

## PRESS RELEASE

Paris, 13 March 2012

### **SOCIETE GENERALE SECURITIES SERVICES TO PROVIDE TRUSTEE AND VALUATION SERVICES FOR « EMERGENCE », A PARIS FINANCIAL MARKETPLACE FUND**

Societe Generale Securities Services (SGSS) has been designated by the Board of Directors of the fund « Emergence », following a request for proposal, to provide trustee and valuation services to the delegated asset manager NewAlpha AM. « Emergence », which has 120 million euros in assets under management, is the first seed-money fund launched with the support of the Paris financial marketplace.

As a delegated fund manager, NewAlpha's mission will be to select young asset management companies to help them reach critical mass by acquiring institutional references which will facilitate their development. SGSS will thus provide the reporting required to highlight to investors the management capabilities of these companies.

In this context, SGSS has been retained, notably, for its capacity to respond to the information and reporting constraints required by institutional investors, including the requirement for transparency imposed by the Solvency II directive\*.

Against the background of this directive, SGSS is developing a multiple offering with its asset management and insurer clients, where the first step is to recover financial information. This offering includes, in particular, transparent inventories, allowing for a highly accurate assessment of the investment profile of the whole portfolio, as well as the associated risk criteria.

Created in 2003, the asset manager NewAlpha is today a fully-owned subsidiary of OFI Group. With 47.2 billion euros in assets under management (as at the end of December 2011), it is one of the leading players in the French asset management market. It is recognised as the European specialist in seed-capital, an original investment solution which enables qualified investors to participate in the launch and growth of funds managed by entrepreneurial asset management companies.

\* Solvency II is a European directive which aims to better adapt the solvency requirements of insurance and reinsurance companies to the real economic risks incurred by their activities.

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### **Societe Generale**

Societe Generale is one of the largest European financial services groups. Based on a diversified universal banking model, the Group combines financial solidity with a strategy of sustainable growth, and aims to be the reference for relationship banking, recognised on its markets, close to clients, chosen for the quality and commitment of its teams.

Its 157,000 employees\* based in 85 countries accompany more than 33 million clients throughout the world on a daily basis. Societe Generale' teams offer advice and services to individual, corporate and institutional customers in three core businesses:

- Retail banking in France with the Societe Generale branch network, Credit du Nord and Boursorama
- International retail banking, with a presence in Central and Eastern Europe and Russia, in the Mediterranean basin, in Sub-Saharan Africa, in Asia and in the French Overseas Territories
- Corporate and investment banking with a global expertise in investment banking, financing and global markets.

Societe Generale is also a significant player in specialised financing and insurance, private banking, asset management and securities services.

Societe Generale is included in the international socially-responsible investment indices: FTSE4good and ASPI.

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

\* including employees of Societe Marseillaise de Credit acquired in September 2010 by Credit du Nord

### **Societe Generale Securities Services (SGSS)**

Established in 28 locations worldwide with around 4,000 employees, SGSS provides a full range of securities services that are adapted to the latest financial markets and regulatory trends: clearing services, custody and trustee services, retail custody services, liquidity management, fund administration and asset servicing, fund distribution and global issuer services.

SGSS is the 7<sup>th</sup> largest worldwide global custodian and the 2<sup>nd</sup> largest in Europe with EUR 3,327\* billion of assets under custody. SGSS provides custody & trustee services for 3,321\* funds and the valuation of 4,301\* funds, representing assets under administration of EUR 413\* billion. SGSS manages and calculates the current value of 35,000\* "complex product" positions. SGSS also ranks among the European leaders in stock option management.

[www.sg-securities-services.com](http://www.sg-securities-services.com)

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\* at December 31, 2011