

## Press release

9 June 2010

### **Societe Generale Corporate & Investment Banking and Japaninvest join forces in Asia for equity trading and research**

#### NOT FOR DISTRIBUTION IN THE AMERICAS

Societe Generale Corporate & Investment Banking and Japaninvest Group plc are pleased to announce an innovative new trading and research alliance to provide co-branded Asian equity research to institutional clients on a global basis.

The bank's award winning economic and macro coverage on all asset classes will be complemented by Japaninvest's in-depth and well respected Japan company research, and its growing Asian coverage in China, Hong Kong, Taiwan and Korea.

As part of the agreement the bank will distribute Japaninvest's research via its worldwide distribution platform, continuing to utilise the established Japaninvest sales force. The joint venture will offer coverage representing 25% of global market capitalisation and will combine the best of independent bottom-up analysis with a highly regarded global execution platform for high touch, electronic services (25 markets in Asia), ETFs as well as the whole range of derivative services.

David Escoffier, Global Head of Equities and Flow Derivatives, Societe Generale Corporate & Investment Banking, comments: "We are very pleased to be partnering with Japaninvest, which is well known for its in-depth and high quality research product. This addition will substantially broaden our client offering and provide us with powerful new synergies in Asia and worldwide."

Rupert Eastwood, CEO of Japaninvest, comments: "This is a unique opportunity for Japaninvest to partner with a world leader in equity derivatives that has strong ambitions in the Asian Equity flow market. We are excited that clients will be able to access the full spectrum of Societe Generale Corporate & Investment Banking's Equity solutions in cash, derivatives and listed products, combined with state of the art execution across 25 Asian exchanges. This will provide our clients with a dramatically enhanced product offering."

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## Notes to Editors

### 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)

### 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)

### Japaninvest Group plc

Japaninvest provides high quality, independent and in-depth equity markets research. It distributes its research to 150 institutional investor clients across the globe through its sales desks at subsidiaries in London, New York and Tokyo, and through its IND-X associate in Hong Kong. Its Asia based analyst team has covered over 500 Japanese and Asian stocks since inception and provides fundamental coverage of major blue chips as well as growth mid caps, supplemented by updated coverage on 200 small caps per annum.