

## PRESS RELEASE

Paris, 17 October 2011

### **SOCIETE GENERALE PRIVATE BANKING HAS LAUNCHED A BONDS MARKET ANALYSIS AND ADVISORY SERVICE DEDICATED TO PRIVATE CLIENTS**

Societe Generale Private Banking has launched an analysis and advisory service for the bonds market (both sovereign and corporate) in response to the growing interest of private clients in this asset class.

Based in both Europe and Asia, the private bank's bonds specialists offer a pro-active, tailor-made advisory service that combines performance research and risk management in all the bonds and credit markets worldwide.

These experts design bonds portfolios and provide management advisory services, benefitting from the macro-economic overviews of Societe Generale Private Banking, in-depth analysis of the bond issuers and their own reading of the markets.

To achieve this, Societe Generale Private Banking will work in partnership with AMBA Research, a leading provider of investment research and analytics services. This expertise is essential to meet the needs of private clients, who in the current context are expanding their range of bonds investments in Emerging Markets and in High Yield sector.

The private bank thus provides High Net Worth Individuals with access to integrated, independent bond investment solutions, together with a personalised follow-up. The service meets the objectives of wealthy individuals in terms of yield, risk tolerance and investment horizons.

**PRESS SERVICE**  
SOCIETE GENERALE-GIMS

Elisa O'NEILL  
+33(0)1 42 14 39 24  
elisa.oneill@socgen.com

Jolyon BARTHORPE  
+33(0)1 42 14 34 55  
jolyon.barthorpe@socgen.com

**PRESS SERVICE**  
SOCIETE GENERALE  
+33(0)1 42 14 67 02  
www.societegenerale.com

**SOCIETE GENERALE**  
GIMS/COM  
Immeuble CB3  
189 rue d'Aubervilliers  
75886 Paris cedex 18 - France  
Fax : +33(0)1 42 14 53 82

A French corporation with share capital of 970,099,988.75 EUR  
552 120 222 RCS PARIS

### **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

### **Societe Generale Private Banking**

Societe Generale Private Banking, the wealth management arm of Societe Generale, is one of the leading private banks worldwide, with EUR 86.1 billion of assets under management at the end of June 2011.

With 2,800 staff in 19 countries across the globe, Societe Generale Private Banking offers wealth management solutions to entrepreneurs and High Net Worth Individuals with financial assets in excess of one million euros.

Societe Generale Private Banking's offering includes international wealth planning and fiduciary services (trust and tax planning), a global expertise in structured products, hedge funds, mutual and private equity funds, real estate investment solutions and access to capital markets.

In 2011, Societe Generale Private Banking was rewarded with the titles of:

- 'Best Private Bank in Western Europe for its offer in Structured Products' (Euromoney),
- 'Best Private Bank in France' (Euromoney),
- 'Best Wealth Manager of the year in the UK' (Investors Chronicle/Financial Times),
- 'Best Private Bank in the Middle East' (Banker Middle East).

[www.privatebanking.societegenerale.com](http://www.privatebanking.societegenerale.com)

### **Amba Research**

Amba Research provides investment research and analytical services to the global capital markets industry. Over 70 companies, including six of the top 15 global asset managers and six of the top 15 global investment banks use Amba to differentiate and outperform. All Amba services are customized, exclusive, and proprietary to each client. Amba was founded in 2003 by senior directors of research from Goldman Sachs, Deutsche Bank, and JPMorgan. Amba Research is the only investment research support services firm with an analyst training program that has been approved by the CFA Institute. Amba employs 800 staff and has offices in New York, London, Singapore, Bangalore, Colombo, and San José.

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