

SYNERGY AND INTEGRATION

Message from the president

François Dossa, president of the Société Générale Group in Brazil, speaks about the worldwide scenario for our market and reinforces that the focus is to keep on working with integration and investing in our professionals development, business and social projects.

Integration and sustainable growth

In 2010, Brazil presented an economic growth context furthering its importance in the development of the Group Société Générale in the Americas. Across the world, we are living a scenario of transformations and expectations that reinforces the need for us to solidify a unique strategy, aligned with our global goals, as a way for us to conquer a sustainable development.

This direction has been materialized in Paris through the Ambition SG 2015, a global plan for the next 5 years that is based in four pillars: Our Clients, Our Operational Model, Our Employees and Our Image, with the definition of an incentive strategy to the innovation in our processes and activities to attract new clients and strengthen older business on which the transformation plan of our Group is based.

In Brazil, for example, we can mention the development of exchanging operational activity, practically non-existing in the beginning of 2010, and that reached a significant negotiation volume in a short period. With a focus on the client and on the results we will come each time closer to our success and we will consolidate our ambition: To make the Société Générale the bank focused on relationship, reference in its markets and chosen for the quality and commitment of its teams.

But we know that nothing is possible if we don't look inside our Group and value our employees, who are the fundamental sustentation pillar for our company. To do so, we invest in the development of our professionals with programs such as the Evaluation, performance evaluation tool, and SG Carrière au Féminin, which goal is to develop the company's woman managerial potential; and in the consolidation and integration of our business by means of actions based in the 7 Group Competences - results orientation, client focus, contribution to strategy, people development, change leadership, cooperation and team leadership. The involvement and dedication, nowadays, count as much as the final result and helps us to build a solid organizational culture, global, that seeks for diversity and creativity among our professionals.

Aligned, locally and globally, within Société Générale Group operations, we will be even closer for the desired future scenario. The dedication and intelligence of each one of you will be even more fundamental in 2011 so that we keep on going forward with our projects and investments. We have foreseen only growth and count on you for making it.

To develop business with responsibility

For us in Société Générale Group, investing in the society that shelter us and gives us conditions to do our job, is key for an efficient and responsible role. We believe that we should dedicate ourselves to the community with the same emphasis that we strive for making our business. The Société Générale Institute is a concretion of this thought. We work actively on educational and cultural projects at the NGOs Casa do Zezinho and Gol de Letra and we sponsor the Guri Project and the Ação Comunitária. Besides that, the Citizenship Week, a global action for social responsibilities, is getting stronger in Brazil and reinforces the commitment that the Group and its collaborators have in regard to the community they are inserted.

In conclusion, I would like to thank the commitment and work from each employee. All of you has been extremely important for us to build the positive 2010 scenario and will be essential to materialize our goals in 2011. We will have the potential to grow and we are in a favorable moment for the consolidation of projects and results. I'm sure that with unity and team work, we'll have a 2011 with many challenges and achievements for the Group in Brazil. We will keep stimulating diversity, integration and synergy in process to become even stronger in Brazil. Always Ahead!