



20/05/2008

FULL-YEAR 2007 RESULTS

Analyst presentation
May 2008

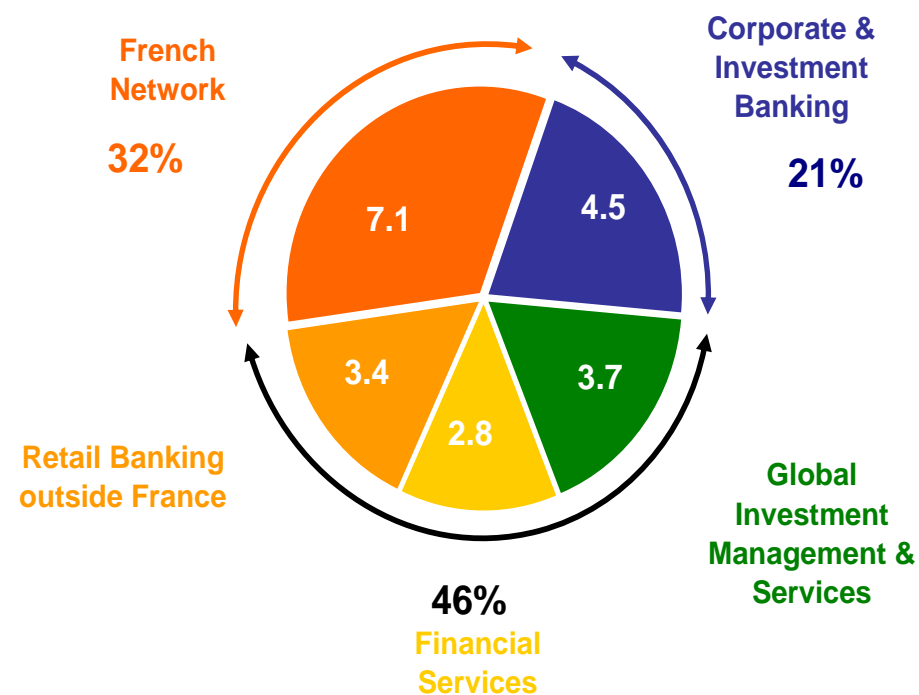


Société Générale Group's profile

- **27 million individual customers in Retail Banking & Financial Services**
 - ▶ Of which, 9.4 million individual customers in France
- **Nearly 151,000 employees in 82 countries**
 - ▶ 60% outside France
 - ▶ Nearly 19,000 staff recruited in 2007 (almost 29% more than 2006)
- **Latest Rating: AA- (S&P), Aa2 (Moody's) & AA- (Fitch)**
- **4th Largest Bank in the euro zone in terms of assets under management (EUR 435 billion at end-2007)**
- **3rd Largest Bank in terms of assets under custody (EUR 2,583 billion at end-2007)**

Geniki is part of Société Générale Group

Contribution of Businesses to 2007 NBI (in bn. EUR)



2007 NBI: EUR 21.9 bn. (At Group level)

A profitable year in 2007 despite the financial crisis and exceptional fraud

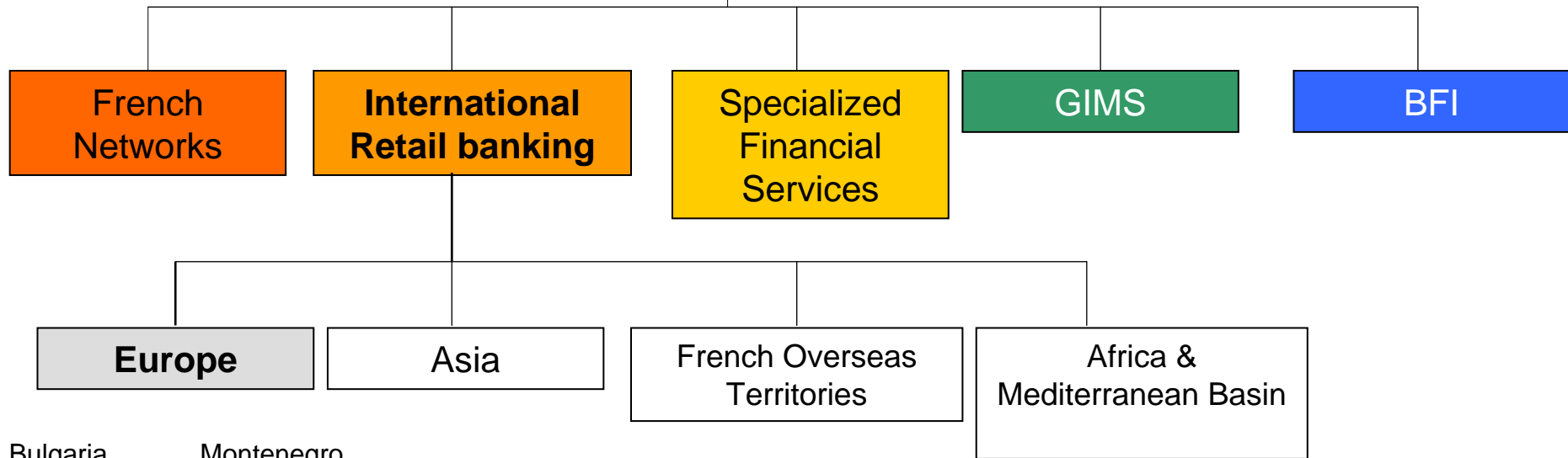
2007 Highlights

- Lower revenues due to the US financial crisis: -2.8% vs 2006
- Cost-to-income ratio: 65.3%
- Stable cost of risk: 25 b.p.
- Group ROE after tax: 3.6%
- Tier I ratio: 8%
- Group net income: EUR 947 mn (-81.9% vs 2006)
- Earnings per share: EUR 1.98 (vs EUR 12.33 in 2006)

Fourth quarter 2007






- EUR 4.9bn loss linked to an exceptional fraud
- Decline in gross operating income: -80% vs Q4 06
- Group net income: EUR -3,351 mn

Greece: an investment consistent with SG's development strategy in its growth drivers



- | | |
|----------------|------------|
| Bulgaria | Montenegro |
| Croatia | Romania |
| Cyprus | Russia |
| Czech Republic | Serbia |
| Georgia | Slovakia |
| Greece | Slovenia |
| Moldavia | |

SG in Greece: a comprehensive presence bringing expertise and cross-selling potentialities

Universal Banking	 GENIKI Bank (*)
Consumer Finance	 SFS HellasFinance
Life Insurance	 SOCIETE GENERALE Insurance
Operational vehicle leasing and fleet management	 ALD Automotive
Leasing	 GENIKI Leasing
Custody	 SOCIETE GENERALE Securities Services
Private banking	 SG Private Banking
2 Large Corp. Business Centers	 GENIKI Bank

(*) And its subsidiaries



Geniki's profile

- **A « Universal Bank » leveraging on Société Générale's Retail Networks and Corporate and Investment Banking arm**

- **Key figures**

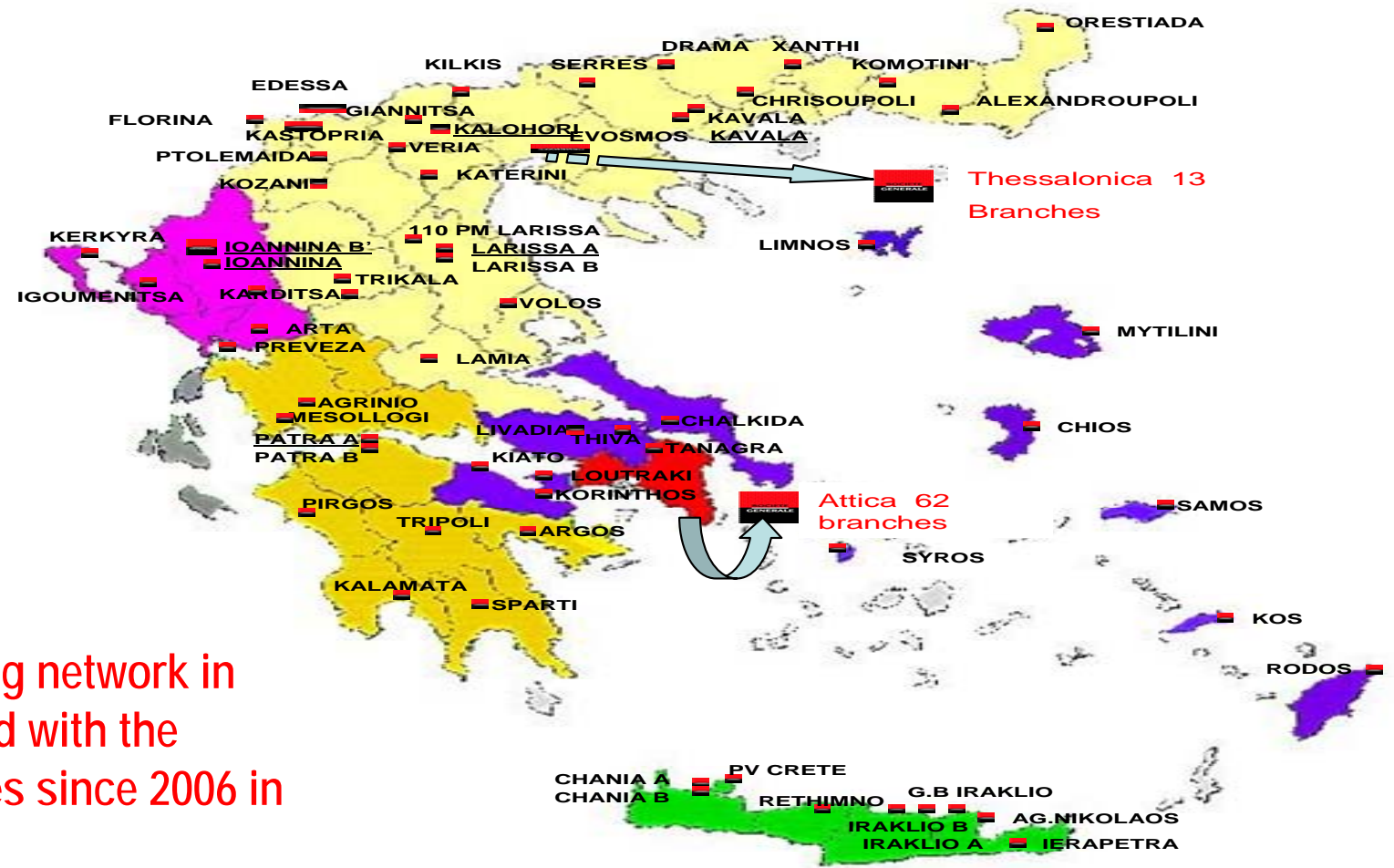
- ▶ Total assets: EUR 4.3 bn at end-2007
- ▶ More than 320,536 customers
- ▶ 2,104 employees, 143 branches and 212 ATM's (at end-2007)

- **Moody's Rating:**

- ▶ Long-term rating : A3
- ▶ Short-term rating : P-1



141 branches, 12 Business Centers and 2 Large Corporate Centers covering the entire Greek market, ensuring a large geographical diversification



The 7th largest banking network in Greece, complemented with the opening of 24 branches since 2006 in areas with potential.

Balance sheet structure

- Net loans increased by 12,1% (market growth at +18%)
- 6,1% increase on deposits (market growth at +13.8%)
- Net Loans / Deposits & Repos remains at high levels: 120%
- Net Loans on Total Assets at 76% (77% in 2006)
- Deposits & Repos at 64%
- Improvement of Solvency ratio, resulting from the Bank's Capital increase

Geniki Group			
In EUR thousand	2006	2007	% 07/06
Cash	98.209	128.406	30,7%
Interbank	180.888	320.764	77,3%
Derivatives	12.027	14.113	17,3%
Net loans	2.939.570	3.294.190	12,1%
Other securities	361.251	332.865	-7,9%
Participations	743	743	0,0%
Fixed assets	131.578	125.549	-4,6%
Other assets	109.148	117.808	7,9%
TOTAL ASSETS	3.833.414	4.334.438	13,1%
Interbank	853.417	1.069.197	25,3%
Deposits	2.506.984	2.660.437	6,1%
Repos	124.624	93.134	-25,3%
Derivatives	6.008	931	-84,5%
Other Liabilities	85.292	85.460	0,2%
Subordinated debt	125.201	125.201	0,0%
Equity	131.888	300.078	127,5%
TOTAL LIABILITIES	3.833.414	4.334.438	13,1%
Solvency ratio	5,9%	11,9%	

+12% increase on Performing Loans

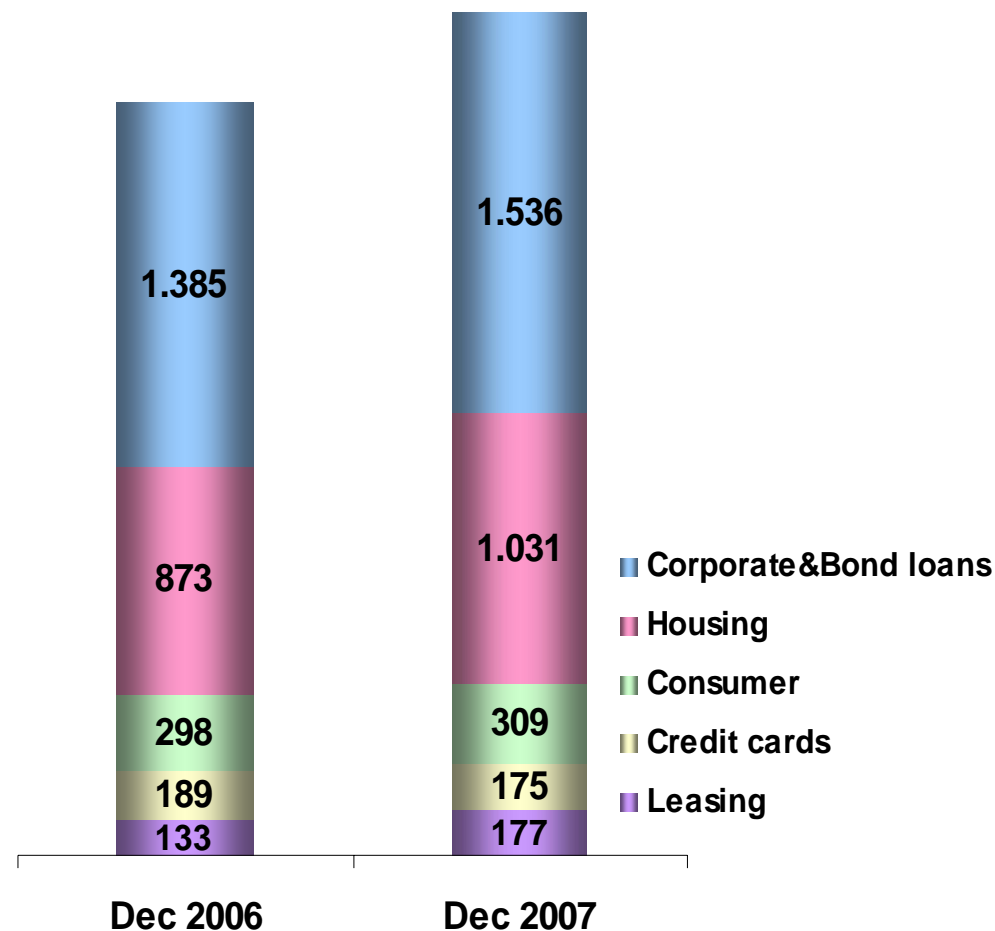
■ Strong increase on individual loans: +11.4% vs market at +18%

- ▶ Housing loans: +18%
(market growth at 21.4%)
 - New loans +4% at 315 mn. €
- ▶ Consumer loans: +3.7%
 - New loans 176 mn. €
- ▶ Credit cards: -7.5% (market at -0.6%)
- ▶ Leasing: +33%

■ Corporate & Bond Loans: +11% vs market at +18.2%

- ▶ Loans to VSB&professionals:+29%
- ▶ Loans to Small-Medium enterprises:+15%

Outstanding performing loans in EURm

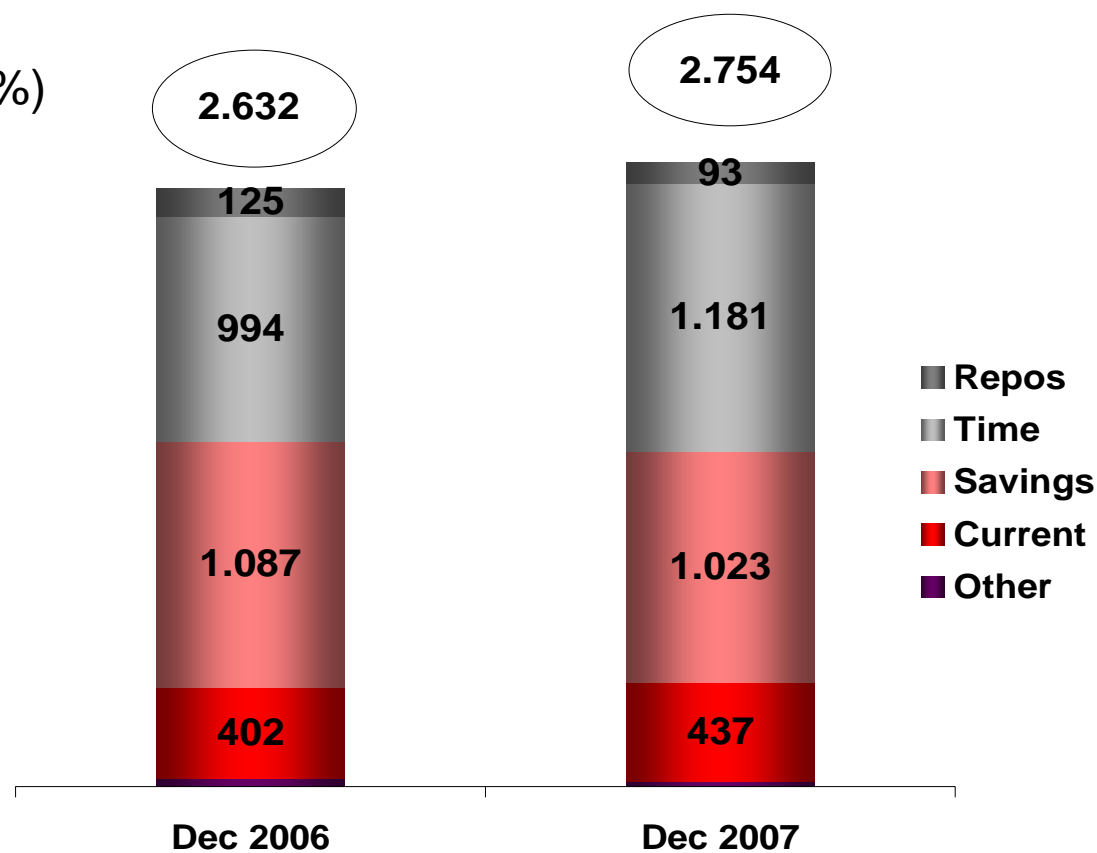


+5% increase on Deposits & Repos balances

■ Increase of deposits by 4.6%, of which:

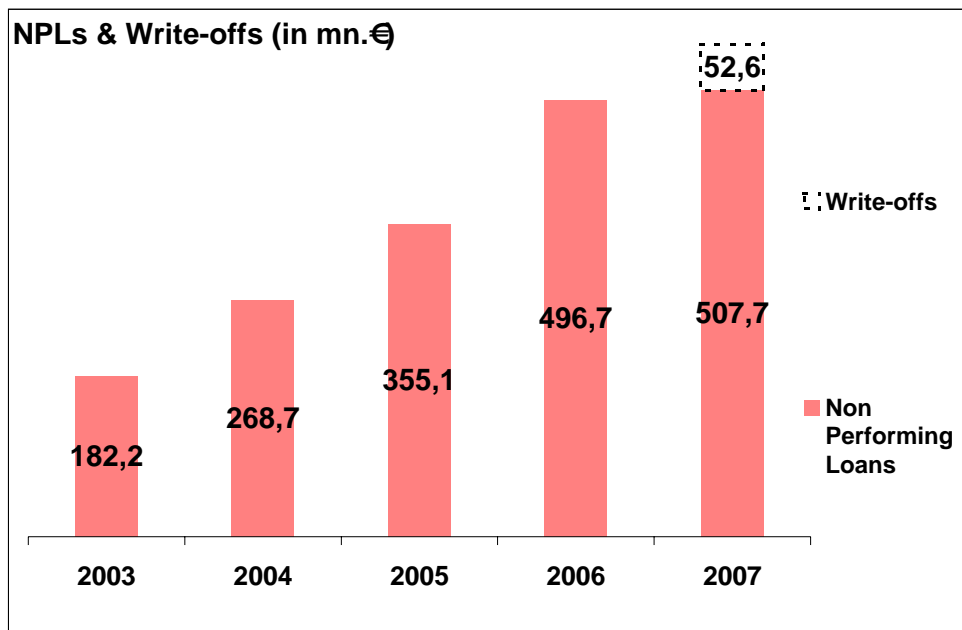
- ▶ Time deposits: +18.7% (market at +37%)
- ▶ Savings: -5.8% (market at -5.5%)
- ▶ Current: +8.8% (market at +6.3%)

Deposits balances in EURm

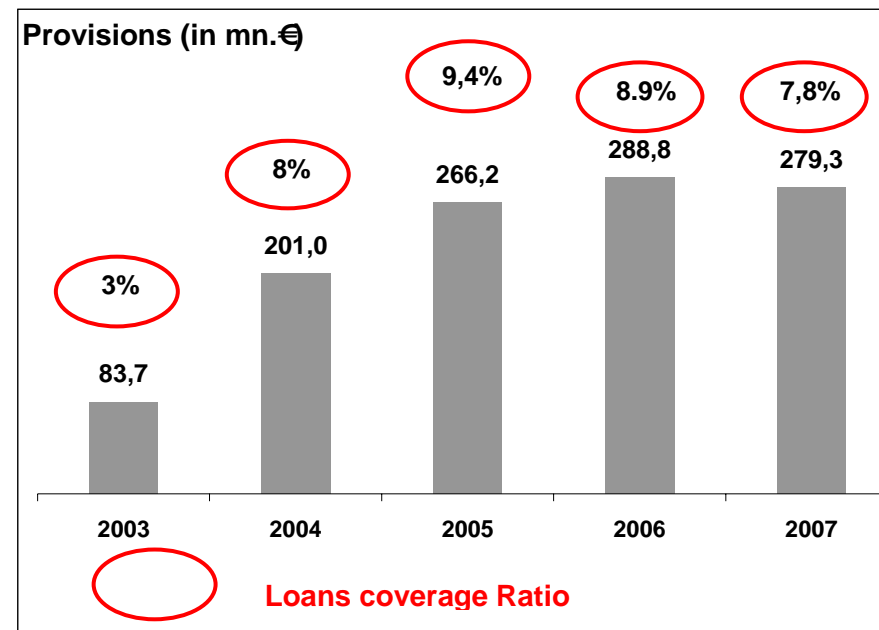


Evolution of Non-Performing loans & provisions

■ Write-off in 2007 : 52,6 M



■ NPL coverage at 55% in 2007



Note: The increase of Non-performing loans in 2006 and 2007 came from the fact that at the Non-performing loans we also include the doubtful loans. For the same reason, the NPL coverage ratio appeared importantly decreased at these years.

Profit & loss account impacted by ongoing restructuring

Geniki Group

In EUR thousand

	2006	2007	% 07/06
Net interest income	133.131	132.247	-0,7%
Net fee and commission income	32.384	33.061	2,1%
Other operating income	4.281	5.012	17,1%
Result from financial instrument	-1.342	651	NM
Net banking income	168.454	170.971	1,5%
Staff fees and expenses	-100.052	-100.702	0,6%
General administrative expenses	-55.134	-54.320	-1,5%
Depreciation and amortization	-13.774	-13.986	1,5%
Total general administrative expenses	-168.960	-169.008	0,0%
GROSS OPERATING RESULTS	-506	1.963	NM
Provisions for credit and other risks	-72.077	-39.991	NM
Results from participations			NM
RESULT BEFORE TAX	-72.583	-38.028	NM
Cost/Income ratio	100,3%	98,9%	

- **NBI +1.5%**

- **Strict control of Group's cost keeps the operating expenses at the same level.**

- **Small decrease of Cost-to-income ratio**

- **Provisions remained at high levels, but reduced almost at the half vs 2006.**

NBI : +1.5%

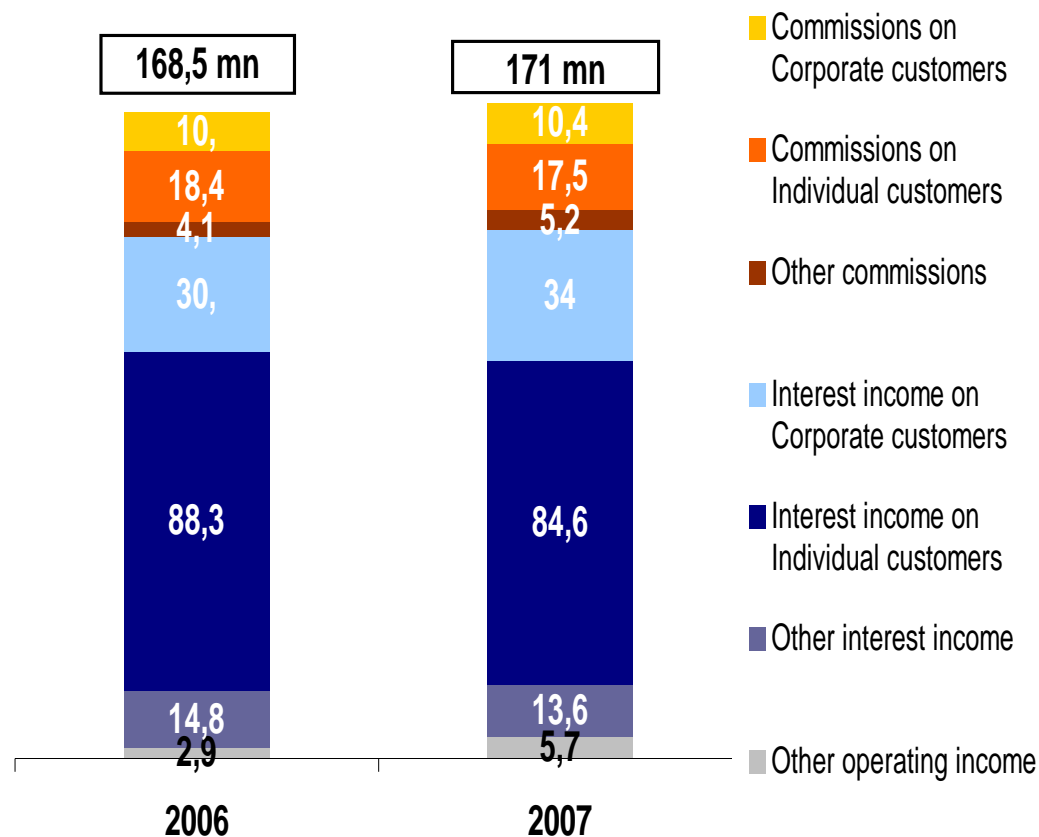
■ **Net Interest income : -0.7%**

- ▶ Increase in interest income on corporate customers by 13.4%

■ **Increase in commissions : +2.1%**

- ▶ Commissions on corporate customers : +4.4%

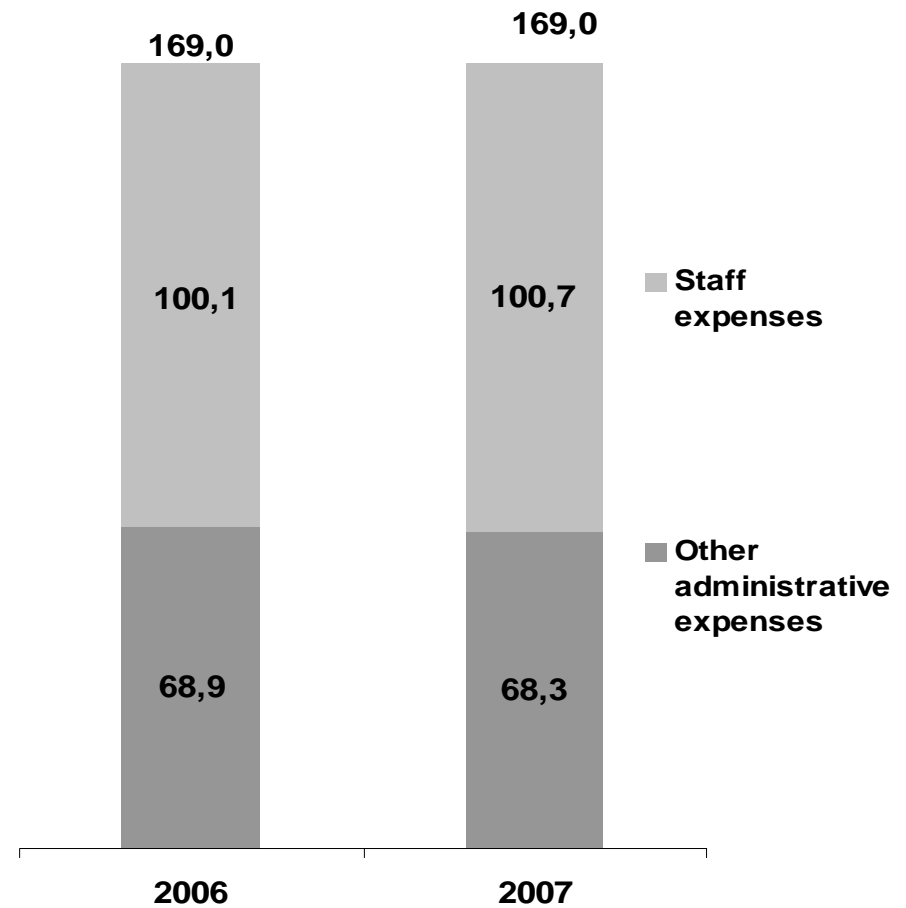
Revenues breakdown in EURm



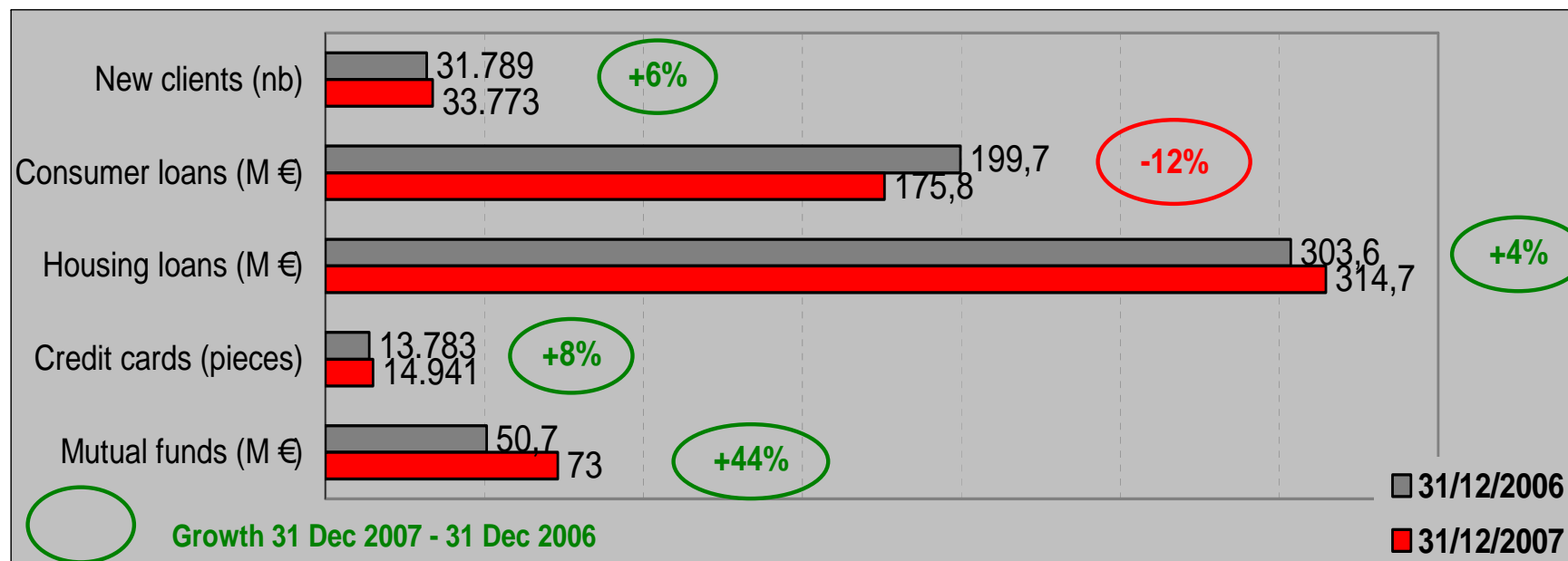
Expenses under strict control

- ▶ Staff expenses increased by 0.6%
- ▶ Other administrative expenses (including depreciation) decreased by 0.9%

Operating expenses breakdown in EURm

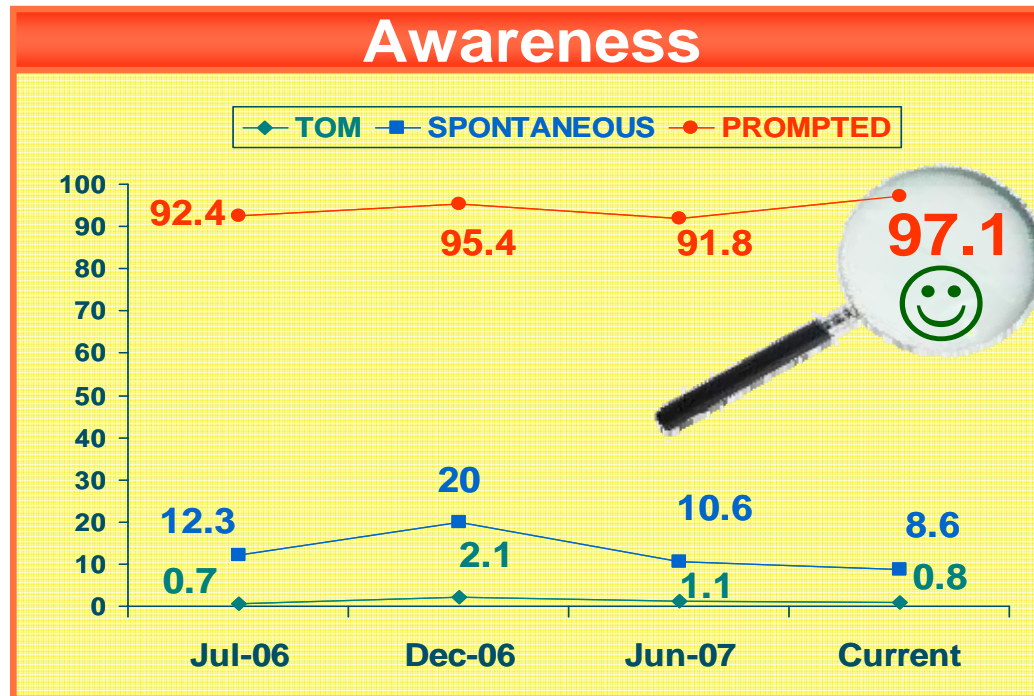


New production is progressing





Prompted Awareness is increasing



😊 Significantly **Higher (%)** than June 2007 😞 Significantly **Lower (%)** than June 2007
Tested at 90% confidence level

Base: All interviewed (n=500)

Geniki focuses some Commercial offers to targeted segments

Indicative

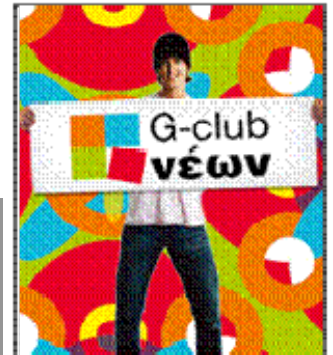
Armed Forces

- Launch of **special consumer loans** for Army with lower interest rate, **special mortgage** and cash collateral consumer loan
- Focus on **package holders** (Concerto), which includes payroll account and credit card with lower interest rate (-2%)



Payroll holders

- **Payroll account** with rate connected to number of products
- **Payroll offers** in ready **templates** for every branch



Students

- **Student loan** with 5-year payment holiday period and privileged fixed rate
- **Student credit card** as part of dedicated package for students G-club
- **Co-operation** with retailers to provide discounts to G-club members

Immigrants

- **Amendment in credit policy** to facilitate provision of loans and credit cards: no need to have a guarantor under the condition there is a valid permit and tax declaration
- **Communication** in Albanian in leaflets, ATM, e-banking, welcome pack

And continue in parallel large advertising campaigns

Open Credit Loan – GENIKI Sweet 15

- Outdoor (Athens & Province)
- Insertion to all deposit statements
- In store promotion as product of the month

Xtra Small – Balance Transfer

- TV campaign 18 January – 10 March
- with presence in 6 channels (ANT1, MEGA, SKAI, ALTER, ALPHA, NET)
- Insertion to all credit cards statement
- In store promotion as product of the month

Investment - GENIKI Evimeria

- Insertion to all credit cards statement
- In store promotion as product of the month

