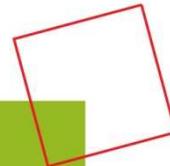




P R E S S R E L E A S E



Paris, 12 August 2013

**Groupama announces the launch of the sale
of its remaining stake in Société Générale**

Groupama has launched, via an institutional private placement by way of an accelerated bookbuilding, the sale of up to 14,881,016 Société Générale shares, representing approximately 1.86 per cent of the share capital of the company, i.e. its remaining stake in Société Générale.

The bookbuilding will start immediately; the results of the private placement will be announced after the close of the bookbuilding process.

This sale forms part of Groupama's performance strategy, which will allow the group to strengthen its financial leeway and reduce its exposure to market risks.

This press release does not constitute an offer to sell or a solicitation to buy any securities, and the offer of Société Générale shares by Groupama does not constitute a public offering.

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Any investment decision to buy shares in Société Générale must be made solely on the basis of publicly available information regarding Société Générale. Such information is not the responsibility of Groupama.

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About Groupama

Through its brands, Groupama, Gan, and Amagiz, the Groupama group, France's leading mutual insurance company, develops its insurance, banking, and service activities in eleven countries. As of 2012, the group has 13 million customers and 34,000 employees throughout the world with €14.2 billion in turnover.

More information: www.groupama.com