in the STOXX 50 (index of the 50 largest stock market capitalizations in Europe) on September 20, 2004.

## Total return <sup>(1)</sup> for shareholders

The following table shows the overall return on investment for Société Générale shareholders over different time periods ending December 31, 2004. The figures

are given as a cumulative total and an annualized average. For example, an investor holding Société Générale shares from January 1, 2000 to December 31, 2004 (i.e. over five years) would have obtained a cumulative total return <sup>(1)</sup> of 64% over the period, or an average of 10.4% per year.

## Dividend history

Between 1999 and 2004, the dividend paid by the Société Générale Group rose by an average of 16.3% per year.

The Group's aim is to raise the payout ratio with respect to the average for the past few years, to a level close to 45%.

## TOTAL RETURN <sup>(1)</sup> FOR SHAREHOLDERS

Duration of shareholding	Date	Cumulative total return <sup>(1)</sup>	Annualized average total return <sup>(1)</sup>
Since privatization	Jul. 9, 1987	885%	14.0%
15 years	Jan. 1, 1990	600%	12.9%
10 years	Jan. 1, 1995	430%	16.4%
5 years	Jan. 1, 2000	64%	10.4%
4 years	Jan. 1, 2001	37%	8.2%
3 years	Jan. 1, 2002	38%	11.4%
2 years	Jan. 1, 2003	50%	22.5%
1 year	Jan. 1, 2004	12%	12.2%

Source: Bloomberg

## DIVIDEND, PAYOUT RATIO AND YIELD

	2004	2003	2002	2001	2000
Net dividend (in EUR)	3.30 <sup>(3)</sup>	2.50 <sup>(2)</sup>	2.10 <sup>(2)</sup>	2.10 <sup>(2)</sup>	2.10 <sup>(1)</sup>
Payout ratio (%) <sup>(4)</sup>	43	41	62	39	31
Net yield (%) <sup>(5)</sup>	4.4	3.6	3.8	3.3	3.2

<sup>(1)</sup> Total return = capital gain + gross dividend (including tax credit) reinvested in shares.

<sup>(2)</sup> Individual investors have a tax credit of 50%.

<sup>(3)</sup> Submitted to the Annual General Meeting of Shareholders for approval.

<sup>(4)</sup> Net dividend/earnings per share.

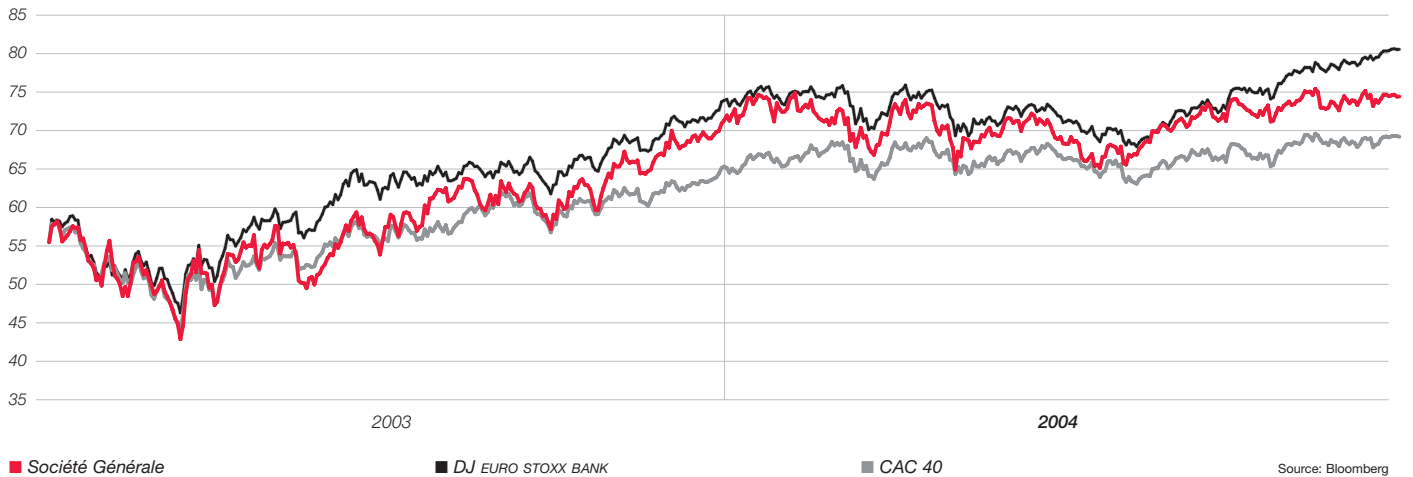
<sup>(5)</sup> Net dividend/closing price at end-December.

## STOCK MARKET DATA

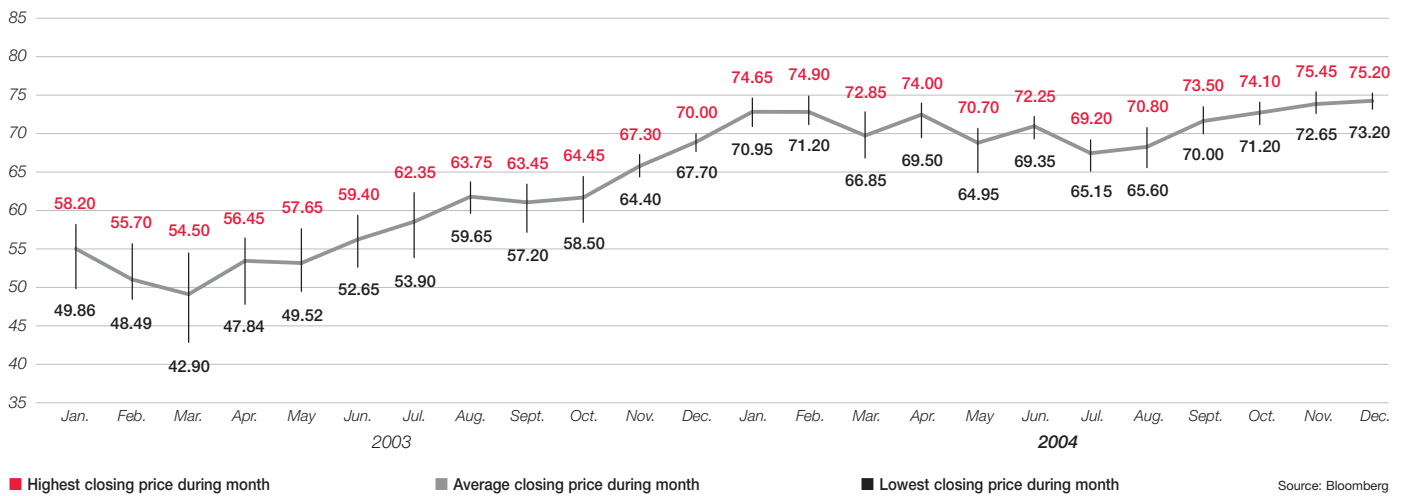
	Dec. 31, 2004	Dec. 31, 2003	Dec. 31, 2002	Dec. 31, 2001	Dec. 31, 2000	
Common stock (number of outstanding shares)	445,153,159	438,434,749	430,170,265	431,538,522	423,248,418	
Market capitalization (in EUR billion)	33.1	30.7	23.9	27.1	28.0	
Earnings per share (in EUR)	7.65	6.07	3.41	5.35	6.78	
Book value per share at year-end (in EUR)	45.5	41.0	38.4	38.6	34.4	
Share price (in EUR)	High	75.5	70.0	80.5	74.6	70.1
	Low	65.0	42.9	38.1	45.9	48.2
	Close	74.5	70.0	55.5	62.9	66.2

**SHARE PERFORMANCE VERSUS CAC 40 (1) AND DJ EURO STOXX BANK (1) INDEXES SINCE DECEMBER 31, 2003**

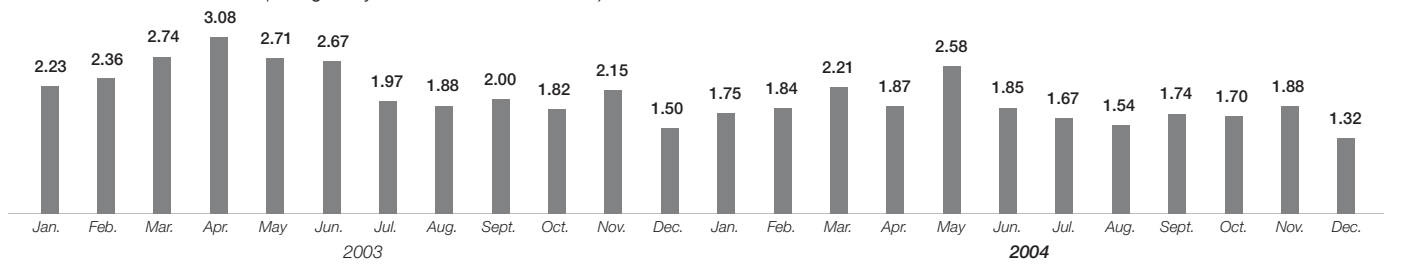
(1) Base = Société Générale share price



**MONTHLY EVOLUTION OF SHARE PRICE**



**TRADING VOLUMES** (average daily volume in millions of shares)





### Common stock

At December 31, 2004, the Group's common stock comprised 445.2 million shares with a nominal value of EUR 1.25 per share.

This increase of 6.7 million in the number of outstanding shares during 2004 breaks down as follows:

- 5.2 million shares issued and subscribed for by Group employees under the Company-sponsored employee share ownership plan.
- 1.5 million shares issued following the exercise of stock options. If all vested stock options were to be exercised, 448.5 million shares would be issued, representing a maximum potential dilution of 0.74%. The Group's common stock would then amount to EUR 560,585,283.75, divided into 448,468,227 shares.

### Share buybacks

Since the launch of its share buyback program in September 1999, Société Générale has bought back 65.1 million of its own shares, for a total net amount of EUR 3.8 billion. In February 2002, it cancelled 7.2 million shares, representing a total of EUR 438 million. In 2004, the Group bought back 14 million shares for a total of EUR 961 mil-

lion and sold or transferred 4.7 million shares with a book value of EUR 271 million.

At December 31, 2004, the Group held 30.4 million of its own shares (excluding 9 million treasury shares, representing 2.02% of share capital), representing 6.82% of the share capital and a book value of EUR 1,831 million.

Of this total, 15.7 million shares with a book value of EUR 844 million are used to cover stock options granted to employees. At its meeting of February 9, 2005, the Board of Directors cancelled 11 million Société Générale shares, under the authorization granted by the General Meeting of Shareholders of April 29, 2004.

### Changes in share ownership

In 2004, the "Fonds E" (the Société Générale employee share ownership plan) reduced its stake in Société Générale's capital from 8.03% to 6.88%.

### BREAKDOWN OF CAPITAL AND VOTING RIGHTS <sup>(1)</sup> OVER 3 YEARS

	At Dec. 31, 2004		At Dec. 31, 2003		At Dec. 31, 2002	
	% of capital	% of voting rights	% of capital	% of voting rights	% of capital	% of voting rights
Employees and former employees via the Group employee share ownership plan	7.42	13.57	8.46	14.21	7.83	13.11
Groupama	2.97	2.92	3.02	2.89	3.08	2.82
Meiji Yasuda Life Insurance Cy	2.49	4.73	2.52	4.68	2.97	5.28
CDC (general section)	1.87	3.10	1.97	3.14	1.88	2.94
Fondazione CRT	1.66	1.63	1.68	1.61	(2)	(2)
Dexia	1.44	1.42	1.31	1.26	1.40	1.28
Aviva	1.39	1.37	1.37	1.33	4.14	4.51
PSA	(2)	(2)	0.80	1.38	1.66	3.00
Pernod Ricard	(2)	(2)	(2)	(2)	0.69	1.26
Free float	71.92	71.26	72.01	69.50	70.80	65.80
Buybacks	6.82	0.00	4.81	0.00	3.46	0.00
Treasury stock	2.02	0.00	2.05	0.00	2.09	0.00
Total	100.00	100.00	100.00	100.00	100.00	100.00
Number of outstanding shares	445,153,159	452,307,138	438,434,749	457,086,131	430,170,265	469,480,478

To the best of Société Générale's knowledge, no other shareholders hold more than 1% of the capital or voting rights (excluding undertakings for collective investment in transferables securities (UCITS)).

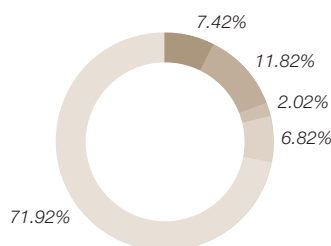
(1) Including double voting rights (Article 14 of the Company's by-laws).

(2) Shareholders with less than 1% of capital or voting rights.

### SHARE OWNERSHIP STRUCTURE AT DECEMBER 31, 2004

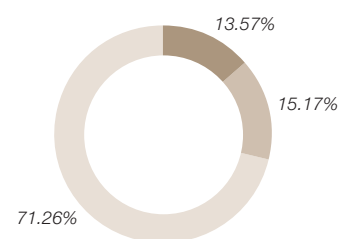
As % of capital

- Employees via the Group employee share ownership plan
- Shareholders with over 1% of the capital
- Treasury stock
- Buybacks
- Other



As % of voting rights

- Employees via the Group employee share ownership plan
- Shareholders with over 1% of the capital
- Other



# Investor relations

## Nurturing quality long-term relationships with our shareholders

### A dedicated team

Investor relations are managed on a day-to-day basis by a dedicated team, split between institutional investors and individual shareholders. This team applies the principles defined by the Group in terms of financial information disclosure and promotes a policy based on active dialogue and proximity.

### Four long-standing guiding principles

Since its privatization, Société Générale's financial information policy has been based on four guiding principles:

- equal access to information for all shareholders, and immediate availability;
- involvement of investors in the Group's development;
- compliance with recommended deadlines for the publication of company accounts;
- transparent information.

Any financial information liable to influence the Group's share price is published in a press release in French and English and is immediately available online at [www.ir.socgen.com](http://www.ir.socgen.com).

The Group's financial results are published within 24 hours of their approval by the Board of Directors.

Following the publication of a press release, financial analysts, institutional investors and financial journalists are invited to a presentation followed by a Q&A session. To facilitate participation in these conferences, they are accessible by telephone and over the Internet, both live and as a recording.

Presentations are then made over subsequent weeks in the leading financial centers in Europe and North America, in the form of conferences or one-on-one meetings.

These presentations are also adapted for meetings organized with individual shareholders in France.

The Group also organizes specific presentations of its medium-term financial and strategic plans, to encourage in-depth dialogue between management and investors.

The annual results are published before the end of February each year, the half-yearly results in late July or early August and the quarterly results within 45 days of the closing of the quarterly accounts. These results are presented for each core business (Retail Bank-

## The Shareholders' Consultative Committee

This committee was set up in 1988 and has 14 members, including two representatives of shareholders' associations, who have a permanent mandate, and 12 individual shareholders with three-year mandates.

It meets with Group General Management to voice the concerns of individual shareholders, and has a twofold mission:

- to express an opinion on Société Générale's communication with its shareholders;
- to suggest improvements and new ideas in this respect.

The Shareholders' Consultative Committee met twice in 2004.

The first meeting discussed the enlargement of the Shareholders' Club (by reducing the minimum shareholding requirement to 100 Société Générale shares) and the Committee's formal representation at the Annual General Meeting on April 29, 2004. The enlargement of the Shareholders' Club took effect as of the renewal of Club membership cards at the end of 2004.

The second meeting covered the annual report and ways of optimizing its use among individual shareholders.

## THE SHAREHOLDERS' CONSULTATIVE COMMITTEE

From left to right: Guillaume Raffy, Patrice Leclerc (President of Club Assact SG), Michel Gouy, Christiane Tincelin, Marcel Tixier (President of ANAF), Brigitte Reech, Philippe Citerne, Sylvie Owen, Guy Scherrer, Eric Pérouse, Patrick Bindschedler, Kathleen O'Donoghue.  
Not pictured: Martine Adam-Roussel, Florence Klein-Bourdon, Annie Méa.





ing and Financial Services, Global Investment Management and Services, and Corporate and Investment Banking) then broken down by business line.

### **A comprehensive system of dialogue**

For several years now, Société Générale has maintained regular and direct contact with its individual shareholders and institutional investors.

In 2004, 900 shareholders attended the Annual General Meeting.

#### **Individual shareholders**

##### **Direct contact**

###### **Meetings:**

Three major meetings (Nice, Bordeaux and Nogent-sur-Marne) and five local meetings across France, attended by several thousand shareholders.

Shareholders' forum: Actionaria (several hundred contacts).

Shareholders' Consultative Committee: 2 meetings per year.

**Shareholders' Club activities:** attended by nearly 30,000 shareholders in 2004 (those with a minimum of 200 shares – this level was lowered to 100 shares as of January 1, 2005). Visits to Tour Société Générale, concerts, conferences on art and winemaking, trips, etc.

##### **Written communication**

Letter to Shareholders: 4 issues each year, following the publication of the quarterly results. Over 60,000 subscribers.

Shareholders' Club Newsletters: issued quarterly to around 30,000 members of the Shareholders' Club.

##### **Telephone contact**

Toll-free number in France: 0 800 850 820

Free telephone service providing information on the share price, and recorded news (updated each week). Shareholders can also talk directly to the individual investor relations team. 75,000 calls and nearly 2,000 direct discussions per year.

#### **Institutional investors**

##### **Direct contact**

Roadshows: several hundred meetings per year with analysts and investors.

Conferences: 7 conferences on specific themes this year (3 in Paris, 3 in London and 1 in Monte Carlo).

Meetings at Tour Société Générale:

groups of investors are invited to meet the Group General Management.

An investor day at Tour Société Générale.

##### **Written communication**

Press releases.

Results presentations are posted online four times a year, along with all public presentations.

##### **Telephone contact**

+ 33 (0)1 42 14 47 72

##### **Internet**

Website: [www.ir.socgen.com](http://www.ir.socgen.com)

Contents: annual reports (since 1997), quarterly results (since 1999), events calendar, contacts, Société Générale share price, press releases.

Several thousand visits per year.

---

## **INVESTOR RELATIONS**

### **Individual shareholders**

**Toll-free number (France only): 0 800 850 820**

**Fax: 33 (0)1 41 45 92 27**

**E-mail: [actionnaires.individuels@socgen.com](mailto:actionnaires.individuels@socgen.com)**

### **Institutional investors**

**Telephone: + 33 (0)1 42 14 47 72**

**Fax: + 33 (0)1 42 13 00 22**

**E-mail: [investor.relations@socgen.com](mailto:investor.relations@socgen.com)**

**Dedicated website: [www.ir.socgen.com](http://www.ir.socgen.com)**

---

## Participation in the Annual General Meeting

The Annual General Meeting (AGM) is an opportunity for shareholders to gain direct information on the Company, take part in debates and vote on the resolutions submitted for their approval.

### How are shareholders informed about the AGM?

One month before the AGM, a notice of meeting is published in the French Bulletin of Mandatory Legal Notices (BALO), containing the agenda and the resolutions to be submitted for approval. Two weeks before the AGM, a notice of meeting gives the time, date and place of the AGM. Information is also published in the press, and is available online at [www.socgen.com](http://www.socgen.com), and via a toll-free number (in France): 0 800 850 820.

Holders of registered shares receive a notice of meeting two weeks before the AGM, including all necessary information and the voting form.

### Who can take part in the AGM?

All shareholders whose shares are registered in an account two days before the AGM may attend the meeting. Shareholders who receive a notice of meeting and who wish to attend must request an admission card by checking the relevant box and returning the form. Holders of bearer shares must contact their authorized financial intermediary to request a notice of meeting and an admission card or proof that their shares are not available for sale. This certificate is transmitted to Société Générale automatically when holders of bearer shares return the duly completed and signed voting form to their intermediary. If a shareholder does not receive an admission card prior to the meeting, he or she may still attend, on presentation of proof that their shares are not available for sale.

### How does the vote take place?

For shareholders present at the AGM, votes are cast during the meeting using an electronic vot-

ing box, which is distributed to attendees once they sign the attendance register.

Shareholders who wish to vote without attending the meeting in person can either submit a postal vote, appoint their spouse to act as proxy, or delegate their vote to the chairman, by returning the voting form included in the notice of meeting.

### Internet

The AGM is webcast live and is available as a recording online at [www.socgen.com](http://www.socgen.com)

## SHAREHOLDERS' DIARY 2005

**FEBRUARY 10** Group results for 2004  
**MARCH 10** Publication of 2004 accounts under IFRS  
**MAY 9** Annual General Meeting of Shareholders  
**MAY 25** Group results for the first quarter 2005

**MAY 30** Dividend payment date  
**AUGUST 4** Group results for the second quarter 2005  
**NOVEMBER 17** Group results for the third quarter 2005