

Multi Asset Portfolio

Still a tug of war between liquidity and fundamentals

OUR SCENARIO

In the euro area, switch from austerity to pro-growth/pro-reform agenda inevitable

Emerging markets focus on restructuring (i.e. less growth) Worries on Russia & Turkey Policy change in Brazil post 5 Oct. election

US GDP at 3% with accelerating wage growth to force the Fed to tighten

CURRENCIES

Currency volatility to grow Switch from GBP into USD Sell RMB, SEK, JPY, EUR

GOVERNMENTBONDS

US Treasuries the most in danger! Keep euro periphery

OUR STORY

Fed tightening a burden on US assets (save for USD)

Concentrate investments where restructuring/ policy loosening is on the agenda: euro area, China, Japan (while selling their currencies)

UK assets burdened by domestic politics

KEY RISKS Fed tightens early PBoC and ECB loosen more **UK** governance deteriorates further

EQUITY

S&P capped, FTSE worrying Increase EM/Asia. keep eurozone and reduce small caps

CREDIT

M&A a growing threat US high yield a worry **Prefer Europe**

EM ASSETS

Cheap currencies abound Concentrate on local bonds and Asian (China) equities

COMMODITIES Keep selling Gold Long European gas

OUR STRATEGY

Global Asset Allocation

Alain Bokobza Head of Strategy team +33 1 42 13 84 38

Ahmed Behdenna

Gaelle Blanchard

Arthur van Slooten

Praveen Singh Guillaume Dejean

Sophie Huynh

Global Head of Cross Asset Research

Patrick Legland

Economics

Michala Marcussen Aneta Markowska Wei Yao Michel Martinez

Credit

Simon Surtees Guy Stear

Rates & FX

Vincent Chaigneau Jorge Garayo Takuma Sugawara Sebastien Galy Kit Juckes Alvin Tan

Emerging markets

Benoît Anne Régis Chatellier

Commodities

Michael Haigh Michael Wittner Jesper Dannesboe **Equity Strategy**

Roland Kaloyan Vivek Misra

Equity Derivatives & Equity-Linked Vincent Cassot

Technical analysis

Stephanie Aymes



SG MAP Global Asset Allocation Table p		
Multi Asset Portfolio performances	p5	
Our story - Investment recommendations	p6	
Seven Key Calls	p8	
Key Call 1: Buy eurozone banks ahead of AQR results and ABS purchases Key Call 2: Position for Atlantic desynchronisation Key Call 3: Scale up exposure to EM Asia equities, especially China Key Call 4: Buybacks a powerful force in Japan Key Call 5: Diverging path of former Nordic safe havens: prefer Norway to Sweden Key Call 6: Switch out of expensive, illiquid and over-owned assets ahead of Fed tightening		
Key Call 7: Gas transit disruption in Europe this winter will lead to a spike in gas prices		
Tables of SG Forecasts	p11	
EDITORIAL		
Full easing mode still on FX volatility regime the first to rise The correlation matrix has regained its importance Different forces trigger US curve bear flattening Monetary policy divergence is here to stay Why is the ECB targeting ABS for QE? Balance of payments analysis highlights Asia as the safest region in EM Keep a selective exposure to emerging markets Local currency bonds still provide attractive yields Oil and Gas: different paths over the next months Bank of Japan to disappoint further Avoid exposure to US High Yield Credit	p14 p15 p16 p17 p18 p24 p26 p27 p28 p30 p31 p33	
ECONOMIC SCENARIO	p35	
PORTFOLIO CONSTRUCTION TOOLS	p43	

ASSET CLASSES UNDER REVIEW			
Cash	p56	Fixed Income	
Equity		US Government Bonds p62	
US Equity Market	p57	Japanese Government Bonds p63	
Japanese Equity Market	p58	European Government Bonds p64	
Euro Equity Market	p59	UK Government Bonds p65	
UK Equity Market	p60	European Credit p66	
Emerging Equity Market	p61	US Credit p67	
Forex Market		Other	
Foreign Exchange €/\$	p68	Commodities p71	
Foreign Exchange €/£	p69	Alternative inv.: hedge funds p72	
Foreign Exchange€/¥	p70		

Report completed on 15 September 2014



FOR DISCLOSURES PERTAINING TO COMPENDIUM REPORTS OR RECOMMENDATIONS OR ESTIMATES MADE ON SECURITIES OTHER THAN THE PRIMARY SUBJECT OF THIS RESEARCH REPORT, PLEASE VISIT OUR GLOBAL RESEARCH DISCLOSURE WEBSITE AT http://www.sgresearch.com/compliance.rha or call +1 (212).278.6000 in the U.S.

European Specialty Sales

If a European specialist sales personnel is listed on the cover of research reports, these employees are in SG's Global Markets division responsible for the sales effort in their sector and are not part of SG's Cross-Asset Research Department. Specialist Sales do not contribute in any manner to the content of research reports in which their names appear.

The analyst(s) responsible for preparing this report receive compensation that is based on various factors including SG's total revenues, a portion of which are generated by investment banking activities.

Non-U.S. Analyst Disclosure: The name(s) of any non-U.S. analysts who contributed to this report and their SG legal entity are listed below. U.S. analysts are employed by SG Americas Securities LLC. The non-U.S. analysts are not registered/qualified with FINRA, may not be associated persons of SGAS and may not be subject to the FINRA restrictions on communications with a subject company, public appearances and trading securities held in the research analyst(s)' account(s): Alain Bokobza Société Générale Paris, Ahmed Behdenna Société Générale London, Gaelle Blanchard Société Générale Paris, Arthur van Slooten Société Générale Paris, Praveen Singh Société Générale Bangalore, Guillaume Dejean Société Générale Bangalore, Sophie Huynh Société Générale London, Simon Surtees Société Générale London, Guy Stear Société Générale Paris, Roland Kaloyan Société Générale Paris, Vivek Misra Société Générale Bangalore, Vincent Cassot Société Générale Paris, Jean-David Cirotteau Société Générale Paris

IMPORTANT DISCLAIMER: The information herein is not intended to be an offer to buy or sell, or a solicitation of an offer to buy or sell, any securities and has been obtained from, or is based upon, sources believed to be reliable but is not guaranteed as to accuracy or completeness. Material contained in this report satisfies the regulatory provisions concerning independent investment research as defined in MiFID. Information concerning conflicts of interest and SG's management of such conflicts is contained in the SG's Policies for Managing Conflicts of Interests in Connection with Investment Research which is available at https://www.sgresearch.com/Content/Compliance.aspx SG does, from time to time, deal, trade in, profit from, hold, act as market-makers or advisers, brokers or bankers in relation to the securities, or derivatives thereof, of persons, firms or entities mentioned in this document and may be represented on the board of such persons, firms or entities. SG does, from time to time, act as a principal trader in equities or debt securities that may be referred to in this report and may hold equity or debt securities positions. Employees of SG, or individuals connected to them, may from time to time have a position in or hold any of the investments or related investments mentioned in this document. SG is under no obligation to disclose or take account of this document when advising or dealing with or on behalf of customers. The views of SG reflected in this document may change without notice. In addition, SG may issue other reports that are inconsistent with, and reach different conclusions from, the information presented in this report and is under no obligation to ensure that such other reports are brought to the attention of any recipient of this report. To the maximum extent possible at law, SG does not accept any liability whatsoever arising from the use of the material or information contained herein. This research document is not intended for use by or targeted to retail customers. Should a retail customer obtain a copy of this report he/she should not base his/her investment decisions solely on the basis of this document and must seek independent financial advice.

The financial instruments discussed in this report may not be suitable for all investors and investors must make their own informed decisions and seek their own advice regarding the appropriateness of investing in financial instruments or implementing strategies discussed herein. The value of securities and financial instruments is subject to currency exchange rate fluctuation that may have a positive or negative effect on the price of such securities or financial instruments, and investors in securities such as ADRs effectively assume this risk. SG does not provide any tax advice. Past performance is not necessarily a guide to future performance. Estimates of future performance are based on assumptions that may not be realized. Investments in general, and derivatives in particular, involve numerous risks, including, among others, market, counterparty default and liquidity risk. Trading in options involves additional risks and is not suitable for all investors. An option may become worthless by its expiration date, as it is a depreciating asset. Option ownership could result in significant loss or gain, especially for options of unhedged positions. Prior to buying or selling an option, investors must review the "Characteristics and Risks of Standardized Options" at http://www.optionsclearing.com/about/publications/character-risks.jsp or from your SG representative. Analysis of option trading strategies does not consider the cost of commissions. Supporting documentation for options trading strategies is available upon request.

Notice to French Investors: This publication is issued in France by or through Société Générale ("SG") which is authorised and supervised by the Autorité de Contrôle Prudentiel et de Résolution (ACPR) and regulated by the Autorité des Marchés Financiers (AMF).

Notice to U.K. Investors: Société Générale is a French credit institution (bank) authorised by the Autorité de Contrôle Prudentiel (the French Prudential Control Authority) and the Prudential Regulation Authority and subject to limited regulation by the Financial Conduct Authority and Prudential Regulation Authority. Details about the extent of our authorisation and regulation by the Prudential Regulation Authority, and regulation by the Financial Conduct Authority are available from us on request.

Notice to Swiss Investors: This document is provided in Switzerland by or through Société Générale Paris, Zürich Branch, and is provided only to qualified investors as defined in article 10 of the Swiss Collective Investment Scheme Act ("CISA") and related provisions of the Collective Investment Scheme Ordinance and in strict compliance with applicable Swiss law and regulations. The products mentioned in this document may not be suitable for all types of investors. This document is based on the Directives on the Independence of Financial Research issued by the Swiss Bankers Association (SBA) in January 2008.

Notice to Polish Investors: this document has been issued in Poland by Societe Generale S.A. Oddzial w Polsce ("the Branch") with its registered office in Warsaw (Poland) at 111 Marszałkowska St. The Branch is supervised by the Polish Financial Supervision Authority and the French "Autorité de Contrôle Prudentiel". This report is addressed to financial institutions only, as defined in the Act on trading in financial instruments. The Branch certifies that this document has been elaborated with due dilligence and care.

Notice to U.S. Investors: For purposes of SEC Rule 15a-6, SG Americas Securities LLC ("SGAS") takes responsibility for this research report. This report is intended for institutional investors only. Any U.S. person wishing to discuss this report or effect transactions in any security discussed herein should do so with or through SGAS, a broker-dealer registered with the SEC and a member of FINRA, with its registered address at 245 Park Avenue, New York, NY, 10167. (212)-278-6000.



Notice to Canadian Investors: This document is for information purposes only and is intended for use by Permitted Clients, as defined under National Instrument 31-103, Accredited Investors, as defined under National Instrument 45-106, Accredited Counterparties as defined under the Derivatives Act (Québec) and "Qualified Parties" as defined under the ASC, BCSC, SFSC and NBSC Orders

Notice to Singapore Investors: This document is provided in Singapore by or through Société Générale ("SG"), Singapore Branch and is provided only to accredited investors, expert investors and institutional investors, as defined in Section 4A of the Securities and Futures Act, Cap. 289. Recipients of this document are to contact Société Générale, Singapore Branch in respect of any matters arising from, or in connection with, the document. If you are an accredited investor or expert investor, please be informed that in SG's dealings with you, SG is relying on the following exemptions to the Financial Advisers Act, Cap. 110 ("FAA"): (1) the exemption in Regulation 33 of the Financial Advisers Regulations ("FAR"), which exempts SG from complying with Section 25 of the FAA on disclosure of product information to clients; (2) the exemption set out in Regulation 34 of the FAR, which exempts SG from complying with Section 27 of the FAA on disclosure of certain interests in securities.

Notice to Hong Kong Investors: This report is distributed in Hong Kong by Société Générale, Hong Kong Branch which is licensed by the Securities and Futures Commission of Hong Kong under the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) ("SFO"). This document does not constitute a solicitation or an offer of securities or an invitation to the public within the meaning of the SFO. This report is to be circulated only to "professional investors" as defined in the SFO.

Notice to Japanese Investors: This publication is distributed in Japan by Societe Generale Securities (North Pacific) Ltd., Tokyo Branch, which is regulated by the Financial Services Agency of Japan. This document is intended only for the Specified Investors, as defined by the Financial Instruments and Exchange Law in Japan and only for those people to whom it is sent directly by Societe Generale Securities (North Pacific) Ltd., Tokyo Branch, and under no circumstances should it be forwarded to any third party. The products mentioned in this report may not be eligible for sale in Japan and they may not be suitable for all types of investors.

Notice to Korean Investors: This report is distributed in Korea by SG Securities Korea Co., Ltd which is regulated by the Financial Supervisory Service and the Financial Services Commission.

Notice to Australian Investors: Societe Generale is exempt from the requirement to hold an Australian financial services licence (AFSL) under the Corporations Act 2001 (Cth) in respect of financial services, in reliance on ASIC Class Order 03/8240, a copy of which may be obtained at the web site of the Australian Securities and Investments Commission, http://www.asic.gov.au. The class order exempts financial services providers with a limited connection to Australia from the requirement to hold an AFSL where they provide financial services only to wholesale clients in Australia on certain conditions. Financial services provided by Societe Generale may be regulated under foreign laws and regulatory requirements, which are different from the laws applying in Australia.

http://www.sgcib.com. Copyright: The Société Générale Group 2014. All rights reserved.

This publication may not be reproduced or redistributed in whole in part without the prior consent of SG or its affiliates.



SG Macro Strategy Group



Patrick Legland Global Head of Cross Asset Research +33 (0)1 42 13 97 79 +33 (0)6 76 86 52 22

Global Economics



Macro

Michala Marcussen Head of Global Economics London +44 20 7676 7813 +33 (0)6 87 77 98 73

Global Asset Allocation



Head of Global Asset Allocation Strategy +33 (0)1 42 13 84 38 +33 (0)6 80 27 22 51

Global Strategy

SG Alternative View



Head of Global Strategy London +44 20 7762 5890 +44 78 2490 6433

Rates & Forex



Vincent Chaigneau Head of Rates and Forex Paris +33 1 42 13 30 53





Guy Stear Global Head of Credit Strategy Paris +33 1 42 13 63 99

FIC Strategy



Kit Juckes FIC Strategy London +44 20 7676 7972



Simon Surtees Head of Credit Research London +44 20 7676 7168

Emerging markets



Benoît Anne Head of Emerging Markets Strategy +44 20 7676 7622

Commodities

Equity Strategy

Macro

Fixed Income, Forex & Credit



Michael Haigh Head of Commodities Research New York

Research & Modelling Quant

Julien Turc Head of Cross Asset Quant Research +33 (0)1 42 13 40 90 +33 (0)6 24 84 46 62

Cross Asset Quantitative



Andrew Lapthorne Head of Equity Quant Strategy London +44 20 7762 5762 +44 78 2589 3230

Equity Quant Strategy

+1 212 278 6020

Equity Strategy Asia



Vivek Misra Bangalore +91 80 2802 4615

Derivatives Strategy



Vincent Cassot Head of Equity Derivatives Strategy +33 (0)1 42 13 59 55

Equity Strategy Europe



Roland Kalovan +33 (0)1 58 98 04 88

Global Asset Allocation Team



Alain Bokobza Head of GAA Paris +33 (0)1 42 13 84 38 +33 (0)6 80 27 22 51



Praveen Singh

Arthur van Slooten

+33 (0)1 42 13 45 06

GAA Strategist



Ahmed Behdenna GAA Strategist London -44 20 7676 7513



Sophie Huvnh GAA Strategist London +44 20 7676 7471

Gaelle Blanchard GAA Strategist Paris +33 (0)1 57 29 20 66



GAA Strategist Bangalore +91 80 2802 4232



Guillaume Deiean GAA Strategist Bangalore +91 80 2802 4778

Fourth Quarter 2014