



I-DEAL



INTEGRATED DEALING SERVICES
BY SGSS

For buy side players, the execution space is becoming increasingly challenging for 2 main reasons:

1 **Regulatory constraints** but also customers' requirements in terms of best execution monitoring.

Liquidity fragmentation doesn't give all actors enough volume to obtain competitive execution prices from your brokerage providers.

2

*“How can I offer my clients a worldwide first rate service in terms of market access, asset class coverage and reporting at a reasonable price ...
... Without being an execution specialist and keeping a good cost income ratio ?”*

A portfolio manager

With I-DEAL, SGSS helps you:

1 **Simplify** and **secure** processes.

Save money by making your cost base variable rather than fixe, and by cutting running and execution costs.

2

“Even if managing market access is not your core business, with Ideal, you avoid losing control of an activity that must be mastered to maintain efficiency and add value to your global offer.”

Léonard Ollier, Head of Business Development, I-DEAL, SGSS

I-DEAL is the outsourced dealing service of Societe Generale Securities Services: agent mode, broker neutral.

- I-DEAL doesn't own market memberships: SGSS doesn't provide DMA services.
- I-DEAL ensures a strict segregation with execution desk functions of SG Investment Bank services (IT, Governance).

AGENT MODE

- I-DEAL is a "share service centre": it is only evaluated regarding execution performance provided to its clients and has no volume objectives.
- Our clients keep a direct link with their market counterparties, for both execution and research.

BROKER NEUTRAL

HOW DOES IT WORK?

I-DEAL handles all technical, HR and operational tasks for its clients.

You focus on investment strategy and we take care of execution and post trade issues, within the limits you gave us: asset class perimeter, brokers' selection, limits per counterparty ...

3 ways of interface between I-DEAL and its clients:

STP interface

between our tools and our clients' order management tools.

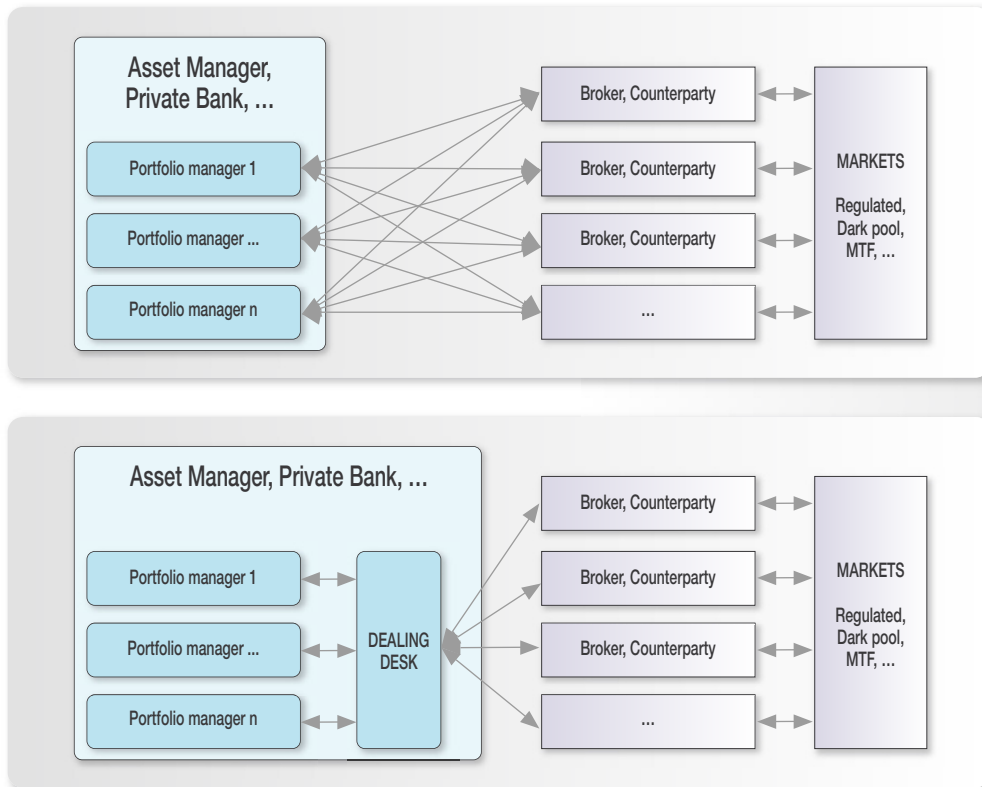
I-DEAL workstation

with web secured access, to monitor deals, and input/modify trades.

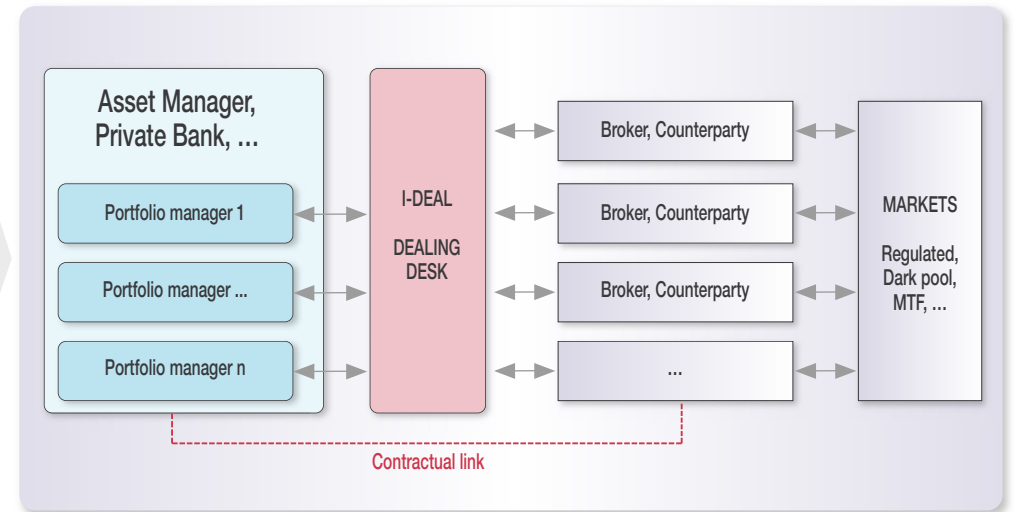
By phone

The dealing desk team answers any question.

BEFORE



WITH I-DEAL



EVERYTHING I-DEAL DOES ...

- 1 Order management**
 - Dealing team, order reception and transmission to brokers / market counterparties
 - Systems and operational tasks (PMS, OMS, EMS, data mart, algorithms, ...)
- 2 Activity monitoring**
 - Real time order monitoring, dedicated web tool: a dedicated tool to input and monitor deals, with customized screens
 - Counterparties reviews, performance monitoring: brokers ranking analysis and brokers revue supports

- 3 Reporting**
 - Regulatory reports, management reports, clients reports (in white labeling), operation details and audit trail, ...
 - Best Execution reports : Trading Cost Analysis, Best Exec reports on Equities, Request for Quotes on Fixed Incomes, ...
- 4 Middle – Office Trade support**
 - Matching brokers
 - SSI management

3 GOOD REASONS FOR CHOOSING I-DEAL

1 I-DEAL covers the entire value chain

- From order reception to Middle-Office support services, on all market places and for all asset classes

2 I-DEAL is a Societe Generale's offer

- Benefit from Societe Generale's commitment and expertise on all products worldwide

3 I-DEAL provides you with a totally independent offer

- Challenging and benchmarking our performance, we demonstrate that you benefit from the best execution possible



4 GOOD REASONS FOR CHOOSING SGSS

“SGSS helps you transform a constraint into a competitive advantage, focusing on bringing added value to you and your clients”

1 You keep control of your dealing

- We work on an “open architecture”: you can keep your market counterparties, or use our existing brokers list
- Our reports and tools allow you to control your execution even if you outsource it

2 You capitalise on a robust and experienced team

- More than 7 years of experience on dealing outsourcing, for a worldwide client coverage

3 You cut costs by

- Transforming fix costs into variable costs
- Increasing execution performance, and reducing execution costs
- Reducing operational risks by simplifying workflow with a full STP process

4 You benefit from SGSS' full and STP offer on the entire value chain

- **Dealing and ...** Custody & Trustee, Fund Administration and Asset servicing, Collateral management, Middle-Office services ...

SOCIETE GENERALE SECURITIES SERVICES (SGSS)

Present in 28 locations worldwide with around 4,000 employees, SGSS provides financial institutions and brokers, asset managers and insurers, and businesses with a full range of securities services adapted to the latest financial market and regulatory trends: clearing services, custody and trustee services, retail custody services, liquidity management, fund administration and asset servicing, fund distribution and global issuer services.

SGSS is ranked among the top 10 worldwide global custodians and the 2nd largest in Europe with EUR 3,971* billion of assets under custody. SGSS provides custody & trustee services for 3,585* funds and the valuation of 4,103* funds, representing assets under administration of EUR 604* billion. SGSS also ranks among the European leaders in stock option management.

*at June 30, 2015

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 **SOCIETE GENERALE**
Securities Services

**BUILDING TEAM SPIRIT
TOGETHER**

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