



**CORPORATE &  
INVESTMENT BANKING**

# Press Release

London/Paris/ New York, 27 September 2004

## **SG CORPORATE & INVESTMENT BANKING EXPANDS HIGH YIELD BUSINESS INTO EUROPE**

SG CIB, the Corporate & Investment Banking arm of the Société Générale Group, today announced its plan to expand its high yield finance business into Europe. The expansion will take place over the next few months and will result in the hiring of a number of high-quality professionals spread across high yield capital markets, sales, trading and research.

Capitalising on the high yield franchise SG CIB has successfully developed in the US, the development of this activity in Europe illustrates the bank's strategic objective to offer its clients a complete range of financing solutions from a unique and integrated platform.

SG CIB's European high yield business strategy will focus on a client-driven approach, with the high yield team providing origination and product expertise to key clients, in particular in the areas of Media-Telecom and Leveraged Finance. This strategic initiative will also enable SG CIB to further develop its growing investor franchise for all debt products.

Marc Breillout, Global Head of SG CIB's debt finance division, said: "As demand for high yield financing increases in Europe, it has become of strategic importance that SG CIB continues to extend its product offer to include high yield in the region. To this end, we plan on expanding our existing high yield business into Europe as a significant participant in the market in the coming months."

The European High Yield group will be based in London and will consist of high yield specialists integrated into SG CIB's European London-based fixed income platform encompassing debt syndicate, credit research, sales and trading. The group will report to Neil Parekh, SG CIB's Global Head of High Yield based in New York, and will be supervised at the European level by Ian Fisher, Global Head of Debt Syndicate.

**Société Générale**

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## NOTE TO EDITORS

### 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 Corporate & Investment Banking

SG CIB is the Corporate and Investment Banking arm of the Société Générale Group. Present in over 45 countries across Europe, the Americas and Asia, SG CIB is a reference bank specialising in:

- **Euro capital markets**. A top ten player in debt and equity segments (bonds, securitisations, syndicated loans, equity-linked and equity issues).
- **Derivatives**. Among the world leaders in equity derivatives and in many interest rate, credit, foreign exchange and commodities derivatives.
- **Structured finance**. A worldwide leader in export, project and structured commodity finance.

Combining innovation and quality of execution, SG CIB provides corporates, financial institutions and investors with value-added integrated financial solutions. [www.sgcib.com](http://www.sgcib.com)

### SG CIB Debt Finance

SG CIB's Debt Finance division provides both issuers (corporates, financial institutions, sovereigns) and investors with a global, solution-driven approach to their capital raising or investment needs based on an integrated product offer which includes a wide array of debt capital market products (syndicated loans, bonds, securitisations, structured credits), structured finance solutions (project, export, asset, commodity, media & telecom, acquisition, and leveraged finance), together with cash and derivatives market operations (interest rate, foreign exchange, treasury, commodity). With 2,000 people working in Debt Finance worldwide, SG CIB's debt finance business has an established presence in all the major financial centres around the world and an expanding franchise across European markets.

#### Société Générale

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