



PRESS INFORMATION

Paris, 14 December 2004

Société Générale builds a new office tower: a reference in environmental compliance.

**Société Générale and NEXITY with VINCI are committed to making this project a reference for the new generation of high-rise office towers of the early 21st century.
Work is set to get underway on Société Générale's new office tower on 17 January 2005.**

This tower, located adjacent to the bank's existing headquarters in Paris's La Défense high-rise financial district, will stand at the cross-roads between the Valmy District and the new Seine-Arche District in Nanterre. It will thus form the end point of the extreme western edge of the La Défense esplanade.

The Granite Project has been conceived as a major landmark in La Défense. Its prime form, a tall slender triangular prism, will be seen as a prow at the entry point to the Valmy District. This triangular form and the site's limitations (2,300 m²) were the major challenges for architects Atelier Christian de Portzamparc and the teams working on this project that will provide 68,000 m² of office space for 4,800 people in a 180 metre high tower, 14 metres higher than Société Générale's existing two towers at the same site. The new building will provide a smooth flow between the La Défense esplanade and the surrounding urban fabric of Nanterre.

For this project, Société Générale has adopted a high quality environmental (H.Q.E.) approach, in compliance with the policy adopted by the bank's general management with regard to sustainable development. H.Q.E certification by France's C.S.T.B. (Scientific and Technical Building Centre) in response to the approach adopted is subject to a series of three audits at various stages throughout the project's implementation, from initial concept through to construction, to ensure it meets the highly stringent environmental specifications adopted by Société Générale. These specifications are based on innovative and highly effective concepts in the areas of indoor air quality, hygrothermal conditions, visual comfort and energy savings, for which Sogeprom, a Société Générale subsidiary, is assisting the prime contractor. The technical aspects of the architecture provide occupants with the possibility of defining their own personal comfort levels in the areas of lighting level and intensity, air renewal, and ambient temperature.

The *Etablissement Public d'Aménagement Seine-Arche* redevelopment authority is working closely with the project leaders to provide urban development from Nanterre towards La Défense, and from the Valmy esplanade towards the new tower and Nanterre and its park.

In reference to this project, Daniel Bouton, CEO of Société Générale, stated, "This tower will be a symbol of a dynamic and modern Société Générale. It will impart strength by finally tying together all the existing components in the Valmy development. Its architectural and environmental quality will be emblematic of our Group's values."

In the words of Alain Dinin, CEO of Nexity, "The way in which Société Générale has wanted to handle this project has been exemplary in terms of its quality demands and environmental considerations. Nexity is proud to have been chosen for this project, and is pleased to have brought Vinci onboard. Nexity is aware of the responsibility it has in carrying out this project which is destined to eventually become a new iconic symbol of the La Défense business district."

Schedule

Christian de Portzamparc's architectural project was selected in 2003 by Daniel Bouton upon the recommendation of a panel of judges. All additional designs have now been completed. Société Générale obtained the building permit on 28 November 2003. The contract for the site's purchase and development rights was concluded with EPA Seine-Arche on 22 November 2004, followed by the signing of a real estate development contact with Nexity-Sari on 14 December 2004.

Construction is due for completion in the first quarter of 2008. The tower has been designed to house all Société Générale's services currently located in La Défense, or for lease. The decision will be made in 2006.

Société Générale Group:

SOCIETE GENERALE, one of the largest financial services groups in the euro zone and listed in the four main international indices for sustainable development, has a long-standing architectural tradition dating back to the 19th century. In this area, it has always embodied timeless modernity in tune with each era.

The buildings it has occupied, or still occupies today, from the historic headquarters on Paris's Boulevard Haussmann to the Alicante and Chassagne towers in the financial district of La Défense, have stamped their mark on the Parisian architectural landscape.

With its active corporate sponsorship policy, SOCIÉTÉ GÉNÉRALE adopts a quality approach clearly reflected in the many works of art exhibited at the central headquarters.

In the area of real estate, SOCIETE GENERALE focuses on promoting the group's fundamental values through buildings that remain symbols of their time.

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Nexity:

Nexity, the leading real estate operator in France, is working on this project through its subsidiary Nexity-Sari, one of the leading players in corporate real estate in France.

*Selected by Société Générale following a consultation of several developers, Nexity was keen to bring onboard **Vinci**, the global leader in the building and public works sector. Since June 2001, Nexity has been working with and advising Société Générale on the environmental approach adopted for the project. It signed the real estate development contract on 14 December 2004. Backed by its extensive expertise (total floor area of over 605,000 m² delivered since 2000), Nexity is now in charge of the construction of what will become one of the iconic buildings of the La Défense financial district.*

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VINCI

VINCI is the global leader in concessions, construction and associated services. It reports sales of 19 billion euros and has 128,000 employees worldwide. Its construction subsidiaries have made a significant contribution to La Défense; in particular, they built the initial infrastructure for the financial district when it was created in the 1970s.

Specialists in the construction of high-rise buildings, its subsidiaries SOGEA and GTM have built 40 buildings and towers in La Défense, that is, almost 42% of the district's buildings. In 1995, SOGEA, with CBC and BATEG, delivered the tower that is now Société Générale's headquarters. At the end of 2001, SOGEA and BATEG completed construction of the tower housing the administrative services of French electricity board EDF.

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Christian de Portzamparc:

The Granite Project has been conceived as a major landmark in La Défense. Its prime form, a tall, slender, triangular prism, will be seen as a prow at the entry point to the Valmy District.

It sits on its triangular site with dual form: the dihedron that marks the forward peak of the group of buildings and the prismatic faces on the side opposite the existing Société Générale tower.

The forms are the result of a synthesis between the quest for external expression on the site and the demands for the building's interior. The goal has been to create a series of working spaces with optimum quality levels in terms of functionality, flexibility, ambiance and comfort, while also making sure this project is a major event in its environment, the vanguard uniting the entire district.

By virtue of its shape, the tower can immediately be seen as a separate and unique building, but it also forms the peak of a triangle continuing the lines of the existing Alicante and Chassagne towers.

The height is accentuated by the raised peak and the inclined roof: the architect's response to the commitment to making this the figurehead building, a landmark in the urban context of La Défense and Nanterre. Given its location, the building must tie together and mark the completion of the Valmy District with its streamlined skyline that is unique in the District.

The prismatic and oblique effect has pushed, with even greater emphasis, the boundaries of the research commenced by Christian de Portzamparc in previous projects in Lille, New York and Frankfurt, capitalising here on the efficacy of the esplanades and the relationship with Société Générale's other tower in close proximity, and for which sightlines and light had to be protected.

At present, two major projects in the area of music are under construction: the Grande-Duchesse Joséphine-Charlotte Concert Hall in Luxembourg (scheduled for inauguration in July 2005), and the Cidade da Música in Rio de Janeiro, Brazil. The headquarters of French daily Le Monde, the refurbishment of a 1970s building in Paris, will be delivered in December 2004. On a different scale, an entire district, the urban redevelopment of the Masséna Seine Rive Gauche sector in Paris is now under construction. The main projects on the drawing board are: a district development project in Beijing, China; the Hergé Museum in Belgium; and an apartment tower of the same height as the Granite project in Manhattan, New York, on the corner of Park Avenue and 28th Street.

An exhibition entitled "Christian de Portzamparc, Pluriel et Singulier" at the Palais des Beaux-Arts in Lille, France, until to 10 January 2005, explores these current and past projects, including the Granite Project, through displays of models and projections.

In 1993, Christian de Portzamparc was awarded the Grand Prix National d'Architecture; and in 1994, he was the recipient of the prestigious Pritzker Prize. On 20 December 2004, he will be awarded the Grand prix de l'Urbanisme by the French Minister for Infrastructure, Transportation, Regional Development, Tourism and the Sea.

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EPA Seine-Arche:

The Etablissement public d'aménagement Seine-Arche development authority is responsible for one of the largest urban development operations in the Ile-de-France region. In the heart of the Nanterre municipality, on a 124-hectare site between the Seine and the Arche de La Défense, 640,000 m² of dwellings, offices, retail space, infrastructure and services will be developed over a fifteen-year period around broad, high-quality public spaces: a 14-hectare park on the banks of the Seine, for delivery in June 2005, and 17 landscaped terraces that step up from the Seine to the Arche gardens.

Less than four years since the creation of EPA Seine-Arche, the operation has taken tangible form with the commencement of two major building projects in the area located between Nanterre Préfecture Railway Station and the La Défense financial district, namely, the construction of 60,000 m² of office space last September, and today the 68,000 m² of office space provided by the Granite project.

The stringent architectural and environmental quality requirements expressed by the client for the construction of this tower fully comply with the stated ambitions of the developer for the entire Seine-Arche project.

At the same time, EPA Seine-Arche is undertaking, through the Granite Project, to improve the environment and rehabilitate the urban character of this sector that is currently given over to road traffic,

and to better connect the Park District in Nanterre with the La Défense District. This work, slated for completion in time for the tower's delivery, involves the transformation of the express boulevard into a landscaped urban avenue, including: the creation of a network of cycleways designed by town planner Albert Amar; the erection of a footbridge to La Défense designed by engineer Schlaich Bergermann and architect Dietmar Feichtinger who also designed the Tolbiac Footbridge in Paris; and the construction of a new bridge designed by Ingerop and AOP to cross the RN 314 highway.

All this development work will be carried out in compliance with the sustainable development approach adopted by the EPA: cycleways, road-sharing, non-waterproofing of ground surfaces and recovery of storm water run-off, etc.

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