

# Equity Solutions WATCHER



## Luxury: a new environment

*In accordance with the applicable regulation, we inform the reader that this material is qualified as a marketing document. Data as of 03 July 2017, 11 p.m. Paris time.*

BUILDING TEAM SPIRIT TOGETHER

# Editorial (1/2)

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### Luxury: a new environment

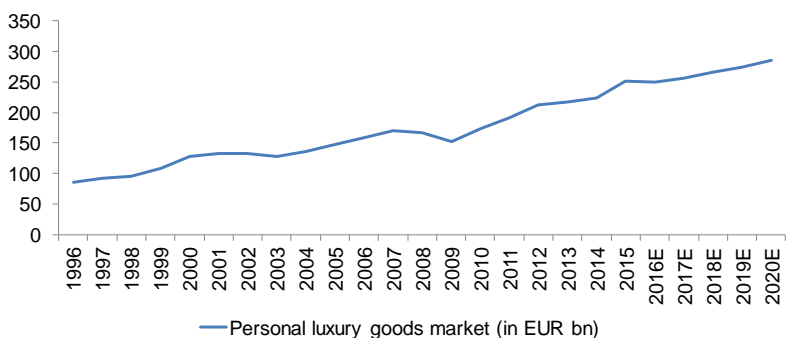
The luxury goods sector's rally after the 2008–09 downturn came to an end in 2014. At that time, luxury stocks declined by 11% on average which was followed by a 15% decline on average the year after. The sector eventually came to a respite in 2016 (10% average return). So far, 2017 bodes well with share prices up 15% on average.

For 2017 anticipations for the personal luxury goods market are for 2–4% growth (at constant currencies or EUR 254–259 bn), according to business consultancy Bain & Cie estimates. Europe is expected to grow 7–9%, barring terror attacks that would diminish tourism flows. Similarly, growth in Mainland China is anticipated around 6–8%. Chinese consumers are buying more locally thanks to price differentials decline. This trend stands in contrast with the rest of Asia which should suffer a 2–4% decline. Finally, the Americas and Japan should be stable at best, while the Rest of the World's growth could be around 0–2%. Looking further ahead, 2017–20 growth is expected around 3–4% on average per year, unless new growth engines emerge.

Going into the second-quarter reporting season, the sector is valued at around FY17E 29x and FY18E 25x price earnings. In our view, strong organic growth momentum is required to support these high multiples. While second-quarter results should be strong, we believe only significant and high-quality beat will shift share prices higher. Additionally, luxury companies' projections were more prudent for the remainder of the year. In this context, we believe it may be time to turn more selective on the sector.

To stay in the game, luxury brands will have to maintain heavy investments in their brands and image. However, ways of reaching out to and connecting with customers are fast changing. People who are already doing a major part of their purchases online and whose preferences are influenced by online

Evolution of the personal luxury goods market



**Kristof De Graeve**  
Equity Expert

# Editorial (2/2)

communities instead of celebrities will be tomorrow's luxury client target.

Online penetration in luxury goods is only around 7% today, well below the 12% for the general apparel & footwear segment. Although most of the luxury brands have an online strategy, until now their approach has been rather reactive. However momentum for further expansion is gaining traction. Richemont's online luxury retailer Net-A-Porter already teamed up with Yoox in 2015. There are also rumours that Alibaba has shown interest in a co-operation with the online fashion retailer. Beginning of June, LVMH launched its luxury ecommerce platform 24 Sèvres.

Competition in the luxury landscape is still increasing with online revolution lowering entry barriers. However, the development of a fully-fledged online channel may prove too costly for smaller brands. Larger cash-rich groups are looking for investment opportunities in a diversification effort or to complement their offer. In 2016 LVMH sold Donna Karan to acquire a majority stake in German premium luggage company Rimowa. In an effort to simplify the complex corporate structure between Groupe Arnault, Christian Dior and LVMH, the family holding launched an offer to buy Christian Dior's remaining shares. Subsequently Dior Couture will be sold to LVMH. On the other side of the Atlantic, handbag maker Coach is in the process of buying its smaller rival Kate Spade.

Overall, we maintain a preference for strong established brands that have a solid balance sheet and for which we see future growth opportunities. In this context, we believe LVMH, Kering, Burberry and Richemont are best positioned.

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# Focus: Basket of Stocks (1/2)

## Burberry (BRBY-GB) – BUY – Target Price: GBP 18.60

**Investment Case:** Since May 2016, Burberry worked on revamping growth and increasing efficiency. The new management should accelerate the execution of the strategy aimed at driving top-line growth and increasing efficiency throughout the organisation. We see scope for significant top-line growth and margin expansion. Burberry puts great emphasis on shareholder returns. Its priorities for cash flow use are organic growth, a progressive dividend, strategic investments and return of surplus capital. The generous shareholder return policy and ecommerce plans distinct Burberry from other luxury companies.

**Main Risks:** Being a mono-brand company, all of the group's segments would be impacted should the brand image be weakened. Its exposure to US outlets could damage brand equity. The group is reliant on the Asian market. The shares could remain volatile until the new management proves its good grasp on the company's operation and issues.

**Company Description:** Founded in 1856, London-based Burberry is a global luxury brand famous for its iconic trench coat. The company got publicly quoted in 1920, was acquired in 1955 and was floated again in 2002. Belgian holding GBL, listed on Euronext, bought a stake in Burberry in 2016 (2.95% at 2016-end) and disclosed a 3% stake end of February 2017.

For a detailed analysis, please refer to the Burberry Equity Note, which can be found [here](#).

## Kering (KER-FR) – BUY – Target Price: EUR 300.00

**Investment Case:** Kering has a history of actively managing its portfolio of activities. Therefore, we do not rule out an exit from the sport and lifestyle segment. The repositioning of the Gucci brand is paying off and the recovery should have further to go. Momentum at YSL is solid. Bottega Veneta (16%) may take time and effort to realise its potential. In our view, Kering could be in the early stages of a virtuous cycle of increasing sales, profitability and FCF while reducing debt.

**Main Risks:** Any deterioration in consumer spending, unfavourable foreign currency movements and a hike in the tax rate would weigh on Kering's results. Gucci's recovery looks promising but could be fragile. It is not sure that comparable sales growth will help expand margins. Bottega Veneta is underperforming. Kering has higher financial leverage than its peers.

**Company Description:** Kering owns Gucci, Bottega Veneta and Yves Saint Laurent (YSL), and is also active in the sport and lifestyle segment through its 85.81% participation in Puma. Artémis Group, controlled by the Pinault family, holds 40.9% of the capital and 57.41% of the votes. François-Henri Pinault is Chairman and CEO.

For a detailed analysis, please refer to the Kering Equity Note, which can be found [here](#).

## Focus: Basket of Stocks (2/2)

### LVMH Moët Hennessy Louis Vuitton (MC-FR) – BUY – Target Price: EUR 235.00

**Investment Case:** LVMH's solid balance sheet and FCF generation allow for large advertising expenditures but also facilitate the financing of retail network expansion, and keep leeway for M&A. LVMH looks less vulnerable to a downturn in any particular market segment or geography thanks to a diversified revenue and profit base. LVMH aims to raise prices in Europe in FY17 after the successful repositioning of Louis Vuitton. With Christian Dior Couture LVMH adds an iconic, large, growing and profitable brand to its portfolio.

**Main Risks:** LVMH is very dependent on Louis Vuitton and on Asian consumers/tourists. The personal luxury goods market is growing, yet cyclical. Competition has increased and consumer preferences are changing rapidly. The retail channel has gained importance introducing higher operating leverage. Sizeable acquisition targets are scarce and could prove very expensive.

**Company Description:** LVMH, formed through the 1987 merger of Louis Vuitton and Moët Hennessy, is the world's largest luxury group. Moët Hennessy is a 66%/34% joint venture with Diageo. The Arnault family controls 46.74% of the shares and 63.07% of votes, directly and indirectly (a.o. through Euronext-listed Christian Dior SE). Bernard Arnault is Chairman and CEO.

For a detailed analysis, please refer to the LVMH Equity Note, which can be found [here](#).

### Richemont (CFR-CH) – BUY – Target Price: CHF 85.00

**Investment Case:** Hard luxury and the watch segment in particular are currently in the doldrums. CFR has been hit, but we believe it is well-placed to benefit from a market upturn. CFR's watch portfolio has very strong brands, positioned in the high-end of the market. Cartier may be on the brink of recovery. Moreover, the watch category as a whole could have troughed. In jewellery, CFR holds a strong position. Branded jewellery is still an underpenetrated category, poised for structural growth, in our view.

**Main Risks:** Hard luxury is the most cyclical segment of the luxury goods market. If the current downturn isn't a swing but a structural crisis, CFR's profitability could be severely pressured and the shares could significantly de-rate. CFR's results are heavily dependent on Asian markets, Asian tourist flows, the Cartier brand and the CHF rate.

**Company Description:** Richemont (CFR) is positioned as the second luxury group globally and holds the first position in hard luxury (watches and jewellery) with well-known brands such as Cartier. CFR also has a 49% capital stake (25% of the votes) in YOOX, the online fashion retail store. Compagnie Financière Rupert owns 9.1% of CFR's capital and 50% of the votes.

For a detailed analysis, please refer to the Richemont Equity Note, which can be found [here](#).

# Market Dashboard & Conviction-list Performance

## Conviction Lists<sup>1</sup> & Benchmarks

07/03/2017	Inception Date	Weekly	YTD	
<b>Global CL</b>	<b>09/14/2009</b>	<b>77.0%</b>	<b>-1.5%</b>	<b>12.3%</b>
Developed Asia-Pacific CL	02/22/2016	11.4%	0.1%	5.2%
European CL	03/10/2010	45.8%	-2.3%	9.7%
US CL	03/10/2010	67.0%	-1.3%	16.6%
Emerging CL	02/22/2016	59.5%	-0.5%	31.5%
Dividend CL	02/05/2015	8.3%	-1.7%	6.0%
<b>MSCI AC World</b>	<b>09/14/2009</b>	<b>64.1%</b>	<b>-0.4%</b>	<b>10.5%</b>
MSCI Pacific Index	02/22/2016	21.9%	-1.1%	8.9%
MSCI Europe	03/10/2010	44.4%	-1.4%	5.7%
SPX Index	03/10/2010	112.0%	-0.4%	8.5%
MSCI Emerging Markets	02/22/2016	35.3%	-0.5%	17.6%
MSCI World High Dividend Yield	02/05/2015	14.1%	-0.7%	9.6%

Sources: SGPB & FactSet

## MSCI World AC Group Ranked Returns

07/03/2017	Weekly	YTD	52 Week Rolling	
			Low	High
<b>MSCI AC WORLD</b>	<b>-0.4%</b>	<b>10.5%</b>	<b>18.8%</b>	<b>-0.9%</b>
Financials	3.0%	10.2%	36.1%	-0.2%
Energy	2.0%	-8.7%	4.1%	-10.6%
Materials	1.8%	9.8%	25.1%	-0.4%
Industrials	-0.2%	12.4%	22.6%	-1.2%
Cons. Discretionary	-0.7%	11.2%	20.3%	-2.8%
Telecom Services	-0.9%	0.5%	8.8%	-6.9%
Cons. Staples	-1.6%	9.9%	14.3%	-3.6%
Healthcare	-1.8%	14.8%	18.8%	-2.3%
Info Technology	-2.9%	19.0%	35.2%	-4.3%
Utilities	-3.0%	8.6%	15.0%	-3.8%

Sources: SGPB & FactSet

## Global Style Counselling<sup>2</sup>

07/03/2017	Weekly	YTD	52 Week Rolling	
			Low	High
<b>MSCI AC WORLD</b>	<b>-0.4%</b>	<b>10.5%</b>	<b>18.8%</b>	<b>-0.9%</b>
MSCI World Value	0.7%	6.3%	17.9%	-0.1%
MSCI World Growth	-1.4%	13.3%	16.8%	-2.2%
MSCI World Small Cap	0.0%	9.1%	20.5%	-0.4%
MSCI World Large Cap	-0.4%	10.4%	18.7%	-0.9%

Sources: SGPB & FactSet

<sup>1</sup> Conviction lists' content is detailed on the following pages.

<sup>2</sup> Each style is defined according to MSCI standards, detailed in the glossary.

# Global Conviction List...

## List Definition

- The List comprises Societe Generale Private Banking Equity Experts' convictions with exclusively buy rated listed companies.
- The selection derives from Societe Generale Private Banking investment universe.
- Any update in the list is announced through a "Conviction List Change" publication.

**U.S.**

**Alphabet Inc (GOOGL-US)**

**Check Point Software Technologies Ltd (CHKP-US)**

**Citigroup Inc (C-US)**

**Facebook, Inc. Class A (FB-US)**

**PepsiCo, Inc (PEP-US)**

**Pfizer Inc. (PFE-US)**

**Thermo Fisher Scientific Inc (TMO-US)**

**Walt Disney Co (DIS-US)**

**EUROPE**

**Actividades de Construccion y Servicios SA (ACS-ES)**

**Anheuser-Busch Inbev (ABI-BE)**

**BNP Paribas SA (BNP-FR)**

**Bayer AG (BAYN-DE)**

**Compagnie d'Entreprises CFE SA (CFEB-BE)**

**Compagnie de Saint-Gobain SA (SGO-FR)**

**CRH Plc (CRG-IE)**

**Danone SA (BN-FR)**

**Diageo plc (DGE-GB)**

**Inditex SA (ITX-ES)**

**ING Groep NV (INGA-NL)**

**Novartis AG (NOVN-CH)**

**Pernod Ricard SA (RI-FR)**

**Royal Ahold Delhaize NV (AD-NL)**

**Schneider Electric SE (SU-FR)**

**WPP Plc (WPP-GB)**

**ASIA**

**Alibaba Group Holding Ltd (BABA-US)**

**Japan Airlines (9201-JP)**

**Mitsubishi UFJ Financial Group (8306-JP)**

**Samsung Electronics Co Ltd (SMSN-GB)**

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# ...& Historical Performance

## Global Conviction List

07/03/2017

Code	Company Name	Last Price	Perf.*	Target Price **	Upside	Industry	Entry Date
ACS-ES	Actividades de Construcción y Servicios SA	34.43	27%	40.00	16%	Industrials	11/21/2016
BABA-US	Alibaba Group Holding Ltd.	140.99	46%	154.00	9%	Information Technology	01/19/2015
GOOGL-US	Alphabet Inc. Class A	919.46	50%	1 048.00	14%	Information Technology	08/25/2015
ABI-BE	Anheuser-Busch InBev SA/NV	97.30	-11%	125.00	28%	Consumer Staples	05/16/2017
BAYN-DE	Bayer AG	113.40	-5%	119.00	5%	Health Care	09/09/2015
BNP-FR	BNP Paribas SA Class A	64.94	63%	73.00	12%	Financials	04/04/2013
CHKP-US	Check Point Software Technologies Ltd.	108.10	40%	118.00	9%	Information Technology	02/11/2015
CFEB-BE	Compagnie d'Entreprises CFE SA	122.80	-6%	151.00	23%	Industrials	06/14/2017
SGO-FR	Compagnie de Saint-Gobain SA	47.43	19%	55.00	16%	Materials	04/29/2015
C-US	Citigroup Inc	68.26	34%	76.00	11%	Financials	10/16/2013
CRG-IE	CRH Plc	31.51	-3%	39.00	24%	Materials	01/05/2017
BN-FR	Danone SA	66.68	10%	77.00	15%	Consumer Staples	06/16/2016
DGE-GB	Diageo plc	22.73	7%	24.50	8%	Consumer Staples	01/05/2017
FB-US	Facebook, Inc. Class A	148.43	20%	166.50	12%	Information Technology	07/29/2016
INGA-NL	ING Groep NV	15.48	42%	16.50	7%	Financials	06/10/2014
9201-JP	Japan Airlines Co., Ltd.	3 490.00	-16%	3 800.00	9%	Industrials	09/11/2015
8306-JP	Mitsubishi UFJ Financial Group, Inc.	757.10	60%	800.00	6%	Financials	01/10/2013
NOVN-CH	Novartis AG	80.60	1%	94.00	17%	Health Care	08/02/2016
PEP-US	PepsiCo, Inc.	115.44	10%	125.00	8%	Consumer Discretionary	01/26/2017
RI-FR	Pernod Ricard SA	118.00	15%	125.00	6%	Consumer Staples	01/19/2015
PFE-US	Pfizer Inc.	33.82	-4%	42.00	24%	Health Care	08/18/2016
AD-NL	Royal Ahold Delhaize N.V.	16.71	-15%	23.50	41%	Consumer Staples	01/26/2017
SMSN-GB	Samsung Electronics Co., Ltd.	1 034.00	63%	1 130.00	9%	Information Technology	02/09/2015
SU-FR	Schneider Electric SE	68.16	10%	77.00	13%	Industrials	06/30/2015
TMO-US	Thermo Fisher Scientific Inc.	174.41	39%	179.00	3%	Health Care	02/11/2015
DIS-US	Walt Disney Company	107.46	8%	125.00	16%	Consumer Discretionary	01/08/2016
WPP-GB	WPP Plc	16.13	127%	20.80	29%	Consumer Discretionary	07/27/2011

List Performance Since Inception: **77.0%**

List Potential Upside: **28.7%**

Sources: SGPB & FactSet

\* Price Return Since Inception

\*\* Target price is a 12-month forecast price defined by SGPB Equity Experts

## Weekly Comment

- The Global Conviction List retreated 1.5% last week, underperforming the MSCI AC World Index, which fell 0.4%.
- The week's top losers were Bayer and Alphabet as they lost 7.2% and 5.4%, respectively, while the top gainers were Citigroup and BNP Paribas as they rose 7% and 5.4%, respectively.
- The List offers an average upside of 28.7%, based on our Equity Experts' target prices.

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# Dividend Conviction List

## List Definition

- The List comprises Societe Generale Private Banking Equity Experts' convictions with exclusive buy rating and an attractive dividend yield.
- The selection aims at generating dividend income.
- The selection derives from Societe Generale Private Banking recommended universe.
- Any update in the list is announced through a "Conviction List Change" publication.

07/03/2017

FactSet Code	Company Name	Dividend Yield*	Last Price	Perf.**	Target Price***	Upside	Industry	Entry Date
ADEN-CH	Adecco Group AG	3.6%	73.50	-5%	86.00	17%	Industrials	05/16/2017
CS-FR	AXA SA	5.1%	24.57	27%	26.50	8%	Financials	02/05/2015
BATS-GB	British American Tobacco p.l.c.	3.6%	52.36	12%	62.00	18%	Consumer Staples	01/10/2017
CO-FR	Casino, Guichard-Perrachon SA	6.1%	51.81	3%	60.00	16%	Consumer Staples	04/19/2017
CVX-US	Chevron Corporation	4.1%	106.30	6%	122.00	15%	Energy	06/23/2015
KO-US	Coca-Cola Company	3.4%	44.76	7%	46.00	3%	Consumer Staples	02/05/2015
ENEL-IT	Enel SpA	5.1%	4.76	20%	5.50	16%	Utilities	08/25/2015
ENGI-FR	ENGIE SA	5.2%	13.44	-30%	15.50	15%	Utilities	02/05/2015
GSK-GB	GlaxoSmithKline plc	4.9%	16.30	9%	18.60	14%	Health Care	02/05/2015
INGA-NL	ING Groep NV	4.6%	15.48	18%	16.50	7%	Financials	10/06/2015
LLOY-GB	Lloyds Banking Group	6.3%	0.67	-9%	0.74	11%	Financials	11/26/2015
RDSA-NL	Royal Dutch Shell Plc	7.1%	23.64	-14%	29.00	23%	Energy	05/19/2015
SU-FR	Schneider Electric SE	3.3%	68.16	10%	77.00	13%	Industrials	06/30/2015
TUI1-DE	TUI AG	5.4%	12.71	-5%	16.50	30%	Consumer Discretionary	02/16/2017
VIE-FR	Veolia Environnement SA	4.6%	18.74	14%	22.00	17%	Utilities	02/05/2015
DG-FR	VINCI SA	3.1%	75.05	51%	85.00	13%	Industrials	02/05/2015

List Performance Since Inception: **8.3%**

List Potential Upside: **15.8%**

Sources: SGPB & FactSet

\* Estimated annual dividend yield for the next 12 months (average of the estimates given by the contributors to the FactSet consensus)

\*\* Price Return Since Inception

\*\*\* Target price is a 12-month forecast price defined by SGPB Equity Experts

Dividend Yield	%
FTSE 100	4.2%
Bovespa Index	3.6%
Euro Stoxx50	3.6%
SMI	3.4%
Straits Times Index	3.3%
S&P 500	2.1%
Nikkei 225	1.6%

Sources: SGPB & FactSet

Estimated annual dividend yield for the next 12 months (average of the estimates given by the contributors to the FactSet consensus)

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# Emerging Markets Overview

## Conviction List

07/03/2017

Code	ADR/GDR*	Company Name	Last Price	Perf.**	Target Price ***	Upside	Industry	Entry Date
BABA-US	BABA-US	Alibaba Group Holding Ltd.	140.99	105%	154.00	9%	Information Technology	02/22/2016
BBL.R-TH	-	Bangkok Bank Public Company	185.00	17%	201.00	9%	Financials	02/22/2016
SMSN-GB	SMSN-GB	Samsung Electronics Co., Ltd.	1 034.00	114%	1 130.00	9%	Information Technology	02/22/2016

List Performance Since Inception: **59.5%**  
List Upside: **14.5%**

Sources: SGPB & FactSet

\* When available, ADR/GDR most liquid. \*\* Price Return since Inception

\*\*\* Target price is a 12-month forecast price defined by SGPB Equity Experts

## Market Performances

07/03/2017	EM Index	Weekly	YTD
MXEF Index	MSCI Emerging (USD)	-0.5%	17.6%
MSEUEMEA Index	MSI EMEA (USD)	-0.5%	3.5%
MXLA index	MSCI LATAM (USD)	1.1%	9.3%
MXMS Index	MSCI Emerging Asia (USD)	-0.7%	22.5%
MXRU Index	MSCI Russia	2.5%	-13.9%
MXBR Index	MSCI Brazil	1.8%	2.5%
MXIN INDEX	MSCI India	0.8%	15.1%

Sources: SGPB & FactSet

## Convictions Highlights

The EM Conviction List moved down 0.5% last week, in line with the MSCI EM Index. Samsung Electronics was the worst performer as it fell 1.8%. Conversely, Bangkok Bank was the best performer as it gained 1.9%.

## MSCI Emerging Markets Index (USD)



## Macroeconomic Views

### China: Caixin Manufacturing PMI beats expectations in June

China's Caixin Manufacturing PMI increased to 50.4 in June from 49.6 in May, beating expectations of 49.5. It was the highest reading since March as output and new export orders grew at a faster pace. However, optimism towards business outlook fell to the lowest YTD.

### Brazil: Manufacturing PMI disappoints in June

Brazil's seasonally adjusted manufacturing PMI fell to 50.5 in June from 52 in May, below expectations of 51. Though the reading pointed to third consecutive month of its expansion, production and new orders grew at a slower pace, employment contracted and buying levels have also declined.

Source: FactSet

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# Regional Conviction Lists

## List Definition

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## Developed Asia-Pacific<sup>1</sup>

07/03/2017

Code	Company Name	Last Price	Perf.*	Target Price **	Upside	Industry	Entry Date
1299-HK	AIA Group Limited	56.25	41%	60.00	7%	Financials	02/22/2016
4503-JP	Astellas Pharma Inc.	1 383.00	-12%	1 730.00	25%	Health Care	02/22/2016
9201-JP	Japan Airlines Co., Ltd.	3 490.00	-17%	3 800.00	9%	Industrials	02/22/2016
8306-JP	Mitsubishi UFJ Financial	757.10	59%	800.00	6%	Financials	02/22/2016
8801-JP	Mitsui Fudosan Co., Ltd.	2 666.50	1%	2 910.00	9%	Financials	02/22/2016
O39-SG	Oversea-Chinese Banking Coi	10.72	35%	12.10	13%	Financials	02/22/2016
3382-JP	Seven & I Holdings Co., Ltd.	4 619.00	0%	5 500.00	19%	Consumer Staples	04/11/2017

**List Performance Since Inception: 11.4%**

**List Potential Upside: 13.4%**

Sources: SGPB & FactSet

\* Price Return Since Inception

\*\* Target price is a 12-month forecast price defined by SGPB Equity Experts

<sup>1</sup> Includes Australia, Hong Kong, Japan, New Zealand, Singapore

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# Europe

07/03/2017

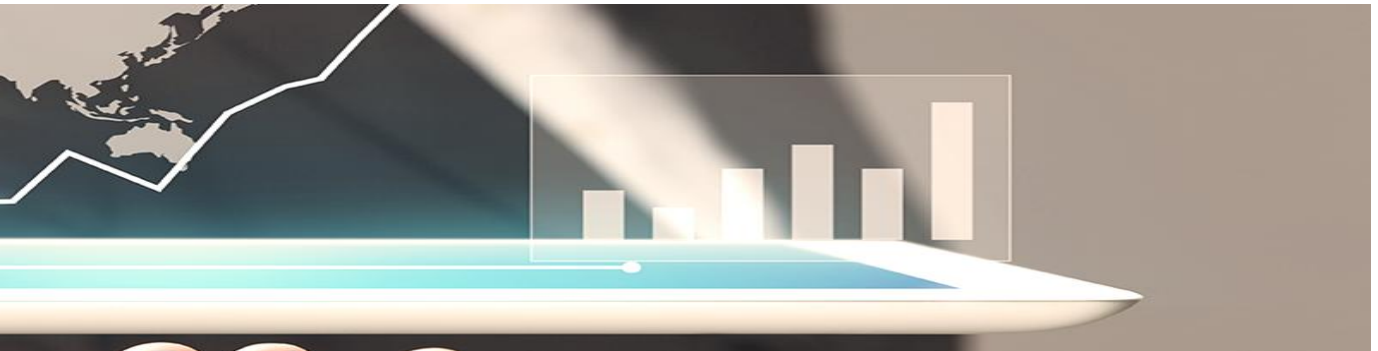
Code	Company Name	Last Price	Perf.*	Target Price **	Upside	Industry	Entry Date
ACS-ES	Actividades de Construccion y Servicios SA	34.43	27%	40.00	16%	Industrials	11/21/2016
ADEN-CH	Adecco Group AG	73.50	10%	86.00	17%	Industrials	12/17/2015
ABI-BE	Anheuser-Busch InBev SA/NV	97.30	-11%	125.00	28%	Consumer Staples	05/16/2017
ATO-FR	Atos SE	123.05	43%	135.00	10%	Information Technology	07/27/2016
BAYN-DE	Bayer AG	113.40	-5%	119.00	5%	Health Care	09/09/2015
BNP-FR	BNP Paribas SA Class A	64.94	63%	73.00	12%	Financials	04/04/2013
CA-FR	Carrefour SA	22.37	3%	26.50	18%	Consumer Staples	08/03/2016
CO-FR	Casino, Guichard-Perrachon SA	51.81	3%	60.00	16%	Consumer Staples	04/19/2017
CFEB-BE	Compagnie d'Entreprises CFE SA	122.80	-6%	151.00	23%	Industrials	06/14/2017
SGO-FR	Compagnie de Saint-Gobain SA	47.43	19%	55.00	16%	Materials	04/29/2015
CRG-IE	CRH Plc	31.51	-3%	39.00	24%	Materials	01/05/2017
BN-FR	Danone SA	66.68	10%	77.00	15%	Consumer Staples	06/16/2016
DGE-GB	Diageo plc	22.73	7%	24.50	8%	Consumer Staples	01/05/2017
ENG-ES	Enagas SA	23.92	-7%	31.00	30%	Utilities	01/08/2016
ENEL-IT	Enel SpA	4.76	20%	5.50	16%	Utilities	08/25/2015
FME-DE	Fresenius Medical Care AG & Co. KGaA	84.81	9%	90.00	6%	Health Care	01/08/2016
ITX-ES	Industria de Diseno Textil, S.A.	33.84	11%	40.00	18%	Consumer Discretionary	03/08/2017
INGA-NL	ING Groep NV	15.48	42%	16.50	7%	Financials	06/10/2014
NN-NL	NN Group N.V.	31.93	0%	38.00	19%	Financials	05/22/2017
NOVN-CH	Novartis AG	80.60	1%	94.00	17%	Health Care	08/02/2016
RI-FR	Pernod Ricard SA	118.00	15%	125.00	6%	Consumer Staples	01/19/2015
PUB-FR	Publicis Groupe SA	65.25	8%	77.00	18%	Consumer Discretionary	12/01/2015
AD-NL	Royal Ahold Delhaize N.V.	16.71	-15%	23.50	41%	Consumer Staples	01/26/2017
DSM-NL	Royal DSM NV	63.98	7%	76.00	19%	Materials	08/04/2016
SU-FR	Schneider Electric SE	68.16	10%	77.00	13%	Industrials	06/30/2015
SOLB-BE	Solvay SA	120.20	30%	123.00	2%	Materials	05/08/2016
SEV-FR	Suez Environnement SA	16.35	28%	18.00	10%	Utilities	11/16/2016
VIE-FR	Veolia Environnement SA	18.74	4%	22.00	17%	Utilities	04/08/2015
WDI-DE	Wirecard AG	57.40	48%	65.00	13%	Information Technology	05/08/2015
WIZZ-GB	Wizz Air Holdings Plc	24.09	35%	21.50	-11%	Industrials	11/06/2015
WPP-GB	WPP Plc	16.13	127%	20.80	29%	Consumer Discretionary	07/27/2011

List Performance Since Inception: 45.8%  
List Upside: 22.2%

Sources: SGPB & FactSet

\* Price Return Since Inception

\*\* Target price is a 12-month forecast price defined by SGPB Equity Experts



# United States

07/03/2017

Code	Company Name	Last Price	Perf.*	Target Price **	Upside	Industry	Entry Date
ABT-US	Abbott Laboratories	48.71	12%	51.40	6%	Health Care	04/24/2017
GOOGL-US	Alphabet Inc. Class A	919.46	50%	1,048.00	14%	Information Technology	08/25/2015
AVGO-US	Broadcom Limited	229.76	47%	290.00	26%	Information Technology	06/20/2016
CHKP-US	Check Point Software Technologies	108.10	40%	118.00	9%	Information Technology	02/11/2015
C-US	Citigroup Inc	68.26	34%	76.00	11%	Financials	10/16/2013
FB-US	Facebook, Inc. Class A	148.43	20%	166.50	12%	Information Technology	07/29/2016
MAR-US	Marriott International, Inc. Class A	100.11	-2%	122.00	22%	Consumer Discretionary	05/10/2017
MRK-US	Merck & Co., Inc.	64.27	1%	73.00	14%	Health Care	08/22/2016
PEP-US	PepsiCo, Inc.	115.44	10%	125.00	8%	Consumer Discretionary	01/26/2017
PFE-US	Pfizer Inc.	33.82	-4%	42.00	24%	Health Care	08/18/2016
TMO-US	Thermo Fisher Scientific Inc.	174.41	39%	179.00	3%	Health Care	02/11/2015
DIS-US	Walt Disney Company	107.46	8%	125.00	16%	Consumer Discretionary	01/08/2016
ZTS-US	Zoetis Inc	62.67	25%	58.00	-7%	Health Care	10/17/2016

List Performance Since Inception: 67.0%  
List Upside: 20.0%

Sources: SGPB & FactSet

\* Price Return Since Inception

\*\* Target price is a 12-month forecast price defined by SGPB Equity Experts

Past performance is not a reliable indicator of the future performance. The amounts indicated above do not include any fees, duties or other charges which may be added in case of conclusion of an operation.

# Convictions By Sectors

## Consumer Discretionary

### Name

Inditex SA  
Marriott International, Inc. Class A  
PepsiCo, Inc.  
Publicis Groupe  
TUI AG  
Walt Disney Co  
WPP PLC

## Consumer Staples

Anheuser-Busch InBev SA/NV  
Carrefour SA  
Coca-Cola  
Danone SA  
Diageo plc  
Pernod Ricard SA  
Royal Ahold Delhaize N.V.  
Seven & I Holdings Co., Ltd.

## Energy

Chevron Corp  
Royal Dutch Shell Plc

## Financials

AIA Group Ltd  
AXA SA  
Bangkok Bank PCL  
BNP Paribas SA  
Citigroup Inc  
ING Groep NV  
Lloyds Banking Group Plc  
Mitsubishi UFJ Financial Group Inc  
Mitsui Fudosan Co Ltd  
NN Group N.V.  
Oversea-Chinese Banking Corp Ltd

## Healthcare

Abbott Laboratories  
Astellas Pharma Inc.  
Bayer AG  
Fresenius Medical Care & Co KGaA  
GlaxoSmithKline Plc  
Merck & Co., Inc.  
Novartis AG  
Pfizer Inc.  
Thermo Fisher Scientific Inc  
Zoetis Inc

## Industrials

Actividades de Construccion y Servicios SA  
Adecco SA  
Compagnie d'Entreprises CFE SA  
Japan Airlines Co Ltd  
Schneider Electric SE  
Vinci SA  
Wizz Air Holdings Plc

## Information Technology

Alibaba Group Holding Ltd  
Alphabet Inc  
Atos SE  
Broadcom Ltd  
Check Point Software Technologies Ltd  
Facebook, Inc. Class A  
Samsung Electronics Co Ltd  
Wirecard AG

## Materials

Compagnie de Saint-Gobain SA  
CRH Plc  
Royal DSM NV  
Solvay SA

## Utilities

Enagas SA  
Enel SpA  
Engie SA  
Suez Environnement SA  
Veolia Environnement SA

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# Rating System

## Investment Rating Definitions:

<b>Buy</b>	Stock that is expected to outperform its MSCI sector index over a 12-month investment horizon.
<b>Neutral</b>	Stock that is expected to perform in line with its MSCI sector index over a 12-month investment horizon.
<b>Sell</b>	Stock that is expected to underperform its MSCI sector index over a 12-month investment horizon.
<b>Restricted</b>	Covered stock that is not rated or assigned a target price as the Societe Generale group has a capital market transaction with that company.

## Product Risk Rating

The product category of single equity, stock, share is rated at '4'.

In order to draw the attention of potential investors to the risk linked to each investment solution, Societe Generale Private Banking has ranked each product according to its own specific risk scale from the lowest risk (class 0) to the highest risk (class 4). The risk classification is a Societe Generale Private Banking internal risk indicator. These internal indicators are based on the Value at Risk 95% 1 year (VaR). The VaR corresponds to the maximum amount that the portfolio being considered could lose in normal market conditions over a given period with a given probability (past performances and simulations of performance shall not be considered as a reliable indicator of future performance). If the VaR 95% 1 year is y%, this means that there is a 95% probability that the portfolio will not lose more than y% of its value in one year.

## Risk Levels

## Losses

<b>0 - Lowest Risk</b>	There is a 95% probability that the product will not depreciate in value in one year.
<b>1 - Low Risk</b>	There is a 95% probability that the product will not lose more than 5% of its value in one year.
<b>2 - Medium Risk</b>	There is a 95% probability that the product will not lose more than 15% of its value in one year.
<b>3 - High Risk</b>	There is a 95% probability that the product will not lose more than 30% of its value in one year.
<b>4 - Highest Risk</b>	There is a minimum of 5% probability that the product will lose more than 30% of its value in one year.

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# Calculation Methodology

## Performance Calculation

At the time of inception of the conviction list, all members are based at 100. Each stock is equally weighted, so that every member has the same probability to add value to the list. The selection is made using a bottom-up approach and may not be read as a portfolio construction.

Performance of Conviction Lists and the members is calculated every week based on Monday's closing price or last trading day in case of a holiday. Rebased level for Conviction List members is obtained by applying the change in the share price (current price/last week price) to the previous rebased level. Rebased level for the Conviction Lists is obtained by averaging the rebased levels for all the conviction list members.

## Conviction List Change

Performance is also calculated as mentioned above at the time of any change in Conviction Lists such as inclusion of a new member or removal of an existing member. For inclusion or removal of a member, closing price on the day prior to the announcement is used. In addition, all members are equally weighted again by applying the last rebased level of the Conviction List.

## Performance Measurement

Weekly: % change in the current rebased level over previous week's rebased level.

YTD: % change in the current rebased level over the rebased level at the beginning of the year.

Since inception: % change in the current rebased level over the base value (100).

Since inclusion (Conviction List Members): % change in the current rebased level over the rebased level at the time of inclusion.

## Potential Upside Calculation

Of Members: is obtained by ascertaining the % difference between the current price and target price.

Of Conviction Lists: is obtained by rebasing the upside potential of members and then averaging these rebased upside potential levels.

## Corporate Actions

Dividend payment : the performance methodology does not take into account the impact of dividend payment. Therefore, the lists' performance is purely based on price return calculation.

Stock Split : to adjust the effect a stock split, we adjust the target price by the same ratio as that of the stock split.

## Benchmarking

Performance of Conviction Lists is compared with the following relative benchmarks to ascertain the outperformance/underperformance

**Global CL** (Conviction List) : MSCI AC World

**Developed Asia-Pacific CL** : MSCI AC Asia Pacific

**European CL** : MSCI Europe

**US CL** : S&P 500

**Emerging CL** : MSCI Emerging Markets

**Dividend CL** : MSCI World High Dividend Yield



# Glossary (1/2)

## Societe Generale Private Banking Investment Universe

Societe Generale Private Banking defines and maintains an investment universe, aiming at ensuring the liquidity and the meaningful coverage of companies subject to potential investments. This investment universe complies with rules defined as follows:

- **Issuers are constituents of MSCI indices:** The constituents of the indices retained cover developed and emerging countries with increased precision (average market capitalisation) for Germany, Belgium, France, the UK and Switzerland.
- **Market Capitalisation:** To avoid the inclusion of securities whose market capitalisation could be too low in light of the potential investments by clients and/or managers, only securities whose market capitalisation is greater than €500 mn have been chosen.
- **Liquidity:** To ensure minimum liquidity for investments, only securities with a six-month average daily trading volume greater than EUR 300,000 are selected.
- **Reliable Financial Information:** Only securities tracked by at least three sell side financial analysts are included in the universe.
- **Social and Environmental Responsibility Policy of SG Group:** Societe Generale has defined a framework for Social and Environmental Responsibility. This framework sets out restrictions on listed securities identified by SG Group and deleted from the universe.

## Societe Generale Private Banking Recommended Universe

The Recommended Universe is made of companies from the Investment Universe as defined by Societe Generale Private Banking guidelines. Members are chosen by Equity Solutions. There are no lower nor upper limits on the number of stocks in the Recommended Universe. There is no specific constraint in term of geographical or industry representation. A company from the recommended universe can be subject to a rating change, as decided by the Equity Solutions expert covering the company. When a stock is downgraded to a Sell rating, it is still followed for at least 3-month, after which Equity Solutions issues a coverage termination alert.

## Financial Terms and Acronyms

**ADR (American Depositary Receipt):** is a negotiable certificate issued by a US bank representing a specified number of shares in a foreign stock that is traded on a US exchange. ADRs are denominated in US dollars, with the underlying security held by a US financial institution overseas.

**BACKLOG:** often refers to a company's sales orders waiting to be fulfilled. Even if it provides the revenue visibility, the companies usually try to avoid to have an extensive backlog because that creates the risk of unmet demand and thus can have negative impact on future earnings

**BENCHMARK:** is, generally, a broad market, market-segment stock or bond index that is used as a reference to evaluate the performance of a security, mutual fund or investment manager.

**BV (Book Value):** is the total value of net assets of a company. It consists of the firm's fixed assets plus its current assets, minus short-term liabilities, long-term creditors and any provisions.

**BV/S (Book Value Per Share):** is the total value of the net assets of a company divided by the total number of outstanding shares.

**C/I (Cost Income Ratio):** is used for valuing banks. It shows a company's costs in relation to its income. Formula:  $(\text{Operating Costs}/\text{Operating Income}) \times 100$ .

**CAGR (Compound Annual Growth Rate):** is a term used for the geometric progression ratio that provides a constant rate of return over a specific time period.

**CAPEX (Capital Expenditure):** is the fund used by the company to acquire or upgrade the physical assets such as property, industrial buildings or equipment. The most capital intensive industries include oil, telecom and utilities.

**CAR (Capital Adequacy Ratio):** is a measure of a bank's capital. It is expressed as a percentage of a bank's risk-weighted credit exposures. Formula:  $(\text{Tier One Capital} + \text{Tier Two Capital})/\text{Risk Weighted Assets}$ .

**CET I (Common Equity Tier I Ratio) :** is a measure of the bank's common equity capital as a percentage of risk-weighted assets. It is generally compared to a defined benchmark stipulated by the regulatory authority to determine whether a bank is sufficiently capitalised.

**DIVIDEND YIELD:** Dividend per share or DPS (total dividend paid out divided by the total number of shares) expressed as a percentage of current stock price.

**EBIT (Earnings Before Interest and Taxes):** profit before taking into account interest payments and income taxes. Also referred to as operating income, it is calculated as a company's gross income minus all its operating expenses.

## Financial Terms and Acronyms (contd.)

**EBIT Margin:** Ratio that expresses EBIT as a percentage of total sales  $(\text{EBIT}/\text{Sales} \times 100)$ ; also referred to as operating margin.

**EBITDA (Earnings Before Interest, Taxes, Depreciation and Amortisation):** profit before taking into account interest payments, income taxes and non-cash operating expenses (depreciation and amortisation). It is calculated as a company's gross income minus its cash operating expenses only.

**EM (Emerging Market) :** is a country that has some characteristics of a developed market, but does not meet standards to be a developed market. This includes countries that may become developed markets in the future or were in the past.

**EPS (Earnings Per Share):** is the division of total net profit by the number of shares.

**EV (Enterprise Value)** is a measure of a company's value, often used as an alternative to straightforward market capitalisation. It is calculated as  $(\text{market cap} + \text{debt} + \text{minority interest} + \text{preferred shares}) - \text{total cash} - \text{cash equivalents}$ .

**EV/EBITDA:** compares the total value of the company to its EBITDA.

**EV/SALES:** compares the total value of the company to its sales.

**FCF (Free Cash Flow):** represents the difference between operating cash flow and capital expenditures and shows the company's ability to generate shareholder's value after laying out the money required to maintain or expand its asset base. Without enough cash, it would be difficult for a company to develop new products, make acquisitions, pay dividends and reduce debt.

**FFO (Funds from Operations):** measures a REIT's operating performance. It is net income plus gains (minus losses) from property sale and purchase. Non-cash expenses like depreciation and amortisation are added back because value of real estate tends to rise over time rather than depreciating like other fixed assets and investments. FFO per share is often used in place of earnings per share when analysing REITs.

**FY1 (Fiscal Year One):** refers to the current fiscal year.

**FY2 (Fiscal Year Two):** refers to the next fiscal year.

**FY16E:** Fiscal year 2016 estimation, **FY17E:** Fiscal year 2017 estimation

**GDP (Gross Domestic Product):** is the monetary value of all the finished goods and services produced within a country's borders in a specific time period.

**GDR (Global Depositary Receipt):** is very similar to an ADR. It is a bank certificate issued in more than one country for shares in a foreign company. The shares are held by a foreign branch of an international bank. The shares trade as domestic shares, but are offered for sale globally through the various bank branches.

**GOODWILL:** is an intangible asset that arises as a result of the acquisition of one company by another company for a premium value and can have as origin the value of a company's brand name, solid customer base, good customer relations, good employee relations and any patents or proprietary technology.

**GROSS INCOME:** gross profit calculated as a company's total sales minus its cost of goods sold (COGS) that corresponds to labour and production costs.

**GROSS MARGIN:** expresses gross income as a percentage of total sales  $(\text{Gross Income}/\text{Sales} \times 100)$ .

**IPO (Initial Public Offering):** is the first sale of stock by a private company to the public to expand its growth or, sometimes, repay its debt.

**LIKE FOR LIKE (LFL) GROWTH:** is a measure of growth in sales, adjusted for new or divested businesses. This is a widely used indicator of retailers' performance. This adjustment is important in businesses that show a significant change through expansion, disposals or closures.

**LTV (Loan-To-Value Ratio):** is a financial term used to express the ratio of a loan to the value of an asset purchased. The term is commonly used by financial institutions and real estate companies to represent the ratio of the loan as a percentage of the total appraised value of real property.

**NAV (Net Asset Value):** is similar to book value and is also called per investment unit. NAV is the marked-to-market value of the company's property investments less liabilities.

**ND (Net Debt):** is calculated as a company's total debt minus cash and other similar liquid assets.

**NET MARGIN:** is a financial ratio which measures the profitability of the net income of a company. Formula:  $\text{Net Profit}/\text{Sales}$ .

**NI (Net Income or Bottom Line):** represents a company's total earnings (or profit) which is calculated by adjusting revenues for the costs, depreciation, interest, taxes and other expenses.

**OPERATING MARGIN:** See definition of EBIT Margin.

# Glossary (2/2)

**ORGANIC GROWTH:** is the growth rate that a company can achieve by increasing its output and enhancing sales, excluding any profits or growth from takeovers or M&A activities.

**P/E or PER (Price Earnings Ratio):** reflects the trading price of a share in relation to the expected earnings. Formula: Share Price/Earnings Per Share.

**P/TBVS (Price To Tangible Book Value):** expresses the share price with regard to the accounting value of the company. Formula: Share Price/Tangible Book Value Per Share.

**PAYOUT RATIO:** is the proportion of earnings paid out as dividends to shareholders and typically expressed as a percentage. A lower payout ratio is generally preferable to a higher payout ratio. A ratio greater than 100% indicates the company is paying out more in dividends than it makes in net income.

**PMI (Purchasing Managers Index):** is an indicator of the economic health of the manufacturing sector. The PMI is based on five major indicators: new orders, inventory levels, production, supplier deliveries and the employment environment

**PROFIT WARNING:** is the announcement made by the company before its earnings release indicating the investors that its earnings would not meet the analysts' expectations.

**RWA (Risk Weighted Assets):** is a measure of the bank's assets, weighted according to their risk. It involves the risk weighting of both on and off-balance-sheet exposures. It is generally used to calculate risk-based capital ratio which is the ratio of a bank's capital to its risk weighted assets.

**REVENUE GROWTH:** Illustrates the growth of sales over a given period.

**ROA (Return on assets):** a financial ratio that is calculated as net income divided by total assets and shows how profitable a company is relative to its total assets

**ROC (Return on invested capital):** a profitability ratio which is calculated as net income minus dividends divided by total invested capital.

**ROE (Return On Equity):** The amount of net income returned as a percentage of shareholders' equity. Return on equity measures a corporation's profitability by disclosing how much profit a company generates with the money shareholders have invested.

**SHARE BUYBACK (Share Repurchase):** A program by which a company buys back its own shares from the marketplace, reducing the number of outstanding shares. It usually indicates that the company's shares are undervalued and pushes the share prices up. **SHAREHOLDER'S EQUITY:** is the amount of the funds contributed by the owners (the stockholders) plus the retained earnings (or losses).

**STOCK SPLIT:** is a corporate action in which the company divides its existing shares into multiple shares to make shares seem more affordable for small investors without changing the underlying value of the company.

**TBV (Tangible Book Value):** is the book value excluding intangible assets.

**TBVS (Tangible Book Value Per Share):** allows to estimate the accounting value of a company by measuring its stockholders' equity per share. Formula: Re-valued Net Assets/Total Shares of Company.

**WACC (Weighted Average Cost of Capital):** also referred to as the firm's cost of capital, it is the rate that a company is expected to pay on an average to all its security holders to finance its assets.

**WORKING CAPITAL:** is the difference between a company's current assets and current liabilities and shows whether the company has sufficient short-term assets to cover its short-term debts.

## Indices

**MSCI AC WORLD:** is a free float-adjusted market capitalisation weighted index that is designed to measure the equity market performance of developed markets. The MSCI World Index consists of the following 23 developed market country indexes: Australia, Austria, Belgium, Canada, Denmark, Finland, France, Germany, Hong Kong, Ireland, Israel, Italy, Japan, the Netherlands, New Zealand, Norway, Portugal, Singapore, Spain, Sweden, Switzerland, the UK, and the US (as of 2 June 2014).

**MSCI AC ASIA PACIFIC:** is a free float-adjusted market capitalisation weighted index that is designed to measure the equity market performance of the developed and emerging markets in the Pacific region. The MSCI AC Pacific Free Index consists of the following 12 developed and emerging market countries: Australia, China, Hong Kong, Indonesia, Japan, Korea, Malaysia, New Zealand, the Philippines, Singapore, Taiwan, and Thailand (as of 2 June 2014).

**MSCI EUROPE:** is a free float-adjusted market capitalisation weighted index that is designed to measure the equity market performance of the developed markets in Europe. The MSCI Europe Index consists of the following 15 developed market country indexes: Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Italy, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and the UK (as of 2 June 2014).

**MSCI EMERGING MARKETS:** is a free float-adjusted market capitalisation index that is designed to measure equity market performance of emerging markets. The MSCI Emerging Markets Index consists of the following 23 emerging market country indexes: Brazil, Chile, China, Colombia, the Czech Republic, Egypt, Greece, Hungary, India, Indonesia, Korea, Malaysia, Mexico, Peru, the Philippines, Poland, Qatar, Russia, South Africa, Taiwan, Thailand, Turkey\* and the UAE (as of 2 June 2014).

**MSCI WORLD HIGH DIVIDEND YIELD:** is based on the MSCI World Index, its parent index, and includes large- and mid-cap stocks across 23 Developed Markets (DM) countries (as of 31 March 2014). The index is designed to reflect the performance of equities in the parent index (excluding REITs) with higher dividend income and quality characteristics than average dividend yields that are both sustainable and persistent.

**MSCI WORLD VALUE:** captures large- and mid-cap securities exhibiting overall value style characteristics across 23 Developed Markets countries (as of 31 March 2014). The value investment style characteristics for index construction are defined using three variables: book value to price, 12-month forward earnings to price and dividend yield. With 853 constituents, the index targets 50% coverage of the free float-adjusted market capitalisation of the MSCI World Index.

**MSCI WORLD GROWTH:** captures large- and mid-cap securities exhibiting overall growth style characteristics across 23 Developed Markets countries (as of 31 March 2014). The growth investment style characteristics for index construction are defined using five variables: long-term forward EPS growth rate, short-term forward EPS growth rate, current internal growth rate and long-term historical EPS growth trend and long-term historical sales per share growth trend.

**MSCI WORLD SMALL CAP:** captures small cap representation across 23 Developed Markets (DM) countries (as of 31 March 2014). With 4,302 constituents, the index covers approximately 14% of the free float-adjusted market capitalisation in each country.

**MSCI WORLD LARGE CAP:** captures large-cap representation across 23 Developed Markets (DM) countries (as of 31 March 2014). With 737 constituents, the index covers approximately 70% of the free float-adjusted market capitalisation in each country.

**MSCI EMEA:** is a free float-adjusted market capitalisation weighted index that is designed to measure the equity market performance of the emerging market countries of Europe, the Middle East and Africa. The MSCI EM EMEA Index consists of the following 10 emerging market country indexes: the Czech Republic, Greece, Hungary, Poland, Russia, Turkey, Egypt, South Africa, Qatar and the UAE.

**MSCI LATAM:** captures large- and mid-cap representation across five emerging market (EM) countries (as of 31 March 2014) in Latin America. With 137 constituents, the index covers approximately 85% of the free float-adjusted market capitalisation in each country.

**MSCI EMERGING ASIA:** captures large and mid-cap representation across eight EM countries (as of 31 March 2014). With 537 constituents, the index covers approximately 85% of the free float-adjusted market capitalisation in each country.

**MSCI RUSSIA:** is designed to measure the performance of the large- and mid-cap segments of the Russian market. With 22 constituents, the index covers approximately 85% of the free float-adjusted market capitalisation in Russia.

**MSCI BRAZIL:** is designed to measure the performance of the large- and mid-cap segments of the Brazilian market. With 70 constituents, the index covers about 85% of the Brazilian equity universe.

**MSCI INDIA:** is designed to measure the performance of the large- and mid-cap segments of the Indian market. With 64 constituents, the index covers approximately 85% of the Indian equity universe.

**Euro Stoxx 50:** is the leading blue-chip index for the eurozone and provides a blue-chip representation of supersector leaders in the Eurozone. The index covers 50 stocks from 12 Eurozone countries. The Index is licensed to financial institutions to serve as underlying for a wide range of investment products such as Exchange Traded Funds (ETF), Futures and Options and structured products.

**FTSE 100:** comprises the 100 most highly capitalised blue chip companies, representing approximately 81% of the UK market. It is used extensively as a basis for investment products, such as derivatives and exchange-traded funds.

**S&P 500:** includes 500 leading companies in the leading industries of the US economy. It is a core component of the US indices that could be used as building blocks for portfolio construction. It is also the US component of S&P Global 1200.

**Nikkei 225:** is the leading index of Japanese stocks. It is a price-weighted index comprised of Japan's top 225 blue-chip companies on the Tokyo Stock Exchange. The Nikkei is equivalent to the Dow Jones Industrial Average Index in the US.

Sources: FactSet, MSCI global equity indexes, SGPB

# Important Disclosures

SG acted as passive bookrunner in Abbott Labs' senior bond issue.

SG acted as Financial advisor for ACS in the sale of Urbaser.

SG acted as joint bookrunner in Adecco's bond issue and joint dealer manager in Adecco's bond tender offer (Target notes: XS0616395199 and XS0953093308).

SG acted as joint lead manager in Axa's bond issue (USD, Perpetual).

SG acted as jointbookrunner in Axa Bank Europe's bond issue (5y covered).

SG acted as global coordinator and joint bookrunner in the disposal of Euronext shares held by Société Générale and BNP Paribas

SG is acting as joint global coordinator and joint bookrunner in Carmila's IPO sold by Carrefour

SG acted as co-manager in Citigroup's bond issuance (12y HG SEC reg).

SG acted as joint lead manager in Citigroup bond issue (EUR, 7-12yr)

SG acted as co-manager in Citigroup's bond issue (5yr SEC sr).

SG acted as co-manager in Citigroup's notes issue.

SG acting as co-manager in Citigroup's senior high grade bond issue

SG acted as joint bookrunner in CRH's bond issue (12y, EUR).

SG acted as Active Joint Bookrunner on Danone'Bond issue (EUR 2y, 4y, 6y, 8y, 12y).

SG acted as co-manager in Disney's bond issue

SG acted as Passive Bookrunner on Enagas Bond issue (EUR 10y)

SG makes a market in Enel warrants

SG acted as joint bookrunner in Enel's bond issue (5y, 10y, 30y, USD).

SG acted as joint bookrunner in the disposal of Engie's stakes by Government of France (APE).

SG acted as sole global coordinateur and joint bookrunner in Engie's tender offer (FR0011289230, FR0000472334, FR0010678185, FR0010709451, FR0010721704, FR0010952770, FR0011261924) and joint dealer manager and structuring advisor in the new bonds issue (EUR, 7-11yr).

SG acted as passive bookrunner in Fresenius' bond issue (Senior, Unsecured, Reg S, multi-tranche, 5y, 7y, 10y, 15y).

SG acted as joint global coordinator and joint bookrunner in the Fresenius bond issue (EUR, 7y, Convertible)

SG acted as joint bookrunner in ING Group's bond issue (EUR, RegS, 12yr).

SG acted as global coordinator and joint bookrunner in Kering 's bond issue (EUR 300m, 10y)

SG acted as co-manager in Mitsubishi UFJ's bond issue (USD, 5-7-10yr).

SG acted as co-manager in Novartis' bond issue (7y, 12y Eur).

SG acted as Co-manager in Novartis Finance's Bond issue(EUR;RegS;4yr/10.5yr)

SG acted as co-manager in Pepsi's bond issue (EUR,12yr).

SG acted acting as co-manager in PepsiCo's senior notes issue.

SG acted as Co-Manager in PepsiCo's bond issue (USD, 2yr, 5y, 30y).

SG acted as passive bookrunner in Publicis' bond issue (7y, EUR Benchmark).

SG acted as joint bookrunner in Saint Gobain's bond issue (EUR Benchmark, 3.5yr).

SG acted as joint bookrunner in Schneider Electric's bond issue (EUR Benchmark, 8yr).

SG acted as joint bookrunner in the diposal of BPI France's stake into Schneider Electric

SG provided bridge loan financing to Suez for the acquisition of GE Water, sold by General Electric.

SG is acting as buy-side adviser to Suez for the acquisition of GE Water, sold by General Electric.

SG acted as joint bookrunner in Suez's bond issue (EUR, 8y, 12y).

SG acted as joint bookrunner in Suez's hybrid bond issue (EUR; 7yr).

SG acted as joint global coordinator and joint bookrunner in Suez's capital increase via Accelerated Bookbuilding (ABB)

SG acted as joint bookrunner in TUI's High Yield Bond issuance (EUR, 5yr)

SG acted as joint Global Coordinator in Cofiroute's bond issue (RegS, 10y or 8y+12y).

SG acted as joint bookrunner in Vinci's convertible bond issue (USD, 5yr).

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# Important Disclaimer (2/2)

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R1: Low Risk

R2: Medium Risk

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