



PRESS RELEASE

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The Borletti Group selects I-DEAL to outsource trade order routing and execution

With Societe Generale Securities Services' (SGSS) external dealing desk, the Borletti Group plans on rationalising and optimising its trade activities and associated reporting processes.

In an increasingly competitive and complex environment, asset and wealth managers need to adapt and make strategic decisions regarding their internal organisation and how they should manage trade execution.

With I-DEAL, the Borletti Group's asset management activities will benefit throughout the entire trading value chain from order placement, routing and execution, to dedicated reporting services (operational, regulatory, client ...) and market middle office services. These activities are carried out in strict compliance with the regulatory requirements in effect, notably best execution applicable under the MiFID II directive, and help reduce operational risk with straight-through-processing.



Outsourcing the trade order execution process enables the Borletti Group to concentrate on diversifying its investment strategies and launching new funds.

"The group Societe Generale is among our strategic partners for asset management. The Bank has understood that groups like ours need a modular and transversal offering," confirms Matteo Novelli, Managing Director of the Borletti Group. "Thanks to the I-DEAL platform, we have been able to modify our set up without impacting our organisation in order to move towards a more institutional offering with multi-manager funds."

"Our clients, regardless of size, no longer need to adapt their organisations and resources to meet challenges that are not core to their business activities," comments Léonard Ollier, Head of business development, Integrated Dealing services at SGSS. "I-DEAL helps meet the triple-need of maintaining ties with the market, monitoring and improving trade execution and ensuring optimal management of investment strategies."

Borletti Group

Borletti Group is a privately-owned investment group that was founded in 2005 by Maurizio Borletti and Paolo De Spirt. With offices in London and Luxembourg and strong expertise in the Luxury and Retail sectors, Borletti Group is active in Private Equity, Asset Management and Real Estate.

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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.

Societe Generale has been playing a vital role in the economy for 150 years. With more than 145,000 employees, based in 66 countries, we accompany 31 million clients throughout the world on a daily basis. Societe Generale's 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, offering a comprehensive range of omnichannel financial services on the leading edge of digital innovation;
- **International retail banking, insurance and financial services to corporates** with a presence in developing economies and leading specialised businesses;
- **Corporate and investment banking, private banking, asset management and securities services**, with recognised expertise, top international rankings and integrated solutions.

Societe Generale is currently included in the main sustainability indices: DJSI (World and Europe), FSTE4Good (World and Europe), Euronext Vigeo (World, Europe and Eurozone), Ethibel Sustainability Index (ESI) Excellence Europe, 4 of the STOXX ESG Leaders Indices, MSCI Low Carbon Leaders Index.

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Societe Generale Securities Services (SGSS)

Present in 27 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 global custodians and the 2nd largest European custodian, with EUR 3,979* billion of assets under custody. SGSS provides custody & trustee services for 3,346* funds and the valuation of 4,083* funds, representing assets under administration of EUR 627* billion. SGSS also ranks among the European leaders in stock option management.

<http://www.securities-services.societegenerale.com>

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**Figures as at end of March 2017*