



BOURSORAMA GROUP IN 2012

Created in 1995, Boursorama Group has developed itself thanks to a dynamic environment linked to the rise of e-commerce and the expansion of the distribution of financial products online.

Pioneer and leader in its three businesses: online banking, online brokerage and financial information on the Internet, Boursorama Group, 55.7% subsidiary of Société Générale, is listed, since March 2000, on NYSE Euronext Paris – compartment B.

With the number of banking accounts doubling since the end of 2009 in France and a strong increase in profits, 2011 was marked by the successes of the new boursorama.com website, the development of mobile banking and the initiatives in the trading activity. In 2012 the priority will remain the recruitment of new banking client and Boursorama's growth will be supported by the acceleration of the development of mobile banking, the width of the products and services offering and a growing contribution from international subsidiaries.

Press and Investor Contacts:

Boursorama
Diane-Charlotte Kermorgant
Press and Investor Relations
Phone: +33 1 46 09 53 21
diane-charlotte.kermorgant@boursorama.fr

Publicis Consultants
Stéphanie Tabouis
Press Relations
Phone: +33 6 03 84 05 03
stephanie.tabouis@consultants.publicis.fr

2011 Key figures

- ✓ Growth of the Group Net Banking Income: €218.7m, up +7%
- ✓ Continued growth in online banking: 63,367 new current accounts opened in 2011
- ✓ 6.5 million orders executed
- ✓ €14.4 billion assets under administration

<i>In €m</i>	2010	2011	Δ 2010 / 2011
Net banking income	204.2	218.7	+7%
Total operating expenses	(144.0)	(149.0)	+3%
Gross operating income	60.3	69.7	+16%
Profit before tax*	57.8	68.5	+19%
Group share of net income before depreciation of OnVista Goodwill	37.4	43.4	+16%

*Excluding OnVista goodwill depreciation of €29.8m

The Boursorama Group is located in four countries

The Boursorama Group presence:



In France, where Boursorama makes 80% of its Net Banking Income (NBI), Boursorama is the leader of online financial information thanks to its Internet portal www.boursorama.com, and a key player in online banking and brokerage with the brand *Boursorama Banque*.



In the United Kingdom, where Boursorama makes 9% of its NBI, Boursorama is present under the brand Selftrade and is positioned as the fourth online broker of the market. Selftrade is known to have introduced the flat rate of £12.50 per order. Furthermore, having obtained its banking licence, Selftrade offers a Cash Investment Savings Account (Cash ISA) since December 2011.



In Germany (8% of NBI), Boursorama is present since 1997 in the online brokerage market with OnVista Bank and since 2007 on the online financial information with the Internet portal www.onvista.de.



In Spain (3% of NBI), Boursorama is present in both the online brokerage and in the online banking markets under the brand SelfBank through a Joint Venture with its shareholder La Caixa.

PIONEER AND LEADER IN ITS THREE BUSINESSES

The Boursorama Group focuses on three main activities: **online banking** (53% of Net Banking Income), **online brokerage** (41% of NBI) and **online financial information** (6% of NBI).

Boursorama Banque: the only online bank to provide a complete range of product and services

The acquisition of CaixaBank France, in 2006, enabled Boursorama to develop a range of products and services for everyday banking in France. Through increased marketing investment in 2010 and continued efforts of client recruitment in 2011, *Boursorama Banque* recorded an increase of over 50% of its customer franchise compared to 2009 and now has 380,000 customers and nearly 220,000 current accounts.

Boursorama Banque is, today, the only online bank to provide such a wide range of banking products and services: from credit card to housing loans, at competitive rates: more than fifteen services are free of charge. This performance has enabled Boursorama to be elected in September 2011, "The best online bank" in France according to *Le Revenu* and "the cheapest bank," according to *Le Monde Argent* February 19, 2011¹. Boursorama proposes since 2011 a mobile banking application for iPhone and Android which is among the most comprehensive on the market. In one application, Boursorama Banque's customers can manage their banking and trading accounts (management of daily activities and order placing).

Boursorama Banque belongs to a new bank generation that meets expectations of those who wish to benefit from expertise in terms of financial security, reliability, quality and efficiency, while maximizing availability (Internet website available 24/24, customer service available by phone from Monday to Friday from 8 am until 10 pm and on Saturday from 8:30 am until 4:30 pm., iPhone and Android mobile banking and trading applications). The offer is available on the website www.boursorama.com.

A diversified offer with banking products and services on the Internet

- ✓ Current accounts for daily banking activities such as: consultation of account balance, bank transfer, mobile alert, withdrawals, adapt your credit card payment and withdrawal limit, free of charge
- ✓ Free credit cards²
- ✓ Regulated savings products: CSL, LDD, PEL/CEL, Livret A
- ✓ Housing loans
- ✓ Services: online payment by check, increase credit card limits, cash delivery, MoneyCenter, subscription of a housing loan fully online, mobile applications



A diversified offer of savings products on the Internet

- ✓ Mutual Funds (more than 850 funds are free of charge)
- ✓ Life Insurance: more than 180 funds out of which 6 trackers distributed without entrance fees and 90 funds in Targeted Management in association with Edmond de Rothschild Asset Management, without any additional fees

¹ On profile 3

² Under conditions of minimum net income or assets: €1,350 of net income or a minimum of €5,000 of assets for a Visa Credit card and net income of €2,400 or €10,000 of assets for a Visa Premier credit card.

Online brokerage

Boursorama provides its customers with an access to major stock exchanges in France and abroad, and enables private investors to manage their assets and savings products online by themselves, thanks to a wide range of products and services available on the Internet.

Boursorama also provides its customers investment products such as tactical or intelligent orders (market orders including one or more trigger conditions), the Deferred Settlement Service (the settlement of transactions of purchase / sale achieved at the end of the trading month) and technical tools such as ProRealTime®, Day By Day Trading and a system of alerts email / SMS.

2011 was marked by the enrichment of the brokerage offering with the launch of "Direct Emetteurs", a new platform that allows individual investors to trade directly with partner issuers on warrants, certificates and turbos. Boursorama also introduced its "Découverte" tariff with orders available from €1.99, aimed in particular at individuals who want to enter the stock market at a low cost.

These products and services are available at very competitive rates. For 2011 Boursorama recorded a market share of 32.6% (Source: ACSEL).

A diversified offer with investment products and services

- ✓ Shares, options and futures
- ✓ Direct Emetteur with extended hours
- ✓ Trackers and bonds
- ✓ Market information, live Euronext quotes, index, currency and commodities



Internet portal

In France, www.boursorama.com is the reference portal for free online financial information, with an audience of 10.6 million unique visitors per month at end of December 2011 (Source: Google Analytics).

Boursorama upgraded its website during the second half of 2011, www.boursorama.com gathers a very dynamic community and has a loyal audience characterized by: low duplication with other general information sites, an average connection time of 1h10 minutes per month. The principal new features are an improvement in the ergonomics of the site, tools development and greater personalisation, enrichment of the content with videos aggregation, new pages for interest rates, currencies and commodities.

With a technology platform that offers high performance and high availability, the site aggregates 64 content providers and 10,000 daily news, provides access to 50 stock exchanges, offers 3.7 million financial instruments and make up to 50,000 updates per second.

Information delivered

- ✓ News agencies: AFP, AOF, Dow Jones, Investir
- ✓ Stock: quotes, index, consensus
- ✓ Videos aggregation : AFP, France 24, Trading TV, NYFP
- ✓ Exchange: forums
- ✓ Company news: press releases, IPO

