

## PRESS RELEASE

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### **SOCIETE GENERALE CROSS ASSET RESEARCH ACHIEVES TOP RANKINGS IN THE 2014 THOMSON REUTERS EXTEL EUROPE AND EUROMONEY SURVEYS**

#### **Thomson Reuters Extel Survey 2014**

Societe Generale Cross Asset Research teams and analysts achieved top rankings in the 2014 Thomson Reuters Extel Europe Survey once again, based on votes by Institutional Investors.

Societe Generale regained its rank of No.1 **macro house** this year (versus n°3 last year) and for the seventh consecutive year, both **Multi Asset and Global Strategy Research were ranked No.1**. As for **Equity Research**, twelve sectorial teams have been named in the Top 10 of their category (eleven in 2013) and two in the Top 5 (Food 3<sup>rd</sup> and Oil services 5<sup>th</sup>)

In the ranking of individual analysts, **Albert Edwards** ranks No. 1 in Global Strategy for the seventh consecutive year (and number one rated team across all sectors); **Andrew Laphorne** ranks No.1 in Quantitative Research for the sixth consecutive year; **Alain Bokobza** has retained the No.1 position in Multi Asset Research and No. 1 for Country Research for France for the third consecutive year and **Michala Marcussen** has been ranked No. 2 for Global Economics.

A breakdown of the Thomson Reuters Extel Europe Survey 2014 results is as follows:

- **#1** Global Strategy for the seventh consecutive year
- **# 1** Multi Asset Research for the seventh consecutive year
- **# 1** Quantitative/Database Research (No. 2 in 2013)
- **# 1** Index Analysis (No.2 in 2013)
- **# 1** Global Economics (no. 3 in 2013)
- **# 1** Country Research for France for the third consecutive year
- **# 2** SRI Research. (#4 in 2013)

**SOCIETE GENERALE**  
PRESS OFFICE :

LAETITIA MAUREL  
+33(0)1 42 13 88 68  
[Laetitia.a.maurel@socgen.com](mailto:Laetitia.a.maurel@socgen.com)

**SOCIETE GENERALE**  
CORPORATE & INVESTMENT  
BANKING :

JASVANT SINGH  
+4420 7762 5260  
[Jasvant.singh@sgcib.com](mailto:Jasvant.singh@sgcib.com)

MURRAY PARKER  
+4420 7676 6771  
[Murray.parker@sgcib.com](mailto:Murray.parker@sgcib.com)

ILA KOTECHA  
+4420 7676 6804  
[ila.kotecha@sgcib.com](mailto:ila.kotecha@sgcib.com)

**SOCIETE GENERALE**  
SGCIB  
75886 PARIS CEDEX 18  
[www.sgcib.com](http://www.sgcib.com)

A FRENCH CORPORATION WITH SHARE CAPITAL OF  
EUR 1 000 024 292,50  
552 120 222 RCS PARIS

## **Euromoney Fixed Income Research Survey 2014**

Societe Generale Cross Asset Research also achieved positive rankings in the 2014 Euromoney Fixed Income Research survey. For the fifth consecutive year it is ranked No.1 for **Overall Credit Strategy** by Investors.

A breakdown of the Euromoney Fixed Income Investors Survey results by category is as follows:

### **General categories:**

- #1 Overall Credit Strategy for the fifth consecutive year
- #1 Overall Trade Ideas for the fourth consecutive year

### **Fixed Income categories (among 15 categories overall):**

- #1 Sovereigns for the third consecutive year
- #1 Banks for the first time
- #1 Non-Bank Financial Institutions for the sixth consecutive year
- # 2 TMT for the sixth consecutive year
- # 2 Consumer Products & Retail

Finally, Societe Generale Cross Asset Research achieved **top positions** in other categories:

- #2 High Yield
- #3 General Industries
- #3 Emerging Markets Sovereigns
- #4 Supranational & Agencies
- #4 Utilities

These prestigious accolades demonstrate the long term efforts by the bank to offer its clients high quality research, in order to help them in their strategic investment decisions.

## **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 148,000 employees, based in 76 countries, we accompany 32 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 multichannel financial services on the leading edge of digital innovation;
- **International retail banking, financial services and insurance** with a presence in emerging 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 included in the main socially responsible investment indices: Dow Jones Sustainability Index (Europe), FSTE4Good (Global and Europe), Euronext Vigeo (Global, Europe, Eurozone and France), ESI Excellence (Europe) from Ethibel and 5 of the STOXX ESG Leaders indices.

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

## **Societe Generale: 150 years**

In 2014, Societe Generale Group celebrates its 150th anniversary with a focus on entrepreneurial spirit, innovation and team spirit. Founded by a group of industrialists and financiers, the bank's very name illustrated their ambition: "Société Générale pour favoriser le développement du commerce et de l'industrie en France" ("**Societe Generale to support the development of trade and industry in France**"), as written into the Imperial decree signed by Napoléon III on 4 May 1864.

Societe Generale has always served economic development, contributing to the financing of infrastructures that symbolised the modern world and of leading French groups. Societe Generale was among the first French banks to open branches in London and in Russia in the 1870s, before expanding into the Maghreb, New York and Africa and to set up operations in Central European countries.

Societe Generale has always been at the cutting edge of financial innovation, and takes strength from its origins to assert its banking vision for the future, reinvent its businesses to serve its clients and become the reference bank of the 21st century.