



PRESS RELEASE

Hong Kong, London, New York, Singapore - 1 December, 2016

Societe Generale offers innovative investment research solution with Smartkarma's award winning equity research platform

New way for institutional investors to access Asia-focused equity research to meet with key MiFiD II unbundling requirements

Societe Generale today announces a new agreement with Smartkarma, a curated online platform for investment insight focused on the Asian markets. Under this global agreement, Societe Generale will provide its institutional clients access to a new form of equity research based on demand driven and customised content* provided by the industry's highly ranked analysts**, academics, data scientists and strategists.

Societe Generale is the first global investment bank to have an agreement with an emerging fintech company to provide equity research that is compliant with evolving research unbundling requirements, such as MiFiD II. Smartkarma's rapidly growing platform currently provides access to over 100 investment insight firms, comprised of approximately 400 analysts. Its community of analysts have written on more than 1600 companies across 15 Asian markets, offering unconflicted, on the ground coverage, which in addition to large cap bottom up, also includes frontier markets, small and mid-caps and in-depth event driven IPO analysis. On average, 25 insights are published daily with active minute by minute discussions, where themes and ideas are debated, discussed and questioned among a community of experts, in real time.

Stephane Loiseau, Head of Cash Equities & Global Execution Services, Asia Pacific at Societe Generale said, "Societe Generale is excited to offer institutional investors an innovative solution to access high quality, independent equity research on Asian stocks with insightful investment ideas. This offering is complementary to our strong Cross Asset Research and Trading capabilities with access to over 125 markets and exchange venues globally. With this fast-growing ecosystem, we are providing clients with a new way to access research content that is compliant with the increased unbundling and transparent pricing requirements of research and trading services."

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Raghav Kapoor, CEO and Co-Founder of Smartkarma said; "In a short span, Smartkarma has emerged as the industry-leading model for research creation, distribution and monetisation. We are committed to bringing unbeatable efficiency and unprecedented transparency to the market while promoting revolutionary economics and seamless access. Smartkarma is excited to be working alongside Societe Generale in unveiling this new paradigm. Over the coming months we will work together to help clients optimise research budgets and meet evolving regulatory requirements without any need to modify workflow or add to administrative overheads."

**Smartkarma provides investors with direct access to insight providers, creating a much stronger correlation between research demand and supply and addressing information overload concerns. Smartkarma's predictive search engine matches research in real time with investor mandates, helping clients consolidate relevant information and stay abreast of evolving, complex financial issues.*

*** For full details of Smartkarma's insight providers:*

Insight Provider Directory: <https://www.smartkarma.com/insight-providers/directory?sort=name>

To see what is trending now: <https://www.smartkarma.com/insight-providers/overview>

For all available insights: <https://www.smartkarma.com/insights>

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Notes to the editors

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 145,000 employees, based in 66 countries, we accompany 31 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 omnichannel financial services on the leading edge of digital innovation;
- **International retail banking, insurance and financial services to corporates** with a presence in developing 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: DJSI (World and Europe), FTSE4Good (Global and Europe), Euronext Vigeo (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](https://twitter.com/societegenerale) or visit our website www.societegenerale.com.

About Smartkarma:

Smartkarma is a collaborative marketplace that is radically changing the way market participants create, distribute and consume investment insights. As a trusted information source, the Smartkarma community provides unconflicted and unmatched analysis, transparency, and context into Asian markets helping global institutional investors confidently drive their investment strategies.

Unlike traditional research companies, Smartkarma combines intelligence from the world's premier analysts, academics, data scientists and strategists in one unique ecosystem. Our customizable platform helps investors optimise research spend and enhance returns while accessing the widest range of global analysis of the Asian markets available.

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We are on a bold mission to change the way market participants engage with research. By creating a new model for investors to collaborate, add and extract value from our tested and uniquely positioned global community, we are changing the research landscape for global investors.

For more information, visit us at www.smartkarma.com or follow us on Twitter @smartkarma. Media information available at press.smartkarma.com

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