



CORPORATE &
INVESTMENT BANKING

Press Release

London/Paris, 13 January 2005

SG CIB WINS THE THREE KEY “EQUITY DERIVATIVE HOUSE” AWARDS IN 2004

SG CIB’s global leadership in equity derivatives was once more highlighted in 2004 by the exceptional combination of three key global industry awards won in one year:

- Equity Derivatives House of the Year - *The Banker* (September 2004)
- Equity Derivatives House of the Year - *IFR Magazine* (December 2004)
- Equity Derivatives House of the year - *Risk Magazine* (January 2005)

This performance has never been achieved by any banks in any categories.

“These awards confirmed our undisputable leading position in equity derivatives”, said Christophe Mianne, Global Head of Equity Derivatives at SG CIB says. “This is in recognition of how we have continuously and actively developed our platform over the years and over the continents.”

“The continuity of our leading edge and prime position in this competitive market segment is based in part on the innovative and value-adding products we adapt to the specific needs of our clients in Europe, Asia and the US. In the Structured products activity, Lyxor, our asset management arm drives our development and offers a key advantage” he added.

According to *IFR*, SG CIB won Equity Derivative house of the year for “adapting its structured product business to cope with the new volatility environment, extending its market reach across regions outside Europe - especially in Asia - and creatively deploying its fund management arm to tap alternative investment demand.”

The Banker said, “SG CIB has become a reference counterpart for a wide range of clients, which include many retail distributors, private banks, institutional investors and hedge funds. A balanced business mix (volatility trading, arbitrage, flow sales, and structured products) as well as geographical coverage (major successes in Asia, the Middle East, in most European countries and, to a lesser extent, in America), makes for a very robust strategy. In addition, SG CIB’s technical know-how has fuelled innovation, a principal driver of ongoing success.”

Société Générale

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Announcing SG CIB's win in January 2005, *Risk Magazine* said, "Plunging equity volatility in 2004 has proven a headache for major equity derivatives dealers. But French structured products stalwart Société Générale creatively turned the situation to its advantage."

The bank's expertise in equity derivatives is well recognised and since 2001, SG CIB has won a number of awards for equity derivatives including:

- Equity Derivatives House of the year - 2001, *Risk magazine*
- Equity Derivatives House of the year, 2001, *AsiaRisk*
- Equity Derivatives House of the Year, 2001, *IFR*
- Equity Derivatives House of the year, 2002, *Risk Magazine*
- Equity Derivatives House of the year, 2003, *The Banker*
- Equity Derivatives House of the year, 2003, *AsiaRisk*
- Equity Derivatives Top Dealer, 2003, *RiskItalia*,
- No 1 for Italian Warrants, 2004, *RiskItalia*,
- Best Covered Warrants provider, 2004, *Shares Magazine*

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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 nearly 16 million retail customers worldwide.
 - Global Investment Management & Services: Société Générale is one of the largest banks in the euro-zone in terms of assets under custody (over EUR 1,100 billion) and under management (EUR 313 billion, September 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

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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

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