CROSS ASSET SOLUTIONS
| FINDING SMART SOLUTIONS TOGETHER |

BUILDING TEAM SPIRIT TOGETHER

SOCIETE GENERALE
Corporate & Investment Banking
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’ 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 main international socially-responsible investment indices: FTSE4Good, ASPI, DJSI World and DJSI Europe.

FOR MORE INFORMATION, VISIT WWW.SOCIETEGENERALE.COM OR FOLLOW US ON TWITTER @SOCIETEGENERALE
YOUR DIRECT ACCESS TO A TRUE CROSS ASSET PLATFORM WITH OUTSTANDING FINANCIAL ENGINEERING CAPABILITIES AND CUTTING EDGE CLIENT SERVICES

CROSS ASSET SOLUTIONS

INTRODUCING CROSS ASSET SOLUTIONS

Cross Asset Solutions operates at the heart of the Global Markets division of Societe Generale.

It brings together the Equities, Fixed Income, Currencies, Commodities and Funds structuring capabilities to provide investors with a single multi-asset market solutions team.

Based on a client-oriented cross-asset approach with customised services, we deliver a comprehensive range of products and solutions across multiple asset classes while continuing to provide world-class trading capabilities.

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GLOBAL RESOURCES – LOCAL COVERAGE

Our Sales teams are organised by region to be as close as possible to our customers and partners
Our Financial Engineering and Trading teams are integrated globally to facilitate market access & share expertise
AS EACH CLIENT HAS SPECIFIC NEEDS OUR SERVICE IS ORGANISED AROUND THREE CATEGORIES

OUR CLIENTS

FINANCIAL INSTITUTIONS (OWN ACCOUNT)
From asset and liability management solutions to risk management including equity or liability hedging, regulatory capital and accounting optimisation, our engineering teams leverage the entire bank’s capabilities to answer your specific requirements.

- BANKS
- INSURANCE COMPANIES
- ASSET MANAGERS
- HEDGE FUNDS
- PENSION FUNDS
- SOVEREIGN FUNDS
- FAMILY OFFICES
- CORPORATES

DISTRIBUTORS
Our approach is based on long-term partnerships with distributors. Our engineering and marketing teams help you to design and market the next product offering for your network.

- ASSET MANAGERS
- LIFE INSURANCE COMPANIES
- RETAIL BANKS

PRIVATE WEALTH MANAGERS
We are committed to providing our clients with unparalleled support across every aspect of private wealth management product design. Our platform is client-driven and operationally efficient.

- BROKER DEALER PLATFORMS
- PRIVATE BANKS
- INDEPENDENT FINANCIAL ADVISORS
FROM INVESTMENT, TO HEDGING AND FINANCING SOLUTIONS, OUR CAPABILITIES ARE ENDLESS ACROSS ALL ASSET CLASSES

OUR CAPABILITIES

CLIENT OBJECTIVE(S)
- Wealth Preservation
- Yield Enhancement
- Risk Management
- Asset & Liability Management
- Cash Extraction

UNDERLYING ASSET(S)
- Credit
- Commodities
- Currencies
- Equities
- Hybrids
- Hedge Funds
- Indices
- Interest Rates
- Mutual Funds

WRAPPER
- OTC
- Warrants
- Notes
- Funds
- Bespoke SPVs
- Collateralised Vehicles
- Reinsurance contracts

INVESTMENT HEDGING FINANCING

INVESTMENT HORIZON
- Short-Term (<1Y)
- Medium-Term (1 to 5Y)
- Long-Term (5Y to 10Y)
- and Above (>10Y)

CURRENCY
- G10 Currencies
- Emerging Currencies

MARKET EXPECTATION(S)
- Bullish
- Bearish
- Volatile
- Trendless
OUR SPECIALISED TEAM WILL LEVERAGE ON ALL OUR CAPABILITIES TO PROVIDE YOU WITH TAILOR-MADE SOLUTIONS MATCHING YOUR NEEDS

FINANCIAL INSTITUTIONS EXPERTISE

Our Advisory, ALM & Hedging Solution group aims to bring the best of Societe Generale’s expertise in investment, hedging and financing solutions to institutional investors. Our solutions are tailored to the needs of your institution, adapted to current market conditions and supported by a high quality service offering.

OUR EXPERTISE

**Asset and Liability Management Consulting is our core activity**
Our experience and systems allow us to model your entire balance sheet and cash flows at different dates and under numerous economic assumptions. Our quantitative models are robust, and adapted to each type of institution and fine tuned according to each of your requirements.

**Risk Analysis**
We have the knowledge to properly measure the implied risks of your investments including impaired assets, loans, receivables and structured investments.

**Solvency II, Risk Based Capital and Basel II/III expertise**
Our models are designed to take into account capital requirements. We have developed solutions to optimise the capital consumption of your market exposure.

**Accounting Expertise**
Our solutions are designed to mitigate their accounting impact on an institution’s balance sheet.

**Best Bank for ALM Advisory, Life & Pension Risk, October 2010**

**Innovation of the Year Life & Pension Risk, October 2011**
OUR TOOLBOX FOR FINANCIAL INSTITUTIONS

WE HAVE THE TOOLS NECESSARY TO ANSWER YOUR NEEDS ARISING FROM ALL AREAS OF YOUR BALANCE SHEET

ASSETS

CASH

FIXED INCOME

EQUITIES

SHORT TERM INVESTMENT STRATEGIES
A range of investment solutions designed to potentially enhance returns of existing cash positions

INCOME DIVERSIFIERS
Solutions designed to extract income from various sources of alpha and beta with principal protection

SOCIÉTÉ GÉNÉRALE INDEX (SGI)
A diverse range of indices providing access to bond, credit, commodity, equity betas and various equity-based quantitative strategies

BETA & ALPHA STRATEGIES
A wide range of products, applying to Beta Exposure and Alpha Generation strategies

EQUITY FINANCE & INDEXATION
Allow financial institutions to mix and gain exposures via various financing and derivative tools to manage their trading strategies

ALTERNATIVE INVESTMENTS
Benefit from Société Générale's expertise in hedge fund related investment solutions

COMMODITIES
Efficient Solutions to access the commodity market

LIABILITIES

EQUITY

PROFIT OR LOSSES

LIABILITIES

RBC OPTIMISATION
Solutions for efficient management of the Risk Based Capital

ACCOUNTING ANALYSIS
Solutions that mitigate accounting impact of investments

HEDGING THROUGH HYBRID SOLUTIONS
Hybrid solutions designed to provide protection only when it is really necessary i.e. taking into account your desired Solvency or Funding Ratio as well as the net contribution of the various components of the balance sheet to the Funding Ratio (Pension Funds)

STRUCTURED LIABILITIES
Structured solutions for debt issuances tailored to potentially reduce financing costs

CROSS-ASSET FINANCING
Non-recourse financing solutions of financial assets (including bonds, equities, structured notes, alternative investments, etc.)

VARIABLE ANNUITIES EXPERTISE (for Insurance Companies & Reinsurers)
Full or partial hedge of existing books of variable annuities OR new offering design
OUR PLATFORM IS CLIENT-DRIVEN AND OPERATIONALLY EFFICIENT

VALUE PROPOSITION FOR DISTRIBUTORS

We have built the expertise to provide our retail partners with outstanding product design & cutting edge dedicated services.

OUR APPROACH IS PARTNERSHIP DRIVEN

Exclusive products to answer a strategic need:
Widening your product offering
Our teams have been behind many of the innovations launched on the market over the last 20 years. As of today, Societe Generale has one of the widest ranges of solutions in the industry.

Cross Asset offering
Societe Generale is one of only few players to have the ability to customise structured solutions on any type of underlying asset while having in its tool box the most extensive range of payoffs.

Because you deal with changing constraints and requirements, our experts can provide you with adaptable solutions to best match your needs with attractive pricing.

Most Innovative Investment Bank for Retail Structured Products
The Banker Investment Banking Awards
September 2011

Best Global Structured Products House
Euromoney
July 2011

European Share Leader Structured Products
Greenwich Associates
April 2011

House of the Year Europe 2010
House of the Year Americas 2010
House of the Year Latam 2010 - 2011
Structured Products Magazine
SERVICES FOR DISTRIBUTORS

MARKETING SERVICES
Depending on our partner’s requirements and marketing strategy, our teams can be entirely or partly responsible for the design of marketing campaigns related to the launch of a product:

**Concept Definition:**
- Name selection
- Graphic identity & tag lines

**Internal Marketing Support:**
- Sales force toolkits
- Dedicated websites
- Sales seminars

**External Marketing and Advertising Literature:**
- Product brochures (white labelling)
- Mailing leaflets
- Posters
- Goodies
- Videos

STRUCTURING, LEGAL & REGULATORY EXPERTISE
Multiple wrappers have been developed to match our partners’ needs:
- Notes
- Funds
- OTC (Options, Swaps, etc.)
- Collateralised solutions mitigating issuer’s risk

**Regulatory Approvals:**
Our teams can assist our clients in obtaining the agreement of local authorities where applicable.

**Regulatory Support:**
As regulation evolves quickly across the world, our dedicated experts provide our partners with support to understand and implement applicable changes.
In current market conditions, private wealth managers are looking beyond traditional investments in search of new ways to meet evolving objectives.

**Value Proposition for Private Wealth Managers**

Our products can be tailored to meet a variety of financial objectives and to target a specific investment profile, making them an alternative to traditional investments. Our diverse capabilities allow us to price and implement various types of solutions.

**Dedicated Teams**

**Local Sales Teams**
We have sales teams around the world fully dedicated to the promotion of our cross asset franchise to private wealth managers.

**Integrated Trading Teams**
Société Générale has one of the largest books of exotic derivatives in the market and our traders’ interests are aligned with our sales teams. It allows us to provide our clients with competitive pricing and privileged market access.

**Dedicated Pricing Teams & Tools**
Our sales teams benefit from their own pricing teams to design creative, relevant and market-driven ideas for private wealth managers. Our financial engineers aspire to lead the private wealth management market, help shape its evolution and support its growth.

*We benefit from timely pricing tools fully devoted to vanilla products that provide:*

- Potential firm quotes
- Indicative quotes followed by multiple pricing refreshes

**Equity Derivatives House of the Year**
Risk Awards 2011

**Best Manufacturer Hybrid Products – Europe**
Structured Retail Products Awards 2011

#5 in overall results – all categories
#1 in overall commodities
#1 in FX execution
#2 in credit infrastructure and innovation
#1 in commodities pricing and innovation
#2 in commodities execution and infrastructure
Among Top 5 in overall rates and overall credit
Asia Risk Rankings 2011
SERVICES FOR PRIVATE WEALTH MANAGERS

MARKETING TOOLS
Research & Tactical Ideas
Maintaining a constant relationship with our independent research department we supply our clients with frequent tactical ideas & products aiming at leveraging on our analysts forecasts.

Cross Asset Newsletters
Thanks to the contribution of our cross asset financial engineering teams, we feed our partners with constant new product ideas. These newsletters typically include research views with either a zoom on a specific theme or a zoom on macroeconomic events. These tools foster our cross asset capabilities.

Weekly Ideas
Weekly communications of Equity Trading Axes, a weekly Credit Dashboard, and alternative ideas to new bond issues are broadcasted.

AFTER SALES SERVICES
Fully Integrated Operational Process:
■ Dedicated middle & back-office teams to process all confirmations and settlements in a timely manner
■ Dedicated client service team to streamline the settlement process
■ Adherence to uncompromising standards throughout the entire transaction process

Secondary Market Valuation
■ A secondary market team is your privileged contact for:
  > Indicative quotes
  > Placing secondary orders
  > Obtaining secondary market explanation
■ Most of our products offer daily secondary market trading with tight bid / offer spread
■ Product valuations are made available on various media including: email, Reuters, Bloomberg and Telekurs
IMPORTANT INFORMATION

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