

## PRESS RELEASE

Paris, 5 January 2015

### **SOCIETE GENERALE SECURITIES SERVICES APPOINTS NEW HEAD OF COVERAGE, MARKETING AND LIQUIDITY MANAGEMENT**

Societe Generale Securities Services (SGSS) has appointed Christophe Baurand as Global Head of Coverage, Marketing and Liquidity Management. Based in Paris, he reports to Bruno Prigent, Head of SGSS, and joins the SGSS Executive Committee. Christophe Baurand replaces Massimo Cotella, who has left Societe Generale to pursue other opportunities outside the group. His appointment took effect on 1<sup>st</sup> January 2015.

Christophe Baurand is responsible for the commercial development and marketing strategy of SGSS, as well as for implementing the different commercial initiatives in the SGSS development and competitiveness plan that was launched in 2014.

“With his experience in Societe Generale group, and, most recently at Lyxor, Christophe Baurand will play an important role in steering our efforts to develop our activity and our European and African expansion, thanks to a broad and innovative product offer in line with our clients’ needs”, states Bruno Prigent, Head of SGSS. “Our ambition is to become the service provider of reference for our clients and to continue to grow and strengthen our business”.

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#### **Biography**

Christophe Baurand began his career at Societe Generale in 1993. For 13 years he occupied a number of positions at SG CIB, including a role in sales at the equity derivatives desk for the French market. He became Head of equity derivatives in Switzerland in 1999 and for the Benelux area from 2002. From 2003 to 2006, he was Head of Sales for alternative investment products. In 2006, Christophe Baurand joined Lyxor as Head of Sales and Marketing for alternative investments and in 2012 was appointed Head of Alternative Investments and Director of Development, in charge of the international supervision of sales and marketing for Lyxor products.

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Christophe Baurand is a graduate of the ESCP Business School and has a Masters in Finance from the ESSEC Business School.

#### **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: FTSE4Good (Global and Europe), Euronext Vigeo (Global, Europe, Eurozone and France), ESI Excellence (Europe) from Ethibel and 4 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 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 2<sup>nd</sup> largest in Europe with EUR 3,810\* billion of assets under custody. SGSS provides custody & trustee services for 3,485\* funds and the valuation of 4,118\* funds, representing assets under administration of EUR 546\* billion. SGSS also ranks among the European leaders in stock option management.

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

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*\*Figures at end September 2014*