

## **LYXOR EXPANDS JAPANESE ETF FOOTPRINT WITH SENIOR HIRE**

---

### **Press release**

Hong Kong, 5 October 2020

### **Societe Generale appoints Hirosuke Uraoka as Head of Lyxor ETF Japan to meet needs of rapidly expanding ETF market**

Societe Generale announced today the appointment of Hirosuke Uraoka as Head of Lyxor ETF Japan. In this newly created role, Hirosuke will be responsible for growing the Japanese business of Lyxor ETF, the ETF brand of Lyxor Asset Management (LAM), a wholly-owned subsidiary of Societe Generale and currently the third largest<sup>1</sup> UCITS<sup>2</sup> ETF provider.

Hirosuke's focus will be on supporting Societe Generale's institutional client relationships in Japan and capitalising on new business opportunities in the rapidly expanding Japanese ETF market. Hirosuke will also support the development of ETF offerings including the increasingly popular ESG products, which will enable the Bank to better serve the needs of its clients.

Based in Tokyo, Hirosuke will report to Naohisa Morita, Head of Asset Management Products at Societe Generale in Japan, and Christopher Friese, Head of Lyxor ETF Asia-Pacific at Societe Generale in Hong Kong.

Japan is a key market for Lyxor as it represents the largest ETF market in Asia with approximately US\$450 billion in size<sup>3</sup> and has been growing at an annual growth rate of 32% over the last 10 years<sup>4</sup>. Societe Generale has seen emerging interest in UCITS products by Japanese institutional investors in recent years.

#### **Biography:**

Hirosuke Uraoka was previously a sales trader for Daiwa Securities for 13 years, where he focused on the firm's Japanese and international ETF brokerage business in Japan, Hong Kong and London. He also led the international currency (non-Yen) Exchange Traded Products (ETP) business for Japanese institutional investors whilst with Daiwa Securities.

---

<sup>1</sup> In terms of assets under management

<sup>2</sup> Undertakings for the Collective Investment in Transferable Securities

<sup>3</sup> As of end August 2020

<sup>4</sup> ETFGI: ETF/ETP market CAGR over 10 years as at August 2020, in US\$

## Press contacts:

### Societe Generale

Andy Chan

Head of Media Relations, Asia Pacific

Tel.: +852 2166 5307

[andy.chan@socgen.com](mailto:andy.chan@socgen.com)

### Edelman

John Dai

Senior Manager, Reputation

Tel.: +852 2837 4782

[john.dai@edelman.com](mailto:john.dai@edelman.com)

---

## About Societe Generale

Societe Generale is one of the leading European financial services groups. Based on a diversified and integrated banking model, the Group combines financial strength and proven expertise in innovation with a strategy of sustainable growth. Committed to the positive transformations of the world's societies and economies, Societe Generale and its teams seek to build, day after day, together with its clients, a better and sustainable future through responsible and innovative financial solutions.

Active in the real economy for over 150 years, with a solid position in Europe and connected to the rest of the world, Societe Generale has over 138,000 members of staff in 62 countries and supports on a daily basis 29 million individual clients, businesses and institutional investors around the world by offering a wide range of advisory services and tailored financial solutions. The Group is built on three complementary core businesses:

- **French Retail Banking which encompasses the Societe Generale**, Crédit du Nord and Boursorama brands. Each offers a full range of financial services with omnichannel products at the cutting edge of digital innovation;
- **International Retail Banking, Insurance and Financial Services to Corporates**, with networks in Africa, Russia, Central and Eastern Europe and specialised businesses that are leaders in their markets;
- **Global Banking and Investor Solutions**, which offers recognised expertise, key international locations and integrated solutions.

Societe Generale is included in the principal socially responsible investment indices: DJSI (World and Europe), FTSE4Good (Global and Europe), Euronext Vigeo (World, Europe and Eurozone), four of the STOXX ESG Leaders indices, and the MSCI Low Carbon Leaders Index.

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