

## PRESS RELEASE

Paris, 30 October 2012

### **SOCIETE GENERALE SECURITIES SERVICES IN ITALY MANDATED BY EAST CAPITAL SICAV**

Societe Generale Securities Services in Italy (SGSS S.p.A.) has been appointed by East Capital SICAV to act as its local transfer agent in Italy, providing it with paying agent and investor relations management services with reference to investors located in Italy.

SGSS in Italy was retained by East Capital SICAV for its recognised international expertise as a transfer agent and its ability to provide personalised services tailored to the specific needs of its clients, alongside a wide network of placing agents.

SGSS in Italy offers a complete range of securities services, including clearing, custody and trustee services, fund administration, liquidity management and transfer agent services.

East Capital is a leading independent asset manager specializing in the emerging markets of Eastern Europe and China. Basing its investment strategy on thorough knowledge of the markets, fundamental analysis and frequent company visits by its investment teams, East Capital actively manages EUR 3.8 bn of assets in the East Capital Universe.

**PRESS SERVICE**  
SOCIETE GENERALE - GIMS

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

**PRESS SERVICE**  
SOCIETE GENERALE  
+33 (0)1 42 14 67 02

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

**SOCIETE GENERALE**  
GIMS/COM  
75886 PARIS CEDEX 18 - FRANCE  
SOCIETEGENERALE.COM

A FRENCH CORPORATION WITH SHARE CAPITAL OF  
EUR 975 339 185  
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.

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, you can follow us on twitter @societegenerale or visit our website [www.societegenerale.com](http://www.societegenerale.com).

### **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 the 7<sup>th</sup> largest worldwide global custodian and the 2<sup>nd</sup> largest in Europe with EUR 3,343\* billion of assets under custody. SGSS provides custody & trustee services for 3,450\* funds and the valuation of 4,195\* funds, representing assets under administration of EUR 427\* billion. SGSS manages and calculates the current value of 35,000\* "complex product" positions. SGSS also ranks among the European leaders in stock option management.

[www.sg-securities-services.com](http://www.sg-securities-services.com)

Follow us at [http://twitter.com/SG\\_SS](http://twitter.com/SG_SS)

*\*at June 30, 2012*