

5 November 2009

FINAL TERMS

These Final Terms published on 5 November 2009 replace the Final Terms dated 30 October 2009 and published on 2 November 2009

Issue of up to EUR 150,000 Certificates in the denomination of EUR 100 each (i.e. up to EUR 15,000,000) due 26 October 2017

Series DE698/09.11, 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 Certificates offered hereby are being issued pursuant to the Base Prospectus provided that (i) all current references to "Notes" in the relevant sections of the Base Prospectus and in these Final Terms shall be deemed to be instead to "Certificates"; (ii) all current references to "Noteholders" in the relevant sections of the Base Prospectus and in these Final Terms shall be instead to "Holders".

The Notes are offered to the public in Italy for subscription from and including 2 November 2009 to and including 19 November 2009, 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**"), the first supplement dated 16 July 2009, the second supplement dated 19 August 2009 and the third supplement dated 19 October 2009 (the "**Supplements**") which 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 and any Supplement(s) to such Debt Issuance Programme Prospectus published prior to the Issue Date (as defined below) (the "**Supplement(s)**"); provided, however, that to the extent such Supplement (i) is published after these Final Terms have been signed or issued and (ii) provides for any change to the Conditions, such change(s) shall have no effect with respect to the Conditions of the Notes to which these Final Terms relate. 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**"), the Base Prospectus and any Supplement(s). Prior to acquiring an interest in the Notes described herein, prospective investors should read and understand the information provided in the Debt Issuance Programme and any Supplement(s) and be aware of the restrictions applicable to the offer and sale of the Notes in the United States or to, or for the account or benefit of, U.S. persons.

The Base Prospectus, the Supplement(s) 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**").

Application has been made to list the Notes on the regulated Market ("Sedex") of Borsa Italiana S.p.A. (the Italian Stock Exchange).

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.

Early Repurchase Fee

An early repurchase fee may be charged for selling orders, at a rate of 5.00% of the Specified Denomination until "Issue date + 90 days", deducted from the bid price.

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:	DE698/09.11
(ii) Tranche Number:	1
3. Specified Currency or Currencies:	EUR
4. Number of Securitised Derivatives :	
(i) Tranche:	Up to 150,000 Certificates of EUR 100 each (i.e. up to EUR 15,000,000) but limited to the amount of the subscriptions actually received at the end of the offer period. The number of securitised derivatives will be determined at the end of the subscription period.
(ii) Series:	Up to 150,000 Certificates of EUR 100 each (i.e. up to EUR 15,000,000)
5. Issue Price:	EUR 100
6. Specified Denomination(s):	EUR 100 in respect of each Note
7. (i) Issue Date and if any, Interest Commencement Date:	26 November 2009. The Certificates do not pay interests.
(ii) Interest Commencement Date (if different from the Issue Date):	Not Applicable
8. Maturity Date ¹ :	26 October 2017
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

¹ All references herein to “Maturity Date” shall be deemed to be instead to “Final Exercise Date”.

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| 13. | Status of the Notes | Unsubordinated |
| 14. | Method of distribution: | Non-syndicated |

PROVISIONS RELATING TO INTEREST (IF ANY) PAYABLE

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| 15. | Fixed Rate Note Provisions | 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

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| 20. | Physical Delivery Note Provisions | Not Applicable |
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PROVISIONS RELATING TO REDEMPTION²

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| 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 ³ : | See the Schedule |
| | (i) Underlying: | See the Schedule |
| | (ii) Initial Closing Price: | See the Schedule |
| | (iii) Final Closing Price: | See the Schedule |
| | (iv) Multiplier: | See the Schedule |
| | (v) Final Exercise Amount: | See the Schedule |
| | (vi) Valuation Date: | See the Schedule |
| | (vii) Index/Formula: | See the Schedule |
| | (viii) Calculation Agent responsible for calculating the Final Exercise Amount: | As provided in the Technical Annex |
| | (ix) Provisions for determining the exercise amount where | |

² All references herein to "Redemption" shall be deemed to be instead to "Exercise".

³ All references herein to "Final Redemption Amount" shall be deemed to be instead to "Settlement Amount".

- calculation by reference to Index and/or Formula is impossible or impracticable: As provided in the Technical Annex and as the case may be in the Schedule
- (x) Automatic Exercise at Final Exercise Date: Applicable
- (xi) Waiver of automatic exercise: by Notice Date, as specified in Condition 6(g)
- (xii) Minimum Trading Lot: As specified in the Terms and Conditions in accordance with the Listing Rules of Borsa Italiana S.p.A., if applicable
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):
- Market Value

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: Temporary global Note exchangeable for a permanent global Note only upon an exchange event as provided in Condition 1(c)
28. Payments on Temporary Global Notes Restricted: Yes
29. "Payment Business Day" election in accordance with Condition 5(e) or other special provisions relating to Payment Business Days: Following Payment Business Day
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: Not Applicable

NOTICES

35. Means of publication in accordance with Condition 13(a) As specified in the Condition 13(a) for Italian Certificates

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 will not place any Notes to the public in the Republic of Italy.

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

42. Whether TEFRA D or TEFRA C rules applicable or TEFRA rules not applicable: TEFRA D

43. Additional selling restrictions: Not Applicable

44. Table Not Applicable

LISTING AND ADMISSION TO TRADING APPLICATION

This Document comprises the final terms required to list and have admitted to trading on the regulated Market ("Sedex") of Borsa Italiana S.p.A. (the Italian Stock Exchange) this issue of Notes described herein by Société Générale Effekten GmbH pursuant to its Debt Issuance Programme for which purpose they are hereby submitted.

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:

Signed on behalf of the Guarantor:

By: Günter HAPP Achim OSWALD

By: Günter HAPP Achim OSWALD

Duly authorised

Duly authorised

PART B – OTHER INFORMATION

1. LISTING

- (i) Listing: Application has been made for the Notes to be listed on the regulated market ("Sedex") of Borsa Italiana S.p.A. (the Italian Stock Exchange)

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 Distributor (as defined below) in connection with offers of the Notes to the public in Italy for the period set out in paragraph 14 below; being specified that names and addresses of the Distributors, if any, are available upon request to the Dealer (specified above in the item 40 of the Part A).

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

Save for any fees payable to the Dealer(s), if any, or the Distributor(s), 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: Not Applicable

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**

Under these Notes, the Noteholders will not receive any coupons during the term of the Notes. At maturity, the Noteholders are entitled to receive an amount totally linked to the performance of the Underlying(s) which is capped at a certain level. The return depends upon the fact that the performance of the Underlying(s) reaches or does not reach a pre-determined threshold. Accordingly, a small downward or upward movement of the Underlying(s) close to the threshold may result in a significantly larger increase or decrease of the return of the Notes. The return of these Notes is linked to the performances of the Underlying(s) as calculated on pre-determined Valuation Dates, and regardless of the level of such Underlying(s) between these dates. As a result, the Closing Price of the Underlying(s) on these dates will affect the value of the Notes more than any other single factor. Under these Notes, at maturity, the Noteholders may not receive the amount initially invested. Noteholders are entitled to receive a Final Redemption Amount which may, in case of an adverse evolution of the Underlying(s) during the term of the Notes, be significantly lower than the amount per Note initially invested.

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: IT0006709064

(ii) Common Code: 46449703

(iii) Clearing System(s): Monte Titoli

11. **Delivery:** Delivery against payment

12. **Names and addresses of Additional Paying Agent(s) and Settlement Agent (if any):**
BNP Paribas Securities Services, Milan
Via Ansperto, 5
20123 Milan
Italy

13. **Address and contact details of Société Générale for all administrative** Société Générale

communications relating to the Notes:

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 2 November 2009 to and including 19 November 2009, in Italy
- (ii) - Offer Price: The Notes will be offered at the Issue Price (to each relevant distributor, an annual average remuneration (calculated on the basis of the term of the Notes) of up to 1% of the amount of Notes effectively placed shall be paid by Société Générale) 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 Distributor (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 Certificates 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 Certificates.
- (iv) - Description of the application process: Any application for subscription of the Certificates shall be sent to the relevant Distributor. The distribution activity will be carried out in accordance with the 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 Certificates.
- (v) - Details of the minimum and/or maximum amount of application: Minimum subscription amount per investor: EUR 100.
- Maximum subscription amount per investor: EUR 15,000,000.
- The maximum amount of application of Certificates will be subject only to the availability at the time of the application.

Conformed Copy

There are no pre-identified allotment criteria. The Distributor(s) will adopt allotment criteria that ensures equal treatment of prospective investors. All of the Certificates 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 Certificates will be issued on the Issue Date against payment to the Issuer of the net subscription moneys. The Certificates 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 mentioned above only for technical reasons. However, the Issuer will be the only offeror and as such will assume, together with the Guarantor, 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 http://prospectus.socgen.com at the end of the subscription period. |
| (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 may be made by the Issuer in Italy through the Distributor. 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> |

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.

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| (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 Certificates after the end of the Offer Period and before the Issue Date.

No dealings in Certificates may take place before 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:

None |

GOVERNING LAW

- | | | |
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| 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. Number of Securitised Derivatives	
(i) Tranche	Up to 150,000 Certificates of EUR 100 each (i.e. up to EUR 15,000,000)
(ii) Series	Up to 150,000 Certificates of EUR 100 each (i.e. up to EUR 15,000,000)
5. Issue Price	EUR 100
6. Specified Denomination(s)	EUR 100 in respect of each Note
7.(i). Issue Date	26 November 2009
8. Final Exercise Date	26 October 2017
1.(i). (Part B) Listing	The Listing will be requested on the regulated market (“Sedex”) of Borsa Italiana S.p.A. (the Italian Stock Exchange)
15. Fixed Rate Note Provisions	Not Applicable
18. Structured Note Provisions	Not Applicable
23. Final Exercise Amount	Index Linked
(i) Underlying:	See below
(ii) Initial Closing Price:	Means Closing Price of the Underlying on the Initial Valuation Date as set out below in Part 2 Definitions
(iii) Final Closing Price:	Means Closing Price of the Underlying on the Final Valuation Date as set out below in the Part 2 Definitions
(iv) Multiplier:	Not Applicable
(v) Final Exercise Amount:	See the paragraph (vii) below

(vi) Valuation Date:	See below in the Part 2 Definitions
(vii) Index/Formula	<p>The Issuer shall redeem the Notes on the Maturity Date in accordance with the following formula in respect of each Note:</p> <p>a) If on the Final Valuation Date, Perf \geq 0 :</p> <p>Specified Denomination \times Min[Max(200% ; 100% \times (100% + 10Y EUR CMS Final + 1.50%)⁸) ; (100% + Max (0 ; $S_1/S_0 - \text{Min}(S_{\text{MIN}} ; S_0) / S_0$) + Max(0 ; $1 - S_{\text{MIN}}/S_0$))]</p> <p>b) Otherwise :</p> <p>Specified Denomination \times 100% \times S_1/S_0</p>
(viii) Calculation Agent responsible for calculating the Final Exercise Amount	As provided in the Technical Annex
(ix) Provisions for determining the exercise amount where calculation by reference to Index and/or Formula is impossible or impracticable:	As provided in the Technical Annex and as the case may be in the Schedule
(x) Automatic Exercise at Final Exercise Date.	Applicable
(xi) Waive of automatic exercise.	By Notice Date, as specified in Condition 6(g) and in the Annex 1 below
(xii) Minimum Trading Lot.	As specified in the Terms and Conditions in accordance with the Listing Rules of Borsa Italiana S.p.A. and/or by the rules of other regulated or unregulated markets with similar listing requirements, if applicable
34. Other final terms	Not Applicable

Part 2 (Definitions)

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

Initial Valuation Date	22/10/2009 (DD/MM/YYYY) (such date being a “Valuation Date” for the purposes of the Equity Technical Annex)
Final Valuation Date	19/10/2017 (DD/MM/YYYY) (such date being a “Valuation Date” for the purposes of the Equity Technical Annex)
Intermediary Valuation Date	31/12/2009 (DD/MM/YYYY) (such date being a “Valuation Date” for the purposes of the Equity Technical Annex)
Weekly Valuation Date (i)	Each Thursday (provided however that if such day is not an Scheduled Trading Day, the next following Scheduled Trading Day will apply) from and including the Intermediary Valuation Date to and including the Final Valuation Date (such dates being a “Valuation Date” for the purposes of the Equity Technical Annex)
Underlying	The following Index as defined below:

Index Name	Reuters Code	Index Sponsor	Exchange	Web Site*
Dow Jones EURO STOXX 50 Index	.STOXX50E	STOXX Ltd	Each exchange on which securities comprised in the Index are traded from time to time, as determined by the Index Sponsor.	www.stoxx.com

**The information relating to the past and future performances of the Underlying is available on the website of the Index Sponsor and the volatility can be obtained, upon request, at the specified office of Société Générale (see in address and contact details of Société Générale for all administrative communications relating to the Notes) and at the office of the Agent in Luxembourg.*

Closing Price	For Indices, as defined in Part 1 of the Equity Technical Annex.
S₀	Closing Price of the Underlying on the Initial Valuation Date.
S₁	Closing Price of the Underlying on the Final Valuation Date
Perf	$(S_1 / S_0) - 1$
S_{MIN}	The lowest value among the Closing Prices of the Underlying in respect to each Weekly Valuation Date(i) from and including the Intermediary Valuation Date to and including the Final Valuation Date
10Y EUR CMS Final	CMS10Y is the 10Y EUR swap rates as quoted on the Reuters page ISDAFIX2 (11am Frankfurt fixing) on the Final Valuation Date. If such rate cannot be or ceases to be determined, then the Calculation Agent shall select another Reuters page or determine in good faith such rate by reference to such sources as it may select in its absolute discretion.

Part 3: Information relating to the Underlying

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. Each of the Issuer and the Guarantor confirms that such information has been accurately reproduced and that, so far as it is aware, and is able to ascertain from information published, no facts have been omitted which would render the reproduced information, inaccurate or misleading.

Part 4: Additional Information

STOXX and Dow Jones have no relationship to the licensee, other than the licensing of the Dow Jones Euro Stoxx 50 Index[®] and the related trademarks for use in connection with the products.

STOXX and Dow Jones do not:

- Sponsor, endorse, sell or promote the products.
- Recommend that any person invest in the products or any other securities.
- Have any responsibility or liability for or make any decisions about the timing, amount or pricing of products.
- Have any responsibility or liability for the administration, management or marketing of the products.
- Consider the needs of the products or the owners of the products in determining, composing or calculating the relevant index or have any obligation to do so.

STOXX and Dow Jones will not have any liability in connection with the products. Specifically,

- **STOXX and Dow Jones do not make any warranty, express or implied and disclaim any and all warranty about:**
 - **The results to be obtained by the products, the owner of the products or any other person in connection with the use of the relevant index and the data included in the Dow Jones Euro Stoxx 50 Index[®];**
 - **The accuracy or completeness of the relevant index and its data;**
 - **The merchantability and the fitness for a particular purpose or use of the Dow Jones Euro Stoxx 50 Index[®] and its data;**
- **STOXX and Dow Jones will have no liability for any errors, omissions or interruptions in the Dow Jones Euro Stoxx 50 Index[®] or its data;**
 - **Under no circumstances will STOXX or Dow Jones be liable for any lost profits or indirect, punitive, special or consequential damages or losses, even if STOXX or Dow Jones knows that they might occur.**

The licensing agreement between the issuer and STOXX is solely for their benefit and not for the benefit of the owners of the products or any other third parties.

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 :
www.certificate.it

Part 5: Additional Risk Factors

Not Applicable

ANNEX 1 : FORM OF EXERCISE NOTICE

From : [name and address of the Holder]
To : Agent and Calculation Agent – Société Générale
Copy to : BNP PARIBAS Securities Services (Additional Paying Agent)

Issue of up to EUR 150,000 Certificates in the denomination of EUR 100 each (i.e. up to EUR 15,000,000) due 26 October 2017

Series DE698/09.11, 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

Words and expressions defined in the terms and conditions of the Certificates as set out in the Debt Issuance Programme Prospectus dated May 6, 2009 and any amendments or supplements thereto and the Final Terms dated October 30, 2009 (the "**Conditions**") relating to the present issue of Certificates shall have the same meanings where used herein (unless the context otherwise requires).

When completed, this Notice should be sent by the Holder to the Agent with a copy to the Calculation Agent and BNP PARIBAS Securities Services on the Notice Date prior to 10.00 a.m (Paris time).

For the purpose of this Notice, Notice Date means the first Business Day immediately following the last Valuation Date (as defined in these Final Terms) and "Business Day" means a day on which the Calculation Agent is open for business in Paris and commercial banks are open for general business in Milan.

If no instruction is received on the Notice Date or the Notice is received after 10.00 a.m. (Paris time) on the Notice Date, the Final Exercise Amount shall be redeemed automatically by the Issuer on the Final Exercise Date.

Any notice which is not duly completed in accordance with the Conditions shall be deemed to be null and void

(i) Delivery of Notice (whether in writing or by fax) shall constitute an irrevocable election and undertaking by the relevant Holder to waive the Final Exercise Amount.

AGENT and CALCULATION AGENT : Société Générale, Tour Société Générale – 92987 Paris-La Défense. Attention : OPER/GED/BAC/COR/PRI/SPE
Swift: SOGEFRPPHCM
(with copy to the following fax n. 0033-1- 42 13 32 23)

and

BNP PARIBAS Securities Services - Succursale di Milano
Tel. + 39 02 7247 4625
Fax + 39 02 7247 4260
Swift PARBITMMXXX
Telex 042 210041

Name of the Holder :

Address of the Holder :

Phone number of the Holder :

Fax number of the Holder :

Contact name :

With this Notice we waive irrevocably the Final Exercise Amount as determined by the Calculation Agent in accordance with the provisions of the Conditions as defined above relating to the present issue of Certificates.

ISIN Code:

Account Number:

Market Member :

Series of Certificates:

Number of Certificates:

Address :

Signature of the Holder