

(02479)

MICHELIN

Please return this form by fax: **+33 2 51 85 53 42** or by postal mail to the following address:
Société Générale Securities Services – SGSS/SBO/CSS/BOC – 32 rue du champ de tir – CS 30812 – 44308 Nantes Cedex 3 - FRANCE

BENEFICIARY INFORMATION** mandatory information*

I, the undersigned*,
(Surname, First name)

SG Identification number*: /
(reference number indicated on your account statements)

Date of birth*: / / Place of birth*:
(day / month / year)

Postal address*:

Postcode: Town*:

Country*: / Country of fiscal residence*:

! Any change of address **must be backed up by proof of address in your name and no older than six months** (copy of your tax notice, electricity bill, telephone bill or rent receipt). In the absence of such proof, Societe Generale reserves the right to suspend the execution of your transaction.

Telephone*: Fax:

E-mail:

ORDER DETAILS

Hereby mandate Societe Generale to proceed with the purchase of my behalf of:

..... MICHELIN shares,
Quantity in words

according to the following conditions: ☐ At best limit **or** ☐ At the limit price of EUR

I request that these shares be held in a « registered » account in my name in the registers of the Company.

PAYMENT OF THE TRANSACTION

I will transfer an amount in EUR corresponding to 50% of the value of the shares I wish to acquire (check the appropriate box):

☐ **By cheque in Euros** made out in my name (for French bank account holders only).

☐ **By transfer in Euros** to the account opened with Societe Generale under the reference:

SWIFT CODE (BIC): **SOGEFRPPTIT**

Societe Generale

32 rue du champ de Tir - CS 30812

44308 Nantes - FRANCE

IBAN: **FR76 30003 05007 000617 1001 115**

Account number: **30003 05007 000617 1001 115**

This coverage should be considered as partial early payment of the sums that I will owe to Societe Generale following the execution of this purchase order.

The balance of the operation including all brokerage fees, commissions and applicable taxes will be requested of me by Societe Generale by simple letter sent to my home address. I will honour this payment by bank transfer to Societe Generale within 8 working days of the execution of my instruction.

I undertake to take all necessary measures to ensure the settlement of the balance is paid to Societe Generale upon receipt of the notice of operation.

If payment is not received within the time limit above, I irrevocably instruct Societe Generale to:

- proceed within 8 business days, after suitable notification, to sell all the MICHELIN shares involved in this purchase order on the appropriate financial market.
- deduct from the proceeds of this sale the sums corresponding to the part of the unsettled purchase, brokerage fees, commissions and taxes relating to the sale and purchase operations, as well as a fixed rate sum of EUR 31 excluding VAT, which represents the costs incurred by Societe Generale. Any remaining balance should be made over to me at the start of the second month following that in which my purchase instruction was given.

I acknowledge that I have read and understood the conditions of purchase and declare that I accept these conditions. I hereby certify the accuracy of the information provided above, concerning my civil status and legal capacity to place such a transaction.

Date: / /

Signature:

Société Générale will transmit the purchase order upon receipt to the investment firm for execution, **after the payment of 50% of the value of the purchased shares**. Société Générale is released from all and any liability in the event of the orders received have not been sent after receipt of the order form due to reasons of force majeure.

1. CONDITIONS OF RECEIPT AND TRANSMISSION OF THE PURCHASE ORDER

1.1. Date and time stamping

Société Générale date and time stamps the order upon receipt. Only the date and time of receipt of the form by Société Générale shall be enforceable against Société Générale Securities Services. This form may be sent by mail or by fax, on the understanding that the Beneficiary recognises that he/she has been informed of the risks inherent in the use of this means of communication, such as, for example: technical systems failure, dispatching error, abusive or fraudulent use, alteration of messages, etc. The Beneficiary acknowledges that he/she entirely assumes the consequences.

1.2. Sending the order

The purchase order will be sent to the Investment firms for the execution following verification of the order's validity as soon as possible. Société Générale is released from all and any liability if, for reasons of force majeure, the orders received are not sent after receipt of the order form.

1.3. Validity

The purchase order will be valid for a maximum of 2 months (last day of the civil month following receipt of the order). Thus an order transmitted on the 15th of the month will be valid until the last business day of the following month. If the order has not been executed or remains only partially executed at the end of this period, the Beneficiary must repeat his/her instruction by sending another form.

→ **The order at best limit** is executed at the best price offered when the share is placed on the market. In the event of partial execution, the order fraction "at best limit" becomes a limit order at the price of the first execution.

→ **The limit order** will be executed at a price fixed by the originator or if necessary at the first lower price offered.

Without any indication of the order kind, the orders will be placed on the market "at best limit".

Generally, in accordance with market regulations:

- for limit orders which have been validated but not yet executed when a dividend payment is made: on the payment date, the amount of the dividend will automatically be deducted from the limit in order to replicate the equivalent drop in the share price;
- an order automatically expires when any specific benefit is allocated on the security in question (detachment of a subscription or allocation right, for example).

2. NOTIFICATION OF THE BENEFICIARY AND PAYMENT OF THE PURCHASE

Brokerage fees charged by Societe Generale to execute the purchase order are as follows:

- 0,30%, with a minimum per order of 6 EUR.

After execution of the order, Societe Generale will send a trade confirmation slip stipulating the quantity of shares purchased and the price of completion. The notification will also mention the brokerage fees and commissions. The originator undertakes to settle the whole transaction, including brokerage fees, commissions and applicable taxes upon receipt of the notice of operation. In case of non-payment, the originator authorises Societe Generale to resell the shares purchased and if necessary, a sufficient quantity of shares already held to cover the payment.

3. CANCELLATION CLAUSE

When shares bought on a regulated stock market are not credited to the Societe Generale share account on the date and under the conditions determined by market rules, the transfer of ownership is terminated as of right.

In this case, Societe Generale will make over to the originator the indemnity amount determined by the regulatory authorities governing the market or failing this the uncompleted purchase amount.

The shares will be registered in the name of the principal in "Registered" form on the registers of MICHELIN after deduction of due sums in accordance with stipulations concerning the spot market foreseen under the general regulations of the CBV stock market authority.

4. CONTACTS

Telephone: +33 (0)2 51 85 67 89 (Phone number without tax surcharge, invoicing depending on your operator contract and the country from which you are calling)

Fax: +33 (0)2 51 85 53 42 to place an order
+33 (0)2 51 85 62 15 for all information

Postal address:

Société Générale Securities Services - SGSS/SBO/CSS/BOC - 32 rue du champ de tir CS 30812 - 44312 Nantes Cedex 3 - France

(1) The conditions of execution mentioned in this document are applicable on 02/12/2014. They are likely to be modified in the future.