



## **SOCIETE GENERALE SECURITIES SERVICES LAUNCHES A NEW DIGITAL SOLUTION: “FUND ALERTS”**

### **Press release**

London / Luxembourg, 24 November, 2020

### **Aimed at asset managers, “Fund Alerts” is a real-time liability fund management and liquidity risk prevention solution**

The tool provides an instantaneous view of their fund liability movements via various “customised” alerts at the following times:

- In real-time on subscription orders or redemptions received
- At closure of the fund on the inflow/outflow balance
- At closure if the regulatory materiality threshold<sup>1</sup> defined in the fund or UCITS’ prospectus is crossed

*“The real-time aspect and the customised alerts relating to the materiality threshold make Fund Alerts an innovative and comprehensive alert tool. It is particularly effective should outflows exceed a pre-defined threshold and allows fund managers to react swiftly on behalf of their clients, or to activate redemption capping mechanisms”,* explains Yvan Mirochnikoff, Head of Digital Solutions at Societe Generale Securities Services (SGSS).

Based on APIs<sup>2</sup>, the solution will be accessible via [SG Markets](#), the online services platform dedicated to the Global Banking & Investor Solutions clients. Each client will be able to define, according to their requirements, the alert-triggering thresholds on value or percentage of the net asset they wish to receive. The client can be notified on their SG Markets profile, via smartphone and/or by email.

*“This digital solution is another illustration of SGSS’ ability to transform its clients’ information in order to provide them with a service that matches their requirements”,* adds Yvan Mirochnikoff.

Fund Alerts is now available for French and Luxembourg funds managed in France<sup>3</sup>. Deployment will take place during the course of 2021 for funds managed internationally, and from the beginning of January 2021 for those managed in Luxembourg<sup>4</sup>.

---

<sup>1</sup> Minimum threshold of 300,000 euros in assets required by the French Regulators to create a mutual fund.

<sup>2</sup> Application Programming Interface

<sup>3</sup> Funds for which SGSS is a Transfer Agent (centralising agent) or Initial Transfer Agent (pre-centralising agent) in France, excluding Private Equity Real Estate funds.

<sup>4</sup> Funds for which SGSS is a Transfer Agent in Luxembourg.

**Press contacts:****London: Clare Milton - +442075973284 - [clare.milton@sgcib.com](mailto:clare.milton@sgcib.com)****Paris: Adrien Billet - +33 1 42 14 66 83 - [adrien.billet@socgen.com](mailto:adrien.billet@socgen.com)****Societe Generale**

Societe Generale is one of Europe's largest financial services organisations. Based on a diversified and integrated banking model, the Group combines financial solidity, dynamic innovation and a strategy of sustainable and responsible growth. Committed to positively transforming society and the economy, each day Societe Generale and its teams strive to build together, with their clients, a better and more sustainable future by offering responsible and innovative financial solutions.

A major player in the real economy for over 150 years, with a solid position in Europe and connected to the rest of the world, Societe Generale has over 138,000 members of staff in 62 countries and provides daily support to 29 million individual clients, businesses and institutional investors around the world by offering a broad range of advisory services and customised financial solutions based on three complementary core businesses:

- **French Retail Banking via the Societe Generale**, Crédit du Nord and Boursorama brands, which offer a comprehensive range of financial services through an omnichannel presence at the forefront of digital innovation;
- **International Retail Banking, Insurance and Financial Services** to Corporates, with networks in Africa, Russia, Central and Eastern Europe and specialised businesses that are leaders on their markets;
- **Global Banking & Investor Solutions**, with its recognised expertise, key international positions and integrated solutions.

Societe Generale is included in the main sustainable development indexes: DJSI (World and Europe), FTSE4Good (Global and Europe), Euronext Vigeo (Global, Europe and Eurozone), 4 of the STOXX ESG Leaders indices and the MSCI Low Carbon Leaders Index.

For further information, follow the [@societegenerale](https://twitter.com/societegenerale) Twitter account or go to [www.societegenerale.com](http://www.societegenerale.com)

**Societe Generale Securities Services (SGSS)**

Established in 26 locations around the world with 4,000 members of staff, SGSS offers its clients, financial institutions and brokers, asset managers, insurers and businesses, global solutions adapted to the latest financial market and regulatory trends: clearing services, custody and trustee services, retail custody services, fund administration and asset servicing, liquidity management, transfer agent and global issuer services.

SGSS is one of the top 10 global custodians and the second-largest in Europe, with EUR 4,327\* billion in Assets under Custody. SGSS provides trustee services to 3,291\* mutual funds and ensures the valuation of 4,324\* such funds for EUR 613\* billion in Assets under Administration. SGSS is also a European leader in managing stock option plans.

For further information, follow the [@SG\\_SS](https://twitter.com/SG_SS) Twitter account or go to <https://www.securitiesservices.societegenerale.com>

*\*Data at end-September 2020*