



Societe Generale Selects Broadridge's Comprehensive BPO and Technology Solutions

Released : 09 28 2011

LAKE SUCCESS, N.Y., Sept. 28, 2011 /PRNewswire/ --Broadridge Financial Solutions, Inc. (NYSE: BR) today announced that Societe Generale selected Broadridge as one of its key strategic partners for a range of technology and outsourcing services for the firm's U.S. broker-dealer, SG Americas Securities, LLC.

(Logo: <http://photos.prnewswire.com/prnh/20110920/MM71626LOGO>)

Societe Generale is leveraging this strategic partnership to support the growth of its U.S. market businesses. In doing so, it will utilize Broadridge's industry-leading institutional securities processing platform, including Broadridge's Business Process Outsourcing (BPO) solution.

A key component of Societe Generale's U.S. growth plan was to build a fixed income business and become a Primary Dealer, which it became in February 2011. A critical part of this achievement was the firm's implementation of *impact(SM)*, Broadridge's proven fixed income solution, which is utilized by over 81% of the Primary Dealers who outsource and is quickly becoming the de facto industry standard for any firm trading fixed income securities.

"When we were looking for a partner, Broadridge came in, listened to our specific needs and crafted a custom technology solution along with staffing resources to support and enhance Societe Generale's back-office functions," said Mark Kaplan, Chief Operating Officer for Societe Generale Corporate & Investment Banking in the Americas. "Using Broadridge's solutions not only enables us to redeploy our internal resources to new strategic growth areas, but we are now better equipped to grow and scale our business at predictable price points," Kaplan concluded.

This July, Societe Generale went live on BPS®, Broadridge's back-office processing system, supporting real-time processing of its U.S. equities, options, and stock loan activities. This partnership will enhance Societe Generale's global trading operations by streamlining processes, such as: trade initiation, confirmation, payments, corporate actions and statements between their domestic and international offices ensuring that all their regulatory reporting and other back-office requirements are met.

"Unique to the financial services market, Broadridge's BPO services include an experienced team with extensive industry knowledge and best-in-class performance levels," stated Joe Barra, President, International Securities Processing and Global Outsourcing Solutions, Broadridge. "Societe Generale's decision to deploy our platform is testament that we deliver the scale, cost-efficiencies, accelerated time-to-market and competitive edge global banks and broker-dealers seek in today's competitive marketplace," he concluded.

About Broadridge

Broadridge is a technology services company focused on global capital markets. Broadridge is the market leader enabling secure and accurate processing of information for communications and securities transactions among issuers, investors and financial intermediaries. Broadridge builds the infrastructure that underpins proxy services for over 90% of public companies and mutual funds in North America; processes more than \$4 trillion in fixed income and equity trades per day; and saves companies billions annually through its technology solutions. For more information about Broadridge, please visit www.broadridge.com.

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.

Its 157,000 employees based in 85 countries accompany more than 33 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
- 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.

www.societegenerale.com

Societe Generale Corporate & Investment Banking

At the core of Societe Generale's universal banking business model, the Corporate & Investment Bank is a well diversified and leading player with nearly 11,000 professionals present in 33 countries across Europe, the Americas and Asia-Pacific. Standing by its clients across sectors, the Corporate & Investment Bank tailors solutions for them by capitalizing on its worldwide expertise in investment banking, global finance, and global markets.

- For Corporates, Financial Institutions and public sector: providing a global advisory approach (M&A, debt, equity transaction, capital structure, and asset & liability management), as well as quality capital raising solutions across the debt and equity spectrum, optimised financing and expert risk management responses notably in the realm of foreign exchange and rates derivatives.
- For investors: offering reliable and sound investment opportunities and risk management solutions through its integrated global markets platform delivering seamless access to markets (equity, rates, credit, currencies, commodities and derivatives), as well as advice and solid financial engineering, quality of execution and forward looking research across asset classes.

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