

13 October 2010

FINAL TERMS

ISIN	Number of Notes	Aggregate Principal Amount of Tranche	Series	Tranche
FR0010950568	50,000	EUR 5,000,000	DE1440/10.10	1

issued under the

Debt Issuance Programme for the issue of Notes and Certificates

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 Debt Issuance Programme Prospectus provided that (i) all current references to “Notes” in the relevant sections of the Debt Issuance Programme 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 Debt Issuance Programme Prospectus and in these Final Terms shall be deemed to 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 Debt Issuance Programme Prospectus dated 4th May 2010 (the “**Debt Issuance Programme Prospectus**”) (which (as supplemented by the supplemental Prospectuses dated 28th May 2010, 25th August 2010 and 16th September 2010 (the “**Supplements**”)) 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 Debt Issuance Programme Prospectus. Full information on the Issuer, the Guarantor and the Notes is only available on the basis of the combination of these Final terms (these “**Final Terms**”) and the Debt Issuance Programme Prospectus. Prior to acquiring an interest in the Notes described herein, prospective investors should read and understand the information provided in the Debt Issuance Programme Prospectus and any Supplement(s) and be aware of the restrictions applicable to the offer and sale of such Notes in the United States or to, or for the account or benefit of, U.S. persons. The Debt Issuance Programme Prospectus, any Supplement(s) and these Final Terms are available for viewing at Société Générale, Frankfurt am Main branch, Neue Mainzer Strasse 46-50, 60311 Frankfurt am Main branch, 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 these Final Terms amend, supplement and vary the Conditions of the Notes set out in the Debt Issuance Programme 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 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 these Final Terms 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 these Final Terms 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.

The investor should only invest in the Notes of he is able to understand the Terms and Conditions of the Notes. All investors should be versed in respect of the Notes and should particularly understand and comprehend the yield of the Notes (*Leistungsversprechen*) promised by the Issuer and the Guarantor in its entirety. If this is not the case an investment in the Notes is not advised.

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
2.	(i) Series Number:	DE1440/10.10
	(ii) Tranche Number:	1
3.	Specified Currency or Currencies:	EUR
4.	Aggregate Principal Amount:	
	(i) Tranche:	5,000,000
	(ii) Series:	5,000,000
5.	Issue Price:	EUR 100 per Note of EUR 100 Specified Denomination
6.	Specified Denomination(s):	EUR 100
7.	(i) Issue Date:	13 October 2010
	(ii) Interest Commencement Date:	Not Applicable
8.	Maturity Date:	25 July 2011
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
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
27. Credit Linked Notes Provisions: Not Applicable

GENERAL PROVISIONS APPLICABLE TO THE NOTES

28. Form of Notes: Permanent global Note as provided in Condition 1(c)
29. Payments on Temporary Global Notes Restricted: Not Applicable
30. "Payment Business Day" election in accordance with Condition 5(e) or other special provisions relating to Payment Business Days: Following Payment Business Day

- | | | |
|-----|---|---|
| 31. | Financial Centre(s) for the purposes of Condition 5(e): | Trans-European Automatic Real time Gross settlement Express Transfer (TARGET2) System |
| 32. | Details relating to Partly Paid Notes: | Not Applicable |
| 33. | Details relating to Instalment Notes: | Not Applicable |
| 34. | Redenomination: | Not Applicable |

OTHER FINAL TERMS

- | | | |
|-----|--------------------|------------------------------|
| 35. | Other final terms: | As specified in the Schedule |
|-----|--------------------|------------------------------|

NOTICES

- | | | |
|-----|---|--|
| 36. | Means of publication in accordance with Condition 13(a): | France: on the Issuer's website
http://prospectus.socgen.com |
| 37. | Clearing System Delivery Period in accordance with Condition 13(b): | Not Applicable |

PLAN OF DISTRIBUTION AND ALLOTMENT

- | | | |
|-----|---|----------------|
| 38. | Notification Process for allotted amount: | Not Applicable |
| 39. | Tranche reserved to one of the countries where the Offer is made: | Not Applicable |

PLACING AND UNDERWRITING

- | | | |
|-----|--|---|
| 40. | (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 |
| 41. | If non-syndicated, name and address of relevant Dealer: | Société Générale
Tours Société Générale
17, Cours Valmy
92987 Paris-La Défense Cedex 7 |
| 42. | Total commission and concession: | There is no commission and/or concession paid by the Issuer to the Dealer |
| 43. | Whether TEFRA D or TEFRA C rules applicable or TEFRA rules not applicable: | Not Applicable |
| 44. | Additional selling restrictions: | Not Applicable |
| 45. | Table: | Not Applicable |

LISTING AND ADMISSION TO TRADING APPLICATION

These Final terms comprise the final terms required for the issue of the Notes and listing and admission to trading on the regulated market of Euronext Paris 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. Each of the Issuer and the Guarantor confirms 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 Peter Bösenberg

Duly authorised

Signed on behalf of the Guarantor:

By: Günter Happ Peter Bösenberg

Duly authorised

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

- (i) Listing: Application has been made to list the Notes 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.

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: FR0010950568

(ii) Common Code: 54958587

(iii) Clearing System(s): Euroclear France (Paris)

(Service Conservation)
115 rue de Réaumur
75081 Paris Cedex 02
France

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
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.

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.		Specified Currency or Currencies:	EUR
		Aggregate Principal Amount:	5,000,000
	(i)	Tranche:	5,000,000
	(ii)	Series:	
		Issue Price:	EUR 100 per Note of EUR 100 Specified Denomination
		Specified Denomination(s):	EUR 100
		Issue Date	13 October 2010
		Maturity Date	25 July 2011
1.(i) (Part B)		Listing	Application has been made to list the Notes on the Regulated Market of Euronext Paris.
		Final Redemption Amount:	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 $VALUE_f$ is strictly greater than the Limit:</p> <p style="padding-left: 40px;">Specified Denomination + Coupon</p> <p>(ii) Otherwise, if $VALUE_f$ is less than or equal to the Limit:</p> <p style="padding-left: 40px;">Coupon + Specified Denomination $\times \left\{ 100\% + \left[\frac{VALUE_f}{VALUE_i} - 1 \right] \right\}$</p>
35.		Other final terms:	Not Applicable

Part 2: Definitions

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

Final Valuation Date	13 July 2011 or if this date is not an Exchange Business Day, the 1 st 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*
SAINT GOBAIN	SGOB.PA	France	Euronext Paris	www.saint-gobain.com

**The information relating to the past and future performances of any 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
VALUE_f	The Closing Price of the Underlying on the Final Valuation Date
VALUE_i	EUR 33.50, subject to amendments
Limit	EUR 26.80, subject to amendments
Coupon	EUR 9.70, subject to amendments

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 7682S.
- 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>