



ASSET MANAGEMENT

# Press Release

Paris, 4 November, 2004

## Sogelux Fund becomes SGAM Fund

- ✓ Over 6 billion euros of assets managed
- ✓ 57 sub-funds, representing SG AM's main international investment strategies
- ✓ Over 87% of its assets in S&P 1st and 2<sup>nd</sup> 3-year quartiles
- ✓ Authorised in 19 countries

Sogelux Fund, SG Asset Management's (SG AM) Luxembourg-registered Sicav, is changing name on 12th November and will become SGAM Fund.

By adopting the name of its management company, SGAM Fund becomes the showcase for SG AM's expertise at the service of its clients and marks the new boost given to the sustained development being pursued by the group.

The Sicav has benefited fully from SG AM's global development over the last few years by integrating the main international investment strategies, traditional and then alternative, that SG AM has developed at the heart of the principal investment regions of the world, in its 4 management centres in Continental Europe, the United Kingdom, the United States and Asia.

Through its 57 sub-funds, SGAM Fund offers clients access to the most innovative and performance-based investment solutions, in all financial markets and across all asset classes (equities, bonds, balanced, index-linked, money-market). In addition, SGAM Fund allows clients to switch free of charge between sub-funds and offers them the chance to cover the exchange risk on sub-funds (shares in euro/dollar/yen).

At the end of September 2004, sub-funds ranked by S&P in the 1st and 2<sup>nd</sup> 3-year quartiles represented 87% of the assets in the Sicav.

As the spearhead of SG AM's commercial development, SGAM Fund is now authorised in 19 countries in Europe, the Middle East, Asia and America. Assets under management in the fund have more than doubled in the last two years to stand at over 6 billion euros.

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The change of name will make it easier to identify SGAM Fund as SG AM's flagship range and the Sicav will become a powerful driver for the recognition of the company. At the same time, a new graphic identity is being progressively adopted in all information support documents and in the different tools available to investors, which will better illustrate SGAM Fund's values: global presence, dynamism and professionalism.

A publicity campaign is accompanying this change of name in the pan-European press, as well as in Germany, Austria, Belgium, France, Italy, Spain and Switzerland, from the middle of November to the end of December.

### **Société Générale Group**

Société Générale is one of the largest financial services groups in the euro-zone. The Group employs 88,000 people worldwide in three key businesses:

- Retail Banking & Financial Services : Société Générale serves more than 15 million retail customers worldwide.

- Asset Management, Private Banking & Securities Services : Société Générale is one of the largest banks in the euro-zone in terms of assets under custody (approximately USD 1300 billion) and under management (EUR 311 billion, June 2004).

- Corporate & Investment Banking : SG CIB ranks among the leading banks worldwide in euro capital markets, derivatives and structured finance.

Société Générale is included in the four major socially responsible investment indexes. [www.socgen.com](http://www.socgen.com)

### **SG Asset Management**

SG Asset Management is the asset management subsidiary of Société Générale, the French banking Group. With about € 263 Bn as at 30 June 2004 managed through its four management centres in the United States, Continental Europe, the United Kingdom and Asia, SG Asset Management ranks among the largest players in the world.

The presence of its 1,900 specialists across the world, including over 500 fund managers and analysts guarantees advanced expertise and customer focus.

Since 2000, the company has been rated AM2+ by FitchRatings, proving the professionalism of its teams and the quality of its international organization.

With a range of 900 investment funds, covering all equity, fixed income and alternative investment strategies, SG AM is constantly at the forefront of innovation, in order to offer its clients investment strategies that optimise performance while keeping control over risk.

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