

## Press release

Paris, January 27, 2011

### **Lyxor celebrates 10 years of its first ETF on the Paris Stock Exchange**

In January 2001, Lyxor Asset Management (Lyxor AM), a subsidiary of Société Générale, issued the first ETF on the Paris Stock Exchange, indexed to the CAC 40 index. Ten years later, these exchange listed index funds have enjoyed considerable growth in France and Europe for both institutional and retail investor clients. More than two million transactions and nearly EUR 95 billion were traded on NYSE Euronext in 2010, representing 5.81% of total trades.

A leading player in the ETF industry since 2001<sup>(1)</sup>, Lyxor AM targets the best investment opportunities matching its clients' needs and has extended its ETF offering in all asset classes. In 2010, Lyxor AM was the first issuer to launch an ETF on European dividends as well as the first ETF in the S&P 500 index on the Paris Stock Exchange, and offers the widest range of ETFs on sector indexes. More recently, Lyxor AM launched two new ETFs on high-yield bonds and emerging market debt on NYSE Euronext and the London Stock Exchange.

Lyxor AM offers its clients special liquidity access, thanks to its open multi-broker/dealer model. This is based on a network of 45 Authorised Participants and guarantees the liquidity of funds while reducing trading costs. This model has helped Lyxor AM become the No. 1 ETF issuer in Europe in terms of liquidity, with a 36% market share in 2010.

Lyxor AM benefits from the market making expertise of Société Générale Corporate & Investment Banking for Lyxor ETFs in all the markets where they are quoted. In the case of ETF advisory and execution services, the bank is ranked No. 1 in the 2010 Extel and Risk Institutional Investor rankings, clearly demonstrating the quality of the services offered.

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**Note to editors:**

(1) With ten years' expertise, Lyxor AM is now a major European player:

- 2<sup>nd</sup> largest ETF provider in Europe and 4<sup>th</sup> globally, with a 21% market share in Europe and more than EUR 40 billion of assets under management
- A comprehensive range of 160 ETFs, multi-quoted (520 cross-listings) on 14 stock exchange platforms covering more than 152 indexes in all asset classes (equities, bonds, money markets, commodities)
- with EUR 6.2 billion of assets under management, Lyxor ETF Euro STOXX.50 (TER: 0.25%) is the largest ETF in Europe
- the leading ETF range on NSYE Euronext, with a 70% market share on trading volumes due to a unique network of 23 official liquidity providers

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**Societe Generale Corporate & Investment Banking**

At the core of Societe Generale'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.

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

**Lyxor Asset Management - [www.lyxor.com](http://www.lyxor.com)**

Created in 1998, Lyxor Asset Management currently manages EUR 92.10 billion\*. A wholly-owned subsidiary of Société Générale Group, belonging to the Corporate and Investment Banking arm of the group, the asset management company specializes in three businesses:

- **Alternative Investments:** Lyxor offers a broad range of hedge funds, funds of hedge funds and absolute return funds, adhering to high risk-management standards and rigorous hedge fund manager selection guidelines. Lyxor gained its prominence with its hedge fund platform. This platform includes more than 100 hedge funds covering all principal strategies and represents a diversified investment universe benefiting from a high level of transparency, security and liquidity.
- **Structured and Quantitative Management:** Lyxor offers investment solutions to its customers adapted to their risk profiles and return objectives. These solutions integrate the innovations of the Group into this domain, world number 1 as regards structured products on equity.
- **Index Tracking:** Lyxor offers one of the most diversified and liquid range of ETF (Exchange Traded Funds). The company is one of the top players of the European ETF industry. Lyxor ETFs are listed in Europe and Asia and reflect Equity, Bond and Commodity markets. [www.lyxoretf.com](http://www.lyxoretf.com)

\*AUMs as of December 31st, 2010