

## PRESS RELEASE

London, 1 November 2011

### **SOCIETE GENERALE CORPORATE & INVESTMENT BANKING LAUNCHES RELATIVE VALUE ALGORITHM**

Societe Generale Corporate & Investment Banking has launched its Relative Value algorithm, a participation-style strategy, which provides institutional investors with the ability to select a strategy that adjusts its participation to a stock's performance relative to an underlying index.

This unique product underlines the bank's innovative approach to providing investors with a diverse range of algorithms driven by short term price movements, ensuring they can trade safely and seek out opportunities in challenging markets. This allows clients to drive the participation based on the performance of the stock versus an underlying index or price point as well as specifying if any divergence is temporary or will continue. It provides the ability for clients to express their views on the stock and drive the model directly creating opportunities.

The core approach to algorithmic development has always leveraged the bank's cutting edge quantitative models to drive performance but is now moving this control to the client's desktop.

Relative Value algorithm serves as an alternative to a classic volume in line strategy with investors benefitting from a minimum and maximum participation strategy that will take advantage of fair value relative to a chosen index. The ability to specify a floating limit based on the stock price versus underlying index leverages the same concept and is now available on the full product suite.

The algorithm is available via most 3<sup>rd</sup> party trading platforms as well as via direct FIX connections.

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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*

## 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 12,000 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 forwardlooking research across asset classes.

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