

## Press release

London, 16 November 2010

### **Societe Generale Corporate & Investment Banking launches new e-trading platform - Alpha FX**

Societe Generale Corporate & Investment Banking today launches **Alpha FX**, a powerful new single dealer platform providing clients with direct electronic access to FX pricing for spot, forward and non-deliverable FX products.

Alpha FX was developed to provide a more user-friendly interface with customisable features, including research access globally. Accessible via any secure internet connection, Alpha FX clients will benefit from highly competitive pricing and execution, while being supported by a global client service team.

The platform is a Rich Internet Application (R.I.A.) built on leading edge Microsoft Silverlight technology, increasing speed and response times for end users. It also utilises market leading authentication software, allowing clients to navigate with confidence within a highly secure environment.

For more details see the Alpha FX website: [alpha.socgen.com](http://alpha.socgen.com)

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**Societe Generale**

Societe Generale is one of the largest financial services groups in the euro-zone. The Group employs 157,000 people worldwide in three key businesses:

- Retail Banking, Specialised Financing & Insurance: Societe Generale serves 32 million individual customers worldwide.
- Private Banking, Global Investment Management & Services: Societe Generale is one of the largest banks in the euro-zone in terms of assets under custody (EUR 3,246 billion, March 2010) and under management (EUR 164 billion excluding Amundi, March 2010).
- Corporate & Investment Banking: Societe Generale tailors solutions for its clients across sectors by capitalising on its worldwide expertise in investment banking, global finance, and global markets.

Societe Generale is included in the socially-responsible investment indexes: FTSE4Good and ASPI. In 2010, the title of SAM Sector Mover was awarded to Societe Generale.

[www.societegenerale.com](http://www.societegenerale.com)

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SOCIETE GENERALE  
A French corporation with share  
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### **Société Générale Corporate & Investment Banking**

At the core of Société Générale's universal banking business model, the Corporate & Investment Bank is a well-diversified and leading player with nearly 11, 000 professionals present in 33 countries across Europe, the Americas and Asia-Pacific.

Standing by its clients across sectors, the Corporate & Investment Bank tailors solutions for them by capitalising on its worldwide expertise in **investment banking, global finance, and global markets**.

- **For Corporates, Financial Institutions and public sector:** providing a global advisory approach (M&A, debt, equity transaction, capital structure, and asset & liability management), as well as quality capital raising solutions across the debt and equity spectrum, optimised financing and expert risk management responses notably in the realm of foreign exchange and rates derivatives.
- **For investors:** offering reliable and sound investment opportunities and risk management solutions through its integrated global markets platform delivering seamless access to markets (equity, rates, credit, currencies, commodities and derivatives), as well as advice and solid financial engineering, quality of execution and forward-looking research across asset classes.

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