

## PRESS RELEASE

London, 19<sup>th</sup> December 2012

### **LACTALIS SUCCESSFULLY ACHIEVES THE LARGEST BOND TRANSACTION ON THE NEW PRIVATE PLACEMENT MARKET IN EUROS**

Societe Generale Corporate & Investment Banking supported Lactalis, world leader in the dairy industry, in the largest Euro-denominated private placement operation in the French market in 2012. The transaction of more than 500 million Euros was conducted with several institutional investors.

The Lactalis transaction showcases the bank's expertise in innovative financing solutions for Corporates and reaffirms the strength of its relationships with investors actively supporting the development of a booming Euro-denominated Private Placement market (Euro PP). It is also in line with the "Originate to Distribute" approach, which is at the heart of the bank's long-term strategy.

In 2012, Societe Generale Corporate & Investment Banking undertook nine transactions on the new Euro-denominated Private Placement market, enabling Corporates to raise more than 1.3 billion Euros. In this market, estimated at 2.7 billion Euros on 19<sup>th</sup> December 2012<sup>[1]</sup>, Societe Generale Corporate & Investment Banking emerges as a major player with close to 50% market share.

This performance further confirms Societe Generale Corporate & Investment Banking's commitment to the financing of the economy and companies.

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<sup>[1]</sup> French Private Placement Market, Societe Generale

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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.

Around 160,000 employees, based in 77 countries, accompany more than 33 million clients throughout the world on a daily basis. Societe Generale's 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, 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 socially-responsible investment indices FTSE4Good and ASPI.

For more information, you can follow us on twitter @societegenerale or visit our website [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 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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