

**FRANCK BONIN APPOINTED  
CHIEF EXECUTIVE OFFICER  
OF SOCIETE GENERALE PRIVATE  
BANKING SWITZERLAND**

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**Press Release**

Geneva, 11 September 2019

**Societe Generale announces the appointment of Franck Bonin as Chief Executive Officer of Societe Generale Private Banking Switzerland (SGPBS) as of 11 September 2019.**

Franck Bonin has extensive experience in private banking, a profession he has been exercising since he joined the Societe Generale group in 2001. Since September 2017, he has been Commercial Director of Societe Generale Private Banking. His mission will be to pursue SGPBS's growth momentum, in line with the strategy initiated by his predecessor.

Franck Bonin succeeds Olivier Lecler, who will be responsible for supervising Societe Generale Private Banking's entities in Switzerland, Luxembourg and Monaco.

Anne Marion-Bouchacourt, Chair of the SGPBS Board of Directors and Country Head for Societe Generale in Switzerland, said: *"Thanks to his nearly 20 years' experience in private banking, Franck has all the qualifications and skills to pursue the ambitions of our private banking activity in Switzerland, a key market for the Group. He will bring all his expertise and knowledge of UHNW clients with the requirement of excellence and innovation that characterises SGPBS. I would like to warmly thank Olivier Lecler for his commitment, which has made SGPBS a recognised player in its market."*

Societe Generale group has been present in Switzerland since 1897 and now operates across a wide range of businesses. From Geneva and Zurich, the clients of Societe Generale Private Banking Switzerland benefit from the financial strength and international expertise of a large banking group combined with its Swiss know-how built over the past 120 years.

**Biographies**

**Franck Bonin** started his career in 1993 in real estate development. He joined the Strategy and Marketing Direction of Societe Generale group in 1997 as Head of the wealth planning offering dedicated to CEOs. In 2001, he joined the private bank in France as Associate Director of Wealth Planning. He is appointed Head of Customer Management in 2006, in charge of a team of dedicated advisors. In 2010, Franck Bonin becomes Head of the client segment dedicated to private individuals in French regions. In 2012, he is appointed Commercial Director of Societe Generale Private Banking France. In September 2017, Franck Bonin is appointed Commercial Director of Societe Generale Private Banking, in charge of the entity's commercial strategy and the supervision of the sales and marketing teams.

Franck Bonin holds a Master's degree in Finance specialising in international asset management.

**Olivier Lecler** started his career in 1992 at INSEE (French National Institute of Statistics and Economic Studies) as editor of the INSEE Bulletin on the macro-economic situation. In 1996, he joined Societe Generale group as Strategic Studies Manager in the Finance and Development Department. In 1999, he was appointed Finance and Development Director of Fimatex, subsidiary which is Boursorama today, of which he became Deputy Managing Director in 2003. Olivier Lecler then joined SG Asset Management (SGAM) group in 2006, first as Head of Finance and Operations, then as deputy to the Deputy General Manager, Operations. Until May 2008, he was Chairman & CEO of SGAM Banque, specialised in structuring for alternative investments. In June 2008, Olivier Lecler became Chief Operating Officer of SGAM and CEO of SGAM AI, before being appointed Chief Operating Officer of the Global Investment Management & Services division in 2009. From January 2011, he was CEO of Societe Generale Private Banking Monaco, and he became Managing Director of Societe Generale Bank & Trust, in charge of private banking activities in Luxembourg in January 2013. Olivier Lecler was appointed Deputy CEO of Societe Generale Private Banking Switzerland in August 2015 and CEO in March 2016. Olivier Lecler is a graduate of the Ecole Polytechnique and ENSAE (Paris Graduate School of Economics, Statistics and Finance).

### **Press contact:**

**Societe Generale:** Adeline Charlès 022 819 02 19 [adeline.charles@socgen.com](mailto:adeline.charles@socgen.com)

**Voxia communication:** Rohan Sant 022 591 22 63 [rohan.sant@voxia.ch](mailto:rohan.sant@voxia.ch)

### **Societe Generale**

Societe Generale is one of the leading European financial services groups. Based on a diversified and integrated banking model, the Group combines financial strength and proven expertise in innovation with a strategy of sustainable growth, aiming to be the trusted partner for its clients, committed to the positive transformations of society and the economy.

Active in the real economy for over 150 years, with a solid position in Europe and connected to the rest of the world, Societe Generale has over 149,000 members of staff in 67 countries and supports on a daily basis 31 million individual clients, businesses and institutional investors around the world by offering a wide range of advisory services and tailored financial solutions. The Group is built on three complementary core businesses:

- **French Retail Banking** which encompasses the Societe Generale, Crédit du Nord and Boursorama brands. Each offers a full range of financial services with omnichannel products at the cutting edge of digital innovation;
- **International Retail Banking, Insurance and Financial Services to Corporates**, with networks in Africa, Russia, Central and Eastern Europe and specialised businesses that are leaders in their markets;
- **Global Banking and Investor Solutions**, which offers recognised expertise, key international locations and integrated solutions.

Societe Generale is included in the principal socially responsible investment indices: DJSI (World and Europe), FTSE4Good (Global and Europe), Euronext Vigeo (World, Europe and Eurozone), four of the STOXX ESG Leaders indices, and the MSCI Low Carbon Leaders Index.

For more information, you can follow us on Twitter [@societegenerale](https://twitter.com/societegenerale) or visit our website : [www. Societegenerale.com](http://www.Societegenerale.com)

### **Societe Generale Private Banking**

Societe Generale Private Banking, the wealth management arm of Societe Generale, is one of the leading private banks in Europe, with EUR 113 billion of assets under management at the end of December 2018.

With 2,500 staff in 10 countries across the globe, Societe Generale Private Banking offers wealth management solutions to entrepreneurs and High Net Worth Individuals.

The expertise of its private banking teams in wealth planning, investment advisory and financing solutions regularly receives awards. In 2017 and 2018, Societe Generale Private Banking was voted:

- Best Credit Provider (WealthBriefing Swiss Awards, 2018)
- Best Private Bank for Succession Planning (PWM/The Banker 2018)
- Outstanding Private Bank - Western Europe (Private Banker International, 2017)
- Best Wealth Planning Team (WealthBriefing European Awards, 2017)
- Best Wealth Manager in France - Affiliate Bank (Leaders de la Finance, 2017)
- Best Private Bank for Entrepreneurs in Western Europe (Global Finance, 2017)

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