

24 February 2010

FINAL TERMS

Issue of up to EUR 80,000,000 Notes due 29 April 2014

Series DE762/10.4, Tranche 1

issued under the

Debt Issuance Programme

of

SOCIÉTÉ GÉNÉRALE EFFEKTEN GMBH

(acting in its own name but for the account of Société Générale)

Unconditionally and irrevocably guaranteed by Société Générale

The Notes are offered to the public in Italy for subscription from and including 26 February 2010 to and including 26 April 2010 included, save in the case of early ending or prolongation, as the case may be.

Unless defined, or stated otherwise, herein, capitalised terms used herein shall be deemed to be defined as such for the purposes of the Terms and Conditions (the “**Conditions**”) set forth in the Base Prospectus dated 6th May 2009 (the “**Base Prospectus**”) (which (as supplemented by the supplemental Prospectuses dated 16 July 2009, 19 August 2009, 19 October 2009, 10 November 2009, 17 December 2009 and 15 January 2010) constitutes a base prospectus for the purposes of the Prospectus Directive (Directive 2003/71/EC) (the “**Prospectus Directive**”). This document constitutes the Final Terms of the notes (the “**Notes**”) described herein for the purposes of Article 5.4 of the Prospectus Directive and must be read in conjunction with such Base Prospectus. Full information on the Issuer and the Notes is only available on the basis of the combination of this document (this “**Document**” or these “**Final Terms**”) and the Base Prospectus. The Base Prospectus and these Final Terms are available for viewing at Société Générale, Zweigniederlassung Frankfurt am Main, Neue Mainzer Strasse 46-50, 60311 Frankfurt am Main, Germany and <http://prospectus.socgen.com> and copies may be obtained free of charge from this address.

The provisions of the Technical Annex (Part B of the Conditions) apply to these Final Terms and such documents shall be read together.

The terms of this Document amend, supplement and vary the Conditions of the Notes set out in the Base Prospectus. If and to the extent the terms of these Final Terms deviate from the Conditions, the terms of these Final Terms shall prevail. The Conditions so amended, supplemented or varied together with the relevant provisions of these Final Terms will form the Conditions applicable to this Series of Notes (the “**Supplemented Conditions**”).

The Distributors, as defined below, shall file an application for admission to trading of the Notes on the EuroTLX multilateral trading facility.

The information included herein with respect to indices and/or formulas comprising, based on or referring to variations in the prices of one or more shares in companies, any other equity or non-equity securities, indices, currencies or currency exchange rates, interest rates, dividends, credit risks,

fund units, shares in investment companies, term deposits, life insurance contracts, loans, commodities or bond or futures contracts, unit linked features (accounting units) or the occurrence or not of certain events not linked to the Issuer or the Guarantor or a basket thereof or any combination thereof to which the Notes are linked (the “**Underlyings**”) consists only of extracts from, or summaries of, publicly available information. The Issuer and the Guarantor accept responsibility that such information has been correctly extracted or summarised. No further or other responsibility in respect of such information is accepted by the Issuer and the Guarantor. In particular, the Issuer and the Guarantor and any Dealer(s) accept no responsibility in respect of the accuracy or completeness of the information set forth herein concerning the Underlyings of the Notes or that there has not occurred any event which would affect the accuracy or completeness of such information.

No person has been authorised to give any information or to make any representation other than those contained in this Document in connection with the issue or sale of the Notes and, if given or made, such information or representation must not be relied upon as having been authorised by or on behalf of the Issuer or the Guarantor. The delivery of this Document at any time does not imply that the information in it is correct as any time subsequent to this date.

The purchase of the Notes issued under the Programme is associated with certain risks. Each prospective investor in Notes must ensure that the complexity and risks inherent in the Notes are suitable for its investment objectives and are appropriate for itself or the size, nature and condition of its business, as the case may be. No person should deal in the Notes unless that person understands the nature of the relevant transaction and the extent of that person's exposure to potential loss. Each prospective purchaser of Notes should consider carefully whether the Notes are suitable for it in the light of its circumstances and financial position.

Prospective investors in Notes should consult their own legal, tax, accountancy and other professional advisers to assist them in determining the suitability of the Notes for them as an investment.

PART A – CONTRACTUAL TERMS

Form of Conditions:	Supplemented
1. (i) Issuer:	Société Générale Effekten GmbH
(ii) Guarantor:	Société Générale (acting also as “ <i>responsabile del collocamento</i> ” pursuant to applicable Italian laws and regulations)
2. (i) Series Number:	DE762/10.4
(ii) Tranche Number:	1
3. Specified Currency or Currencies:	EUR
4. Aggregate Principal Amount:	
(i) Tranche:	Up to 80,000,000
	The Aggregate Principal Amount will be determined at the end of the subscription period and published on http://prospectus.socgen.com
(ii) Series:	Up to 80,000,000
5. Issue Price:	100 per cent of the Aggregate Principal Amount
6. Specified Denomination(s):	EUR 1,000 in respect of each Note
7. (i) Issue Date and if any, Interest Commencement Date:	29 April 2010
(ii) Interest Commencement Date (if different from the Issue Date):	Not Applicable
8. Maturity Date:	29 April 2014
9. Interest Basis:	See paragraphs 15 to 18 below
10. Redemption/Payment Basis:	See paragraph(s) 20 to 25 below
11. Change of Interest Basis or Redemption/Payment Basis:	Not Applicable
12. Put/Call Options:	See paragraph(s) 21 and/or 22 below
13. Status of the Notes	Unsubordinated
14. Method of distribution:	Non-syndicated

PROVISIONS RELATING TO INTEREST (IF ANY) PAYABLE

15.	Fixed Rate Note Provisions	Applicable
	(i) Rate(s) of Interest:	2.15 per cent per annum payable annually (unadjusted)
	(ii) Interest Payment Date(s):	Interest Payment Date(n) (n from 1 to 4) : Interest Payment Date(1) = 29 April 2011 Interest Payment Date(2) = 29 April 2012 Interest Payment Date(3) = 29 April 2013 Interest Payment Date(4) = 29 April 2014
	(iii) Fixed Coupon Amount(s):	EUR 21.5 per Note of EUR 1,000 Specified Denomination (unadjusted)
	(iv) Day Count Fraction:	Actual/Actual (ICMA)
	(v) Number of regular Interest Payment Dates per calendar year:	1
	(vi) Determination Date(s):	Interest Payment Date(1) = 29 April 2011 Interest Payment Date(2) = 29 April 2012 Interest Payment Date(3) = 29 April 2013 Interest Payment Date(4) = 29 April 2014
	(vii) Other terms relating to the method of calculating interest for Fixed Rate Notes:	Not Applicable
16.	Floating Rate Note Provisions	Not Applicable
17.	Zero Coupon Note Provisions	Not Applicable
18.	Structured Note Provisions	Not Applicable
19.	Dual Currency Note Provisions	Not Applicable

PROVISIONS RELATING TO PHYSICAL DELIVERY

20.	Physical Delivery Note Provisions	Not Applicable
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PROVISIONS RELATING TO REDEMPTION

21.	Redemption at the Option of the Issuer (other than for Tax Reasons):	Not Applicable; the Notes cannot be redeemed early other than pursuant to Condition 6(b)
22.	Redemption at the option of the Noteholders:	Not Applicable
23.	Final Redemption Amount:	EUR 1,000 per Note of EUR 1,000 Specified Denomination

24. Maturity Date:
- (i) Specified Maturity Date: See paragraph 8 above
 - (ii) Redemption Month: Not Applicable
25. Early Redemption Amount(s) payable on redemption due to Tax Reasons or due to an Event of Default and/or the method of calculating the same (if required or if different from that set out in the Conditions): EUR 1,000 per Note of EUR 1,000 Specified Denomination

PROVISIONS RELATING TO KNOCK-IN/-OUT EVENTS

26. Knock-In/-Out Event(s): Not Applicable

GENERAL PROVISIONS APPLICABLE TO THE NOTES

27. Form of Notes: Permanent global Note
28. Payments on Temporary Global Notes Restricted: No
29. "Payment Business Day" election in accordance with Condition 5(e) or other special provisions relating to Payment Business Days: Following Payment Business Day (unadjusted)
30. Financial Centre(s) for the purposes of Condition 5(e): Trans-European Automated Real-time Gross settlement Express Transfer (TARGET) System
31. Details relating to Partly Paid Notes: Not Applicable
32. Details relating to Instalment Notes: Not Applicable
33. Redenomination: Not Applicable

OTHER FINAL TERMS

34. Other final terms: As specified in the Schedule

NOTICES

35. Means of publication in accordance with Condition 13(a): <http://prospectus.socgen.com>
36. Clearing System Delivery Period in accordance with Condition 13(b): Not Applicable

PLAN OF DISTRIBUTION AND ALLOTMENT

37. Notification Process for allotted amount: Not Applicable

38. Tranche reserved to one of the countries where the Offer is made Not Applicable

PLACING AND UNDERWRITING

39. (i) If syndicated, names of Managers: Not Applicable
(ii) Date of Subscription Agreement: Not Applicable
(iii) Stabilising Manager (if any): Not Applicable

40. If non-syndicated, name and address of relevant Dealer: Société Générale
Tour Société Générale
17, Cours Valmy
92987 Paris-La Défense Cedex 7

For the avoidance of doubt, the Dealer does not perform any placement activity of the Notes to the public in Italy.

41. Total commission and concession: There is no commission and/or concession paid by the Issuer to the Dealer.

Banca Popolare di Vicenza S.c.p.A. and Cariprato - Cassa di Risparmio di Prato S.p.A. (the "**Distributors**") will receive a commission ranging between 1.2% and 1.8% of the Aggregate Nominal Amount of the Notes effectively placed by them.

42. Whether TEFRA D or TEFRA C rules applicable or TEFRA rules not applicable: Not Applicable
43. Additional selling restrictions: Not Applicable
44. Table Not Applicable

LISTING AND ADMISSION TO TRADING APPLICATION

This Document comprises the final terms required for admission to trading of the Notes on the EuroTLX multilateral trading facility.

RESPONSIBILITY

Société Générale Effekten GmbH as Issuer and Société Générale as Guarantor accept responsibility for the information contained in these Final Terms under § 5 Sec. (4) German Securities Prospectus Act (*Wertpapierprospektgesetz*). Information or summaries of information included herein with respect to the Underlying (s) has been extracted or obtained, as the case may be, from general databases released publicly or by any other available information. The Issuer and the Guarantor confirm that such information has been accurately reproduced and that, so far as they are aware and are able to ascertain from information published, no facts have been omitted which would render the reproduced information, inaccurate or misleading.

Signed on behalf of the Issuer:

By: Jeanette PLACHETKA Marita FIEDLER

Duly authorised

Signed on behalf of the Guarantor:

By: Jeanette PLACHETKA Marita FIEDLER

Duly authorised

PART B – OTHER INFORMATION**1. LISTING**

- (i) Listing: The Distributors shall file an application for admission to trading of the Notes on the EuroTLX multilateral trading facility.

2. RATINGS

- Ratings: The Notes to be issued have not been rated

3. NOTIFICATION

The *Bundesanstalt für Finanzdienstleistungsaufsicht (BaFin)*, Germany has provided the *Commissione Nazionale per le Società e la Borsa (CONSOB)*, Italy with a certificate of approval attesting that the Prospectus has been drawn up in accordance with the Prospectus Directive.

The Issuer and the Guarantor have authorised the use of these Final Terms and the Debt Issuance Programme Prospectus dated 6 May 2009 by the **Distributors** in connection with offers of the Notes to the public in Italy for the period set out in paragraph 14 below.

4. INTERESTS OF NATURAL AND LEGAL PERSONS INVOLVED IN THE ISSUE

Save for any fees payable to the Dealer(s), if any, and to the Distributors, so far as the Issuer is aware, no person involved in the issue of the Notes has an interest material to the offer.

The Issuer and Société Générale expect to enter into hedging transactions in order to hedge the Issuer's obligations under the Notes. Should any conflicts of interest arise between (i) the responsibilities of Société Générale as Calculation Agent for the Notes and (ii) the responsibilities of Société Générale as counterparty to the above mentioned hedging transactions, the Issuer and Société Générale hereby represent that such conflicts of interest will be resolved in a manner which respects the interests of the Noteholders.

5. ESTIMATED NET PROCEEDS AND TOTAL EXPENSES

- (i) Reasons for the offer: See "Use of Proceeds" wording in Debt Issuance Programme Prospectus
- (ii) Estimated net proceeds: Not Applicable
- (iii) Estimated total expenses: Not Applicable
- (iv) Taxes and other expenses: Taxes charged in connection with the subscription, transfer, purchase or holding of the Notes must be paid by the Noteholders and neither the Issuer nor the Guarantor shall have any obligation in relation thereto; in that respect, Noteholders shall consult professional tax advisers to determine the tax regime applicable to their own situation. Other expenses that may be charged to the Noteholders, *inter alia* by distributors, in relation to

the subscription, transfer, purchase or holding of the Notes, cannot be assessed or influenced by the Issuer or the Guarantor and are usually based on the relevant intermediary's business conditions.

6. **YIELD (Fixed Rate Notes only)**

Indication of yield: 2.15 per cent per annum payable annually

7. **HISTORIC INTEREST RATES (Floating Rate Notes only)**

Not Applicable

8. **PERFORMANCE OF UNDERLYING, EXPLANATION OF EFFECT ON VALUE OF INVESTMENT AND ASSOCIATED RISKS AND OTHER INFORMATION CONCERNING THE UNDERLYING**

Not Applicable

9. **PERFORMANCE OF RATE[S] OF EXCHANGE AND EXPLANATION OF EFFECT ON VALUE OF INVESTMENT (Dual Currency Notes only)**

Not Applicable

10. **OPERATIONAL INFORMATION**

(i) ISIN Code: XS0489680404

(ii) Common Code: 48968040

(iii) Clearing System(s): Euroclear/Clearstream

11. **Delivery:** Delivery against payment

12. **Names and addresses of Additional Paying Agent(s) and Settlement Agent (if any):** Not Applicable

13. **Address and contact details of Société Générale for all administrative communications relating to the Notes:**
Société Générale
17, cours Valmy
92987 Paris La Défense Cedex France

Telephone: +33 1 42 13 86 92 (Hotline)

Facsimile: +33 1 42 13 75 01

Attention: Equity Derivatives - Client Services

Mail: clientsupport-deai@sgcib.com

14. PUBLIC OFFERS

This paragraph applies only in respect of any offer of Notes made in any Member State of the European Economic Area which has implemented the Prospectus Directive (each, a **Relevant Member State**), where such offer is not made pursuant to an exemption under the Prospectus Directive, as implemented in that Relevant Member State, from the requirement to publish a prospectus for offers of Notes.

- (i) - Offer Period: From and including 26 February 2010 to and including 26 April 2010 included, save in the case of early ending or prolongation, as the case may be, in Italy
- (ii) - Offer Price: The Notes will be offered at the Issue Price (of which an amount ranging from 1.2% to 1.8% is represented by commission payable to Distributors) increased by fees, if any, as mentioned below.
- (iii) - Conditions to which the offer is subject: Offers of the Notes are conditional on their issue and, on any additional conditions set out in the standard terms of business of the Dealer and the Distributors (together, the **"Financial Intermediaries"**), notified to investors by such relevant Financial Intermediaries.
- The Issuer reserves the right to withdraw the offer and cancel the issuance of the Notes for any reasons at any time on or prior to the Issue Date. For the avoidance of doubt, if any application has been made by a potential investor and the Issuer exercises such a right, each such potential investor shall not be entitled to subscribe or otherwise acquire the Notes.
- (iv) - Description of the application process: Any application for subscription of the Notes shall be sent to the relevant Distributor. The distribution activity will be carried out in accordance with the relevant Distributor's usual procedures.
- Prospective investors will not be required to enter into any contractual arrangements directly with the Issuer in relation to the subscription of the Notes.
- (v) - Details of the minimum and/or maximum amount of application: Minimum subscription amount per investor: EUR 1,000
- Maximum subscription amount per investor:
- Up to EUR 80,000,000
- The maximum amount of application of Notes will be subject only to the availability at the time of the application.
- There are no pre-identified allotment criteria. The Distributor(s) will adopt allotment criteria that ensures equal treatment of prospective investors. All of the Notes requested through the Distributor(s) during the Offer

Period will be assigned up to the maximum amount of the Offer.

In the event that during the Offer Period the requests exceed the total amount of the Offer destined to prospective investors the Issuer may early terminate the Offer Period and will immediately suspend the acceptance of further requests.

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| (vi) | - Description of possibility to reduce subscriptions and manner for refunding excess amount paid by applicants: | Not Applicable |
| (vii) | - Details of the method and time limits for paying up and delivering the Notes: | <p>The Notes will be issued on the Issue Date against payment to the Issuer of the net subscription moneys. The settlement of the net subscription moneys and the delivery of the Notes will be executed through the Dealer mentioned above.</p> <p>Notes will be then delivered to the investors by the Distributor[s] on or around the Issue Date. Investors will be notified by the relevant Distributor of their allocations of Notes and the settlement arrangements in respect thereof.</p> <p>The settlement of the net subscription moneys and the delivery of the securities will be executed through the Dealer only for technical reasons. However, the Issuer will be the only offeror and as such will assume all the responsibilities in connection with the information contained in the Final Terms together with the Debt Issuance Programme Prospectus</p> |
| (viii) | - Manner and date in which results of the offer are to be made public: | Publication on the website of the Issuer on or around the Issue Date. |
| (ix) | - Procedure for exercise of any right of pre-emption, negotiability of subscription rights and treatment of subscription rights not exercised: | Not Applicable |
| (x) | - Categories of potential investors to which the Notes are offered: | <p>Offers of the Notes shall be made by the Issuer in Italy through the Distributor(s). In other EEA countries, offers will only be made pursuant to an exemption from the obligation under the Prospectus Directive as implemented in such countries to publish a prospectus.</p> <p>Any investor not located in Italy should contact its financial advisor for more information, and may only purchase Notes from its financial advisor, bank or financial intermediary.</p> |

- (xi) - Process for notification to applicants of the amount allotted and the indication whether dealing may begin before notification is made:
- Each investor will be notified by the relevant Distributor of its allocation of the Notes after the end of the Offer Period and before the Issue Date.
- No dealings in the Notes on a regulated market for the purposes of the Directive 2004/39/EC of the European Parliament and of the Council of 21 April 2004 on Markets in Financial Instruments may take place prior to the Issue Date
- (xii) - Amount of any expenses and taxes specifically charged to the subscriber or purchaser:
- Taxes charged in connection with the subscription, transfer, purchase or holding of the Notes must be paid by the Noteholders and neither the Issuer nor the Guarantor shall have any obligation in relation thereto; in that respect, Noteholders shall consult professional tax advisers to determine the tax regime applicable to their own situation. The Noteholders shall also consult the Taxation section in the Debt Issuance Programme Prospectus.
- Subscription fees or purchases fees :
- Banca Popolare di Vicenza S.c.p.A. and Cariprato - Cassa di Risparmio di Prato S.p.A. will receive a commission ranging between 1.2% and 1.8% of the Aggregate Nominal Amount of the Notes effectively placed by them.

GOVERNING LAW

15. **Governing law in respect of the Notes:** German law
- 16 **Governing law in respect of the Guarantee:** French law

Post-issuance information: The Issuer does not intend to provide any post-issuance information in relation to any assets underlying issues of Notes constituting derivative securities.

SCHEDULE

(This Schedule forms part of the Final Terms to which it is attached)

Part 1

1. (i) Issuer	Société Générale Effekten GmbH
(ii) Guarantor	Société Générale (acting also as “ <i>responsabile del collocamento</i> ” pursuant to applicable Italian laws and regulations)
3. Specified Currency or Currencies	EUR
4. Aggregate Principal Amount:	
(i) Tranche	Up to 80,000,000 The Aggregate Principal Amount will be determined at the end of the subscription period and published on http://prospectus.socgen.com
(ii) Series	Up to 80,000,000
5. Issue Price	100 per cent of the Aggregate Principal Amount
6. Specified Denomination(s)	EUR 1,000 in respect of each Note
7.(i). Issue Date	29 April 2010
8. Maturity Date	29 April 2014
1.(i). (Part B) Listing	The Distributors, as defined above, shall file an application for admission to trading of the Notes on the EuroTLX multilateral trading facility
15. Fixed Rate Note Provisions	Applicable
(i) Rate(s) of Interest:	2.15 per cent per annum payable annually (unadjusted)
(ii) Interest Payment Date(s):	Interest Payment Date(n) (n from 1 to 4) : Interest Payment Date(1) = 29 April 2011 Interest Payment Date(2) = 29 April 2012 Interest Payment Date(3) = 29 April 2013 Interest Payment Date(4) = 29 April 2014
(iii) Fixed Coupon Amount(s):	EUR 21.5 per Note of EUR 1,000 Specified Denomination (unadjusted)
(iv) Day Count Fraction:	Actual/Actual (ICMA)
(v) Number of regular Interest Payment Dates per calendar year:	1

(vi) Determination Date(s): Interest Payment Date(1) = 29 April 2011
Interest Payment Date(2) = 29 April 2012
Interest Payment Date(3) = 29 April 2013
Interest Payment Date(4) = 29 April 2014

(vii) Other terms relating to the method of calculating interest for Fixed Rate Notes: Not Applicable

18. Structured Note Provisions Not Applicable

23. Final Redemption Amount EUR 1,000 per Note of EUR 1,000 Specified Denomination

34. Other final terms Not Applicable

Part 2 (Definitions)

Terms used in the formulae above are described in this Part 2.

**Interest Payment Date(n)
(n from 1 to 4)** Interest Payment Date(1) = 29 April 2011
Interest Payment Date(2) = 29 April 2012
Interest Payment Date(3) = 29 April 2013
Interest Payment Date(4) = 29 April 2014

Part 3: Information relating to the Underlying

Not Applicable

Part 4: Additional Information

Not Applicable

Location where the Prospectus, any Supplements thereto and the Final Terms can be collected or inspected free of charge in Italy:

Société Générale,
Via Olona n.2, 20123 Milano
Italy

and on the following website :
<http://prospectus.socgen.com>

Part 5: Additional Risk Factors

Not Applicable