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**12 November 2009**

**FINAL TERMS**

**Issue of 50,000 Notes in an aggregate principal amount of EUR 5 000 000 Notes**

**due 30 December 2010**

Series DE702/09-11, 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".

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 6 May 2009 (the "**Base Prospectus**") (which (as supplemented by the supplemental Prospectuses dated 16 July 2009, 19 August 2009 and 19 October 2009) 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 Certificates (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 the office of Société Générale, Frankfurt branch, Neue Mainzer Str. 46 - 50, D-60311 Frankfurt am Main, Germany and <http://prospectus.socgen.com> and copies may be obtained free of charge from such 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 of Euronext Paris.

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

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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.

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**PART A – CONTRACTUAL TERMS**

	<b>Form of Conditions</b>	<b>Supplemented</b>
1.	(i) Issuer:	Société Générale Effekten GmbH
	(ii) Guarantor:	Société Générale
2.	(i) Series Number:	DE702/09-11
	(ii) Tranche:	1
3.	Specified Currency or Currencies:	EUR
4.	Aggregate Principal Amount:	
	(i) Tranche:	EUR 5,000,000 (i.e. 50 000 Notes in the denomination of EUR 100 each)
	(ii) Series:	EUR 5,000,000 (i.e. 50 000 Notes in the denomination of EUR 100 each)
5.	Issue Price:	EUR 100 per Note of EUR 100 Specified Denomination
6.	Specified Denomination(s):	EUR 100
7.	(i) Issue Date:	16 November 2009
	(ii) Interest Commencement Date:	Not Applicable
8.	Maturity Date:	30 December 2010
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	Not Applicable
16.	Floating Rate Note Provisions	Not Applicable
17.	Zero Coupon Note Provisions	Not Applicable

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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

**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 (*Notes other than Instalment Notes and Open End Notes*): indexed

(i) Index/Formula: See the Schedule

(ii) Calculation Agent responsible for calculating the Final Redemption Amount: As provided in the Technical Annex

(iii) Provisions for determining the redemption 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

24. Maturity Date (Notes other than Open End Notes):

(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)

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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 Automatic 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): France: on the Issuer's website <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 and addresses and underwriting commitments 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  
Tours Société Générale  
17, Cours Valmy  
92987 Paris-La Défense Cedex 7

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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 on the regulated market of Euronext Paris 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:

By: Günter HAPP Achim OSWALD

*Duly authorised*

Signed on behalf of the Guarantor:

By: Günter HAPP Achim OSWALD

*Duly authorised*

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## PART B – OTHER INFORMATION

### 1. LISTING

- (i) Listing: Application has been made for the Notes to be listed on the regulated market of Euronext Paris

### 2. RATINGS

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

### 3. NOTIFICATION

The *Bundesanstalt für Finanzdienstleistungsaufsicht (BaFin)*, Germany, has provided the *Autorité des marchés financiers (AMF)*, France, with a certificate of approval attesting that the Prospectus has been drawn up in accordance with the Prospectus Directive.

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

Save for any fees payable to the Dealer(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 the 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.

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**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**

The Notes are not capital guaranteed. In a worse case scenario, investors could sustain a **partial loss** of their investment and should therefore reach an investment decision on this product only after careful consideration with their own advisers as to the suitability of this product in light of their particular financial circumstances.

Pursuant to the provisions of the Equity Technical Annex, upon the occurrence of certain Extraordinary Events and Adjustments affecting the Underlying, the Calculation Agent may decide an Early Redemption of the Notes on the basis of Market Value.

**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: FR0010821348
- (ii) Common Code: 046588380
- (iii) Clearing System(s): Euroclear France (Paris)

**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  
Name: Sales Support Services - Equity Derivatives  
Tel : +33 1 42 13 86 92 (Hotline)  
Fax : +33 1 58 98 35 53  
Email : [clientsupport-deai@sgcib.com](mailto:clientsupport-deai@sgcib.com)



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[valuation-deai@sgcib.com](mailto:valuation-deai@sgcib.com)

**14. PUBLIC OFFERS**

Not Applicable

**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.

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**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
3.		<b>Specified Currency or Currencies:</b>	EUR
4.		<b>Aggregate Nominal Amount:</b>	
	(i)	Tranche:	EUR 5,000,000 (i.e. 50 000 Notes in the denomination of EUR 100 each)
	(ii)	Series:	EUR 5,000,000 (i.e. 50 000 Notes in the denomination of EUR 100 each)
5.		<b>Issue Price:</b>	EUR 100 per Note of EUR 100 Specified Denomination
6.		<b>Specified Denomination(s):</b>	EUR 100
7.		<b>Issue Date</b>	16 November 2009
8.		<b>Maturity Date</b>	30 December 2010
1. (i) (Part B)		<b>Listing</b>	Application has been made for the Notes to be listed on the regulated market of Euronext Paris
23.		<b>Final Redemption Amount:</b>	Index Linked
	(i)	Index/Formula:	<p>Unless previously redeemed or purchased and cancelled, the Issuer shall redeem the Notes on the Maturity Date in accordance with the following provisions in respect of each Note:</p> <p>(i) If <math>VALUE_f</math> is strictly higher than the Limit:</p> <p style="padding-left: 40px;">Specified Denomination + EUR 9.95</p> <p>(ii) Otherwise, if <math>VALUE_f</math> is lower than or equal to the Limit:</p> $EUR\ 9.95 + \text{Specified Denomination} \times \left\{ 100\% + \left[ \frac{VALUE_f}{VALUE_i} - 1 \right] \right\}$
34.		<b>Other final terms:</b>	Not Applicable

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**Part 2: Definitions**

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

**Final Valuation Date** 16 December 2010 or if this date is not an Exchange Business Day, the first Exchange Business Day of the Valuation Period

**Valuation Period** The period of five calendar days which follows the Final Valuation Date

**Underlying** The following Share as defined below:

Company name	Reuters code	Country	Exchange	Website*
Pernod Ricard	PERP.PA	France	Euronext Paris	www.pernod-ricard.com/

*\*The information relating to the past and future performances of the Underlying is available on the website of the Company 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).*

**Closing Price** As defined in Part 1 of the Equity Technical Annex

**Exchange Business Day** As defined in Part 1 of the Equity Technical Annex

**VALUE<sub>f</sub>** The Closing Price of the Underlying on Final Valuation Date

**VALUE<sub>i</sub>\*** EUR 56.70

**Limit\*** EUR 39.69

*\* Subject to adjustments*

**Part 3: Information relating to the Underlying(s)**

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**

- a) For the purpose of the listing on Euronext Paris, the mnemonic code is 7092S
- b) These Final Terms and the Debt Issuance Programme Prospectus and any amendments or supplements thereto are available in electronic form on the website of the Issuer on <http://prospectus.socgen.com>