

Equity Solutions WATCHER



e-payments: empowering the digital world

In accordance with the applicable regulation, we inform the reader that this material is qualified as a marketing document. Data as of 11 April 2016, 11 p.m. Paris time.

BUILDING TEAM SPIRIT TOGETHER

Editorial (1/2)

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This document presents equity ideas exclusively provided for potential investments.

This document cannot be considered as adapted to a person or based on the analysis of the situation of a person.

Data & recommendations as of 11 April, 2016 close

e-payments – empowering the digital world

A few decades back, cash was the main form of payment in consumer transactions, but over time, technology has disrupted this space by bringing electronic payments (e-payments) to the world. And now, increased use of e-payments has become a significant contributor of economic growth and is playing a key role in job creation across regions. As per study by VISA, e-payments added ~USD 296 bn to GDP across 70 countries between 2011 and 2015. Migration from traditional transactions to e-payments has created ~43,000 jobs in the emerging markets and ~14,800 jobs in developed economies.

The global e-payments industry has witnessed strong growth in 2014 with revenues of USD 1.7 trn (up 9% YoY). As per McKinsey research, this growth is likely to continue at a relatively stable annual rate of 6% in the next five years. Asia Pacific (55% of industry revenues) is expected to grow at a 2014-19 CAGR of 6%, EMEA at 7%, Latam at 9% and North America by 5%.

e-payments could also help improve consumer spending habits: e-commerce has been among the main enablers of e-payments, and as per eMarketer, worldwide e-commerce sales are expected to reach USD 2.35 trn by FY18, at a 10% CAGR. This should substantially fuel e-payment growth, along with technology drivers such as the globally increasing penetration of smartphones and adoption of tablets and wearable technologies. eMarketer expects smartphone penetration in Asia to grow to 51.5% by 2019 from 37.3% in 2014, and the research group IHS expects wearable payments attached rate to increase globally to 45% by 2020 from 13% in 2015.

With the growing need for improved customer value proposition, ease of use, and higher security and compliance, the adoption of e-payment services is growing at a fast pace and e-payment companies are accordingly expanding their offerings and reach worldwide. Also, with substantial increase in demand in fast-growing markets, more merchant acceptability of e-payments is today a reality. The increased trends in e-commerce sales, adoption of new technologies such as wallets, mobile wallets and higher penetration of smartphones should be value-accretive for e-payments going forward.

Within e-payments, growth in mobile payments is expected to continue in FY16 owing to better smartphone penetration and retailer terminal increase delivering higher customer value proposition. Mobile wallets offer the chance to convert sales that were earlier moved from cash to cards. In our view, cards should continue to witness growth in the emerging markets with



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Editorial (2/2)

increase in bank account penetration and support from local governments. With this background, we present a basket of companies in the e-payments space and should be the key beneficiaries of the growth in this segment.

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Focus: Basket of Stocks

Apple Inc (AAPL US) – BUY – SGPB Target Price: USD 160.00

Apple is a leading manufacturer of personal computers and mobile communication devices. In our view, Apple is aiming to become a leading player in the Internet of Things (IoT) space and its new products (like watch and TV) and services are aimed towards this objective. Given its strong user connect, we believe this objective is attainable and should add to the company's revenues in the coming years. In addition, the company's product sales growth cycle is showing strong growth.

Apple Pay is a mobile payment platform that works on iPhones (iPhone 6 and above), iPad (Air 2 and above) and Apple Watch. The platform integrates the user's credit card details and enables them to make secure payments (authenticated with fingerprint) without physically using the credit card. The platform is currently available across 5 mn locations across the US, the UK, Canada and Australia. Apple Pay was recently launched in China and the company plans to expand the service at a rapid rate. In our view, while the contribution to revenues from this service might be small, it would be a long term engaging factor for Apple users and might be responsible for ensuring user attachment to the overall ecosystem.

Gemalto (GTO NA) – ADD – Consensus Target Price: EUR 69.32

Gemalto is a provider of smartcard security solutions for mobile communications (SIMs), payment (credit cards) and identity (passports, IDs). It is a leader in the smartcard chip market with an estimated global market share of 40% as of 2014. We expect strong expansion in the Payments segment in the medium term as EMV (EuroPay, Mastercard Visa) standards chip card deployment continues to ramp up in the US (3Q15 growth of ~100% YoY) and globally. We are positive of Gemalto's exposure to multiple disruptive growth drivers like Enterprise Security, Identity and the Internet of Things.

The management has reiterated its target of achieving EUR 660 mn in operating profit by 2017, much higher than consensus at EUR 603 mn. Given the accelerating growth trend in several of Gemalto's end-markets (except SIMs), we believe that there could be an upward revision to consensus. It is trading at an undemanding valuation, with a next-12-month P/E of 14.0x, lower than its historical average of 17.7x

PayPal Holdings Inc (PYPL US) – ADD – Consensus Target Price: USD 41.86

PayPal is a technology platform that enables digital and mobile payments on behalf of consumers and merchants around the world. The company is well-positioned in the e-payment space. Its strong brand recognition and high exposure to the fast-growing e-commerce market should be among key growth drivers. PayPal has strong consumer adoption vs. competitors. Further, integration with Braintree (leading mobile player) is complete, which should help PayPal enable the adoption of its services on mobile devices. However, increasing technology innovation in the e-payment space and growing competition from large tech companies like Apple and Google have been an area of investor concern.

The company reported strong 4Q15 results. For FY16, the management guided USD 10.5 bn–10.7 bn in revenues (USD 200 mn aided by Xoom), in line with consensus and EPS of USD 1.45–1.50, which was slightly below street estimates. PayPal has announced a USD 2.0 bn share buyback program, which in our view should further support the stock.

Samsung Electronics Co Ltd (SMSN LI) – BUY – SGPB Target Price: USD 720.00

Samsung Electronics is one of the world's leading producers of consumer electronics and semiconductor components. We expect Samsung's mobile segment margins to remain stable in the near term due to a stronger mix of high-end smartphone shipments and higher sales of the new A-series and Galaxy S7/S7 Edge. Further, new product launches in the mid/low end should help maintain its market share in the medium term. Its semiconductor segment margins should benefit from better supply-demand dynamics, yield improvements and an improved mix of high-margin products such as LPDDR4.

Samsung Pay is a mobile payment and digital wallet service introduced by Samsung that lets users make payments through compatible Samsung devices (S6/S7, S6/S7 Edge, Note 5 and Galaxy A5/A7) . It works with a variety of terminals including NFC-based terminals, magnetic stripe and chip-based systems and has been launched in the US, Korea and China. We view this as a differentiated service that should positively impact Samsung's high-end smartphone sales, though its contribution to overall sales would be minimal.

Focus: Basket of Stocks

Synchrony Financial (SYF US) – ADD – Consensus Target Price: USD 37.19

Synchrony Financial (SYF) is a leading US-based consumer financial services company. It is the largest provider of private-label credit cards (PLCC) in the US by purchase volume and receivables. SYF has an extensive product portfolio and presence across varied categories. It also benefits from its, diverse partner base, longstanding relationships with well-known consumer brands, proprietary closed-loop network and a partner-centric business model.

SYF is key beneficiary of the increased usage of cards for purchase of consumer goods and healthcare procedure and services. It offers the twin option of either PLCC (accepted at retail locations) or dual cards (accepted at network locations). This flexibility has allowed SYF to expand its partner base and maintain healthy purchase and receivables growth. The company has provided a positive 2016 outlook; it expects (1) receivables growth of 7–9%, (2) net interest margin of ~15.5%, (3) net charge-off rate to be stable, (4) efficiency ratio <34% and (5) return on assets of 2.5–3.0%.

Wirecard AG (WDI GY) – BUY – SGPB Target Price: EUR 50.00

Wirecard is a Germany-based electronic payment processor which provides technologies and services for payment transactions. It has principal membership of Visa and Mastercard. Wirecard's platform is used by 22,000 merchants globally and is present across multiple channels (online, offline, m-commerce), which in our view, should help strengthen its position and gain market share. We believe that the company's expansion plans and potential upside from growth in e-commerce/ m-commerce should aid margin expansion and thereby result in better-than-expected earnings.

The company announced FY15 results that were in line with the pre-announcement. The management reiterated its FY16 EBITDA guidance of EUR 290–310 mn which was recently upgraded owing to positive contributions expected from acquisitions done in Brazil, Romania and India. The stock is trading at an FY16E P/E of 19.6x with 2015-18E EPS CAGR of 30.4%. We believe the stock offers attractive risk reward.

Market Dashboard & Conviction-list Performance

Conviction Lists² & Benchmarks

04/11/2016	Inception Date		Weekly	YTD
Global CL	09/14/2009	44.4%	-1.4%	-5.9%
Developed Asia-Pacific CL	02/22/2016	0.9%	-1.4%	0.9% ¹
European CL	03/10/2010	28.6%	-0.4%	-7.5%
US CL	03/10/2010	45.0%	-1.2%	-0.1%
Emerging CL	02/22/2016	6.7%	-1.6%	6.7% ¹
Dividend CL	02/05/2015	-4.1%	-0.2%	-4.5%
MSCI AC World	09/14/2009	38.7%	-0.5%	-1.3%
MSCI Pacific Index	02/22/2016	3.3%	0.6%	-6.4%
MSCI Europe	03/10/2010	25.0%	-0.4%	-8.9%
SPX Index	03/10/2010	78.2%	-1.2%	-0.1%
MSCI Emerging Markets	02/22/2016	10.0%	-0.3%	3.8%
MSCI World High Dividend Yield	02/05/2015	-1.2%	0.3%	3.7%

Sources: Bloomberg & Société Générale Private Banking

MSCI World AC Group Ranked Returns

04/11/2016	Weekly	YTD	52 Week Rolling	
			Low	High
MSCI AC World	-0.5%	-1.3%	12.2%	-11.2%
Energy	2.4%	5.4%	26.3%	-25.3%
Telecom Services	-0.9%	4.5%	13.2%	-8.4%
Utilities	-0.8%	6.5%	12.8%	-3.9%
Cons. Staples	-0.6%	3.9%	14.0%	-1.0%
Financials	-1.3%	-7.8%	12.9%	-19.2%
Cons. Discretionary	-1.3%	-3.2%	12.5%	-9.1%
Materials	1.1%	5.2%	23.7%	-20.2%
Industrials	-0.1%	1.7%	14.7%	-8.6%
Info Technology	-1.3%	-0.2%	15.3%	-4.9%
Healthcare	0.3%	-5.4%	8.7%	-13.2%

Source: Bloomberg

Global Style Counselling³

04/11/2016	Weekly	YTD	52 Week Rolling	
			Low	High
MSCI AC WORLD	-0.5%	-1.3%	12.2%	-11.2%
MSCI World Value	-0.6%	-1.9%	10.8%	-12.3%
MSCI World Growth	-0.4%	-1.8%	11.4%	-7.4%
MSCI World Small Cap	-0.1%	-0.6%	14.9%	-9.9%
MSCI World Large Cap	-0.6%	-1.5%	11.7%	-11.4%

Source: Bloomberg

¹ Performance since 02/22/2016.

² Conviction lists' content is detailed on the following pages.

³ Each style is defined according to MSCI standards, detailed in the glossary.

Past performance is not a reliable indicator of the future performance.

Global Conviction List...

List Definition

- List comprises Societe Generale Private Banking Equity Experts' convictions with exclusively buy rated listed companies.
- The selection derives from Societe Generale Private Banking investment universe.
- Any update in the list is announced through a "Conviction List Change" publication.

U.S.

Alphabet Inc (GOOGL US)
Apple Inc (AAPL US)
Check Point Software Technologies Ltd (CHKP US)
Citigroup Inc (C US)
Oracle Corp (ORCL US)
Thermo Fisher Scientific Inc (TMO US)
United Technologies Corp (UTX US)
Walt Disney Co (DIS US)

EUROPE

BNP Paribas SA (BNP FP)
Bayer AG (BAYN GR)
Cie de St-Gobain SA (SGO FP)
ING Groep NV (INGA NA)
LVMH SE (MC FP)
Pernod Ricard SA (RI FP)
Schneider Electric SE (SU FP)
WPP Plc (WPP LN)

ASIA

Alibaba Group Holding Ltd (BABA US)
Japan Airlines (9201 JP)
Japan Tobacco Inc (2914 JP)
Mitsubishi UFJ Financial Group (8306 JP)
Samsung Electronics Co Ltd (SMSN LI)

Global Conviction List

04/11/2016

Code	Company Name	Last Price	Perf.*	Target Price **	Upside	Industry	Entry Date
BABA US	Alibaba Group Holding Ltd	77.71	-20%	95.00	22%	Information Technology	01/19/2015
GOOGL US	Alphabet Inc	757.54	24%	850.00	12%	Information Technology	08/25/2015
AAPL US	Apple Inc	109.02	19%	160.00	47%	Information Technology	06/19/2014
BAYN GR	Bayer AG	101.95	-15%	119.00	17%	Health Care	09/09/2015
BNP FP	BNP Paribas	42.32	6%	66.00	56%	Financials	04/04/2013
CHKP US	Check Point Software Technologies Ltd	84.91	10%	98.00	15%	Information Technology	02/11/2015
SGO FP	Cie de St-Gobain	38.63	-3%	51.00	32%	Industrials	04/29/2015
C US	Citigroup	41.12	-19%	69.00	68%	Financials	10/16/2013
INGA NA	ING Groep NV	10.37	-5%	16.70	61%	Financials	06/10/2014
9201 JP	Japan Airlines Co Ltd	4,058.00	-2%	4,950.00	22%	Industrials	09/11/2015
2914 JP	Japan Tobacco Inc	4,655.00	80%	5,300.00	14%	Consumer Staples	01/08/2013
MC FP	LVMH SE	146.05	-11%	190.00	30%	Consumer Discretionary	06/04/2015
8306 JP	Mitsubishi UFJ Financial	477.70	1%	720.00	51%	Financials	01/10/2013
ORCL US	Oracle Corp	40.39	34%	49.00	21%	Information Technology	06/24/2013
RI FP	Pernod Ricard SA	96.63	-6%	120.00	24%	Consumer Staples	01/19/2015
SMSN LI	Samsung Electronics Co Ltd	551.00	-13%	720.00	31%	Information Technology	02/09/2015
SU FP	Schneider Electric SE	53.56	-14%	73.00	36%	Industrials	06/30/2015
TMO US	Thermo Fisher Scientific Inc	141.66	13%	151.00	7%	Health Care	02/11/2015
UTX US	United Technologies Corp	102.14	44%	118.00	16%	Industrials	09/22/2010
DIS US	Walt Disney Co	96.27	-3%	120.00	25%	Consumer Discretionary	01/08/2016
WPP LN	WPP Plc	1,646.00	131%	1,821.00	11%	Consumer Discretionary	07/27/2011

List Performance Since Inception: 44.4%

List Potential Upside: 42.1%

Sources: SGPB & Bloomberg

* Price Return Since Inception

** Target price is a 12-month forecast price defined by SGPB Equity Experts

Weekly Comment

- The Global Conviction List declined 1.4% last week, underperforming the MSCI AC World Index, which closed down 0.5%.
- The week's worst performer was Mitsubishi UFJ Financial, which lost 6.2%, followed by BNP Paribas (down 3.5%) and Walt Disney (down 2.4%). On the other hand, the week's best performing stock, United Technologies, gained 1.9%.
- The List offers an average upside of 42.1%, based on our Equity Experts' target prices.

Dividend Conviction List

List Definition

- List comprises Societe Generale Private Banking Equity Experts' convictions with exclusive buy rating and an attractive dividend yield.
- The selection aims at generating dividend income.
- The selection derives from Societe Generale Private Banking investment universe.
- Any update in the list is announced through a "Conviction List Change" publication.

04/11/2016

Bloomberg Code	Company Name	Dividend Yield*	Last Price	Perf.**	Target Price***	Upside	Industry	Entry Date
CS FP	AXA SA	5.9%	20.18	-3%	29.00	44%	Financials	02/05/2015
BA/ LN	BAE Systems Plc	4.3%	499.00	-3%	570.00	14%	Industrials	02/05/2015
CVX US	Chevron Corp	4.5%	95.24	-5%	112.00	18%	Energy	06/23/2015
KO US	Coca-Cola	3.0%	46.44	11%	48.00	3%	Consumer Staples	02/05/2015
ENEL IM	Enel SpA	4.7%	3.78	-5%	4.64	23%	Utilities	08/25/2015
ENGI FP	Engie SA	7.4%	13.48	-30%	21.00	56%	Utilities	02/05/2015
GSK LN	GlaxoSmithKline Plc	5.5%	1,465.50	-2%	1,530.00	4%	Health Care	02/05/2015
INGA NA	ING Groep NV	6.8%	10.37	-21%	16.70	61%	Financials	10/06/2015
LLOY LN	Lloyds Banking Group Plc	6.7%	65.52	-10%	86.00	31%	Financials	11/26/2015
RDSA NA	Royal Dutch Shell Plc	7.4%	21.73	-21%	31.60	45%	Energy	05/19/2015
SU FP	Schneider Electric SE	3.8%	53.56	-14%	73.00	36%	Industrials	06/30/2015
VIE FP	Veolia Environnement SA	3.8%	21.12	28%	25.00	18%	Utilities	02/05/2015
DG FP	Vinci SA	3.1%	64.58	30%	77.00	19%	Industrials	02/05/2015

List Performance Since Inception: -4.1%

List Potential Upside: 27.3%

Sources: SGPB & Bloomberg

* Estimated annual dividend yield for the next 12 months (average of the estimates given by the contributors to the Bloomberg consensus)

** Price Return Since Inception

*** Target price is a 12-month forecast price defined by SGPB Equity Experts

Dividend Yield	%
Bovespa Index	3.7%
Euro Stoxx50	4.0%
FTSE 100	4.5%
SMI	3.7%
Straits Times Index	4.3%
S&P 500	2.2%
Nikkei 225	1.9%

Past performance is not a reliable indicator of the future performance.

Emerging Markets Overview

Conviction List

04/11/2016

Code	ADR/GDR*	Company Name	Last Price	Perf.**	Target Price ***	Upside	Industry	Entry Date
BABA US	BABA US	Alibaba Group Holding Ltd	77.71	13%	95.00	22%	Information Technology	02/22/2016
BBL-R TB	-	Bangkok Bank PCL	163.00	3%	240.00	47%	Financials	02/22/2016
012330 KS	-	Hyundai Mobis	236,000.00	-9%	320,000.00	36%	Consumer Discretionary	02/22/2016
SMSN LI	SMSN LI	Samsung Electronics Co Ltd	551.00	14%	720.00	31%	Information Technology	02/22/2016
2330 TT	TSM US	TSMC	158.50	5%	172.00	9%	Information Technology	02/22/2016

List Performance Since Inception: 6.7%

List Upside: 30.7%

Sources: SGPB & Bloomberg

* When available, ADR/GDR most liquid. ** Price Return since Inception

*** Target price is a 12-month forecast price defined by SGPB Equity Experts

Market Performances

04/11/2016	EM Index	Weekly	YTD
MXEF Index	MSCI Emerging (USD)	-0.3%	3.8%
MSEUEMEA Index	MSI EMEA (USD)	0.0%	11.0%
MXLA index	MSCI LATAM (USD)	1.1%	16.5%
MXMS Index	MSCI Emerging Asia (USD)	-0.7%	0.1%
MXRU Index	MSCI Russia	4.5%	18.2%
MXBR Index	MSCI Brazil	4.6%	28.3%
MXIN Index	MSCI India	-1.1%	-3.7%

Sources: SGPB & Bloomberg

Convictions Highlights

The EM Conviction List declined 1.6% last week, underperforming the MSCI EM Index, which moved down 0.3%. Bangkok Bank lost the most at 8.2%, followed by Samsung Electronics, which declined 2.3%. Conversely, Hyundai Mobis was the List's best performing stock as it gained 1.9%.

MSCI Emerging Markets Index (USD)



Sources: SGPB & Bloomberg

Macroeconomic Views

China inflation unchanged in March

China's CPI in March was same as February's at 2.3% YoY, slightly below consensus of 2.4%. The YoY rise in CPI was mainly led by base effects and 7.6% increase in food inflation. Non-food consumer inflation rose 1%.

Russia inflation slows in March

Russia's CPI eased to 7.3% YoY in March, lower than February's level of 8.1% and below consensus of 7.5%. Weaker consumer demand weighed on prices and led to the drop in CPI, which decelerated to the lowest level since April 2014.

Source: Bloomberg

Past performance is not a reliable indicator of the future performance.

Regional Conviction Lists

List Definition

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Developed Asia-Pacific

04/11/2016

Code	Company Name	Last Price	Perf.*	Target Price **	Upside	Industry	Entry Date
1299 HK	AIA Group	43.10	8%	60.00	39%	Financials	02/22/2016
4503 JP	Astellas Pharma Inc.	1,448.00	-8%	2,210.00	53%	Health Care	02/22/2016
5108 JP	Bridgestone	3,905.00	-2%	5,660.00	45%	Consumer Discretionary	02/22/2016
9201 JP	Japan Airlines Co Ltd	4,058.00	-3%	4,950.00	22%	Industrials	02/22/2016
2914 JP	Japan Tobacco Inc	4,655.00	2%	5,300.00	14%	Consumer Staples	02/22/2016
8306 JP	Mitsubishi UFJ Financial	477.70	0%	720.00	51%	Financials	02/22/2016
8801 JP	Mitsui Fudosan	2,545.00	-4%	4,000.00	57%	Financials	02/22/2016
OCBC SP	Oversea-Chinese Banking Corp Ltd	8.87	12%	12.10	36%	Financials	02/22/2016

List Performance Since Inception: 0.9%

List Potential Upside: 39.5%

Sources: SGPB & Bloomberg

* Price Return Since Inception

** Target price is a 12-month forecast price defined by SGPB Equity Experts

Europe

04/11/2016

Code	Company Name	Last Price	Perf.*	Target Price **	Upside	Industry	Entry Date
ADEN VX	Adecco SA	62.60	-7%	78.00	25%	Industrials	12/17/2015
AGN NA	Aegon NV	4.86	-22%	8.00	65%	Financials	10/29/2014
AIR FP	Airbus Group SE	56.35	0%	69.00	22%	Industrials	08/25/2015
BAYN GR	Bayer AG	101.95	-15%	119.00	17%	Health Care	09/09/2015
BNP FP	BNP Paribas	42.32	6%	66.00	56%	Financials	04/04/2013
CA FP	Carrefour SA	24.16	-5%	30.00	24%	Consumer Staples	01/08/2016
SGO FP	Cie de St-Gobain	38.63	-3%	51.00	32%	Industrials	04/29/2015
EOAN GR	E.ON SE	8.42	-12%	12.00	43%	Utilities	10/13/2015
ENG SM	Enagas SA	26.93	5%	31.00	15%	Utilities	01/08/2016
ENEL IM	Enel SpA	3.78	-5%	4.64	23%	Utilities	08/25/2015
FME GY	Fresenius Medical Care AG	78.21	0%	90.00	15%	Health Care	01/08/2016
INGA NA	ING Groep NV	10.37	-5%	16.70	61%	Financials	06/10/2014
ERICB SS	LM Ericsson Telefon AB	81.95	-3%	100.00	22%	Information Technology	10/06/2015
MC FP	LVMH SE	146.05	-11%	190.00	30%	Consumer Discretionary	06/04/2015
RI FP	Pernod Ricard SA	96.63	-6%	120.00	24%	Consumer Staples	01/19/2015
PUB FP	Publicis Groupe	62.63	3%	70.00	12%	Consumer Discretionary	12/01/2015
SU FP	Schneider Electric SE	53.56	-14%	73.00	36%	Industrials	06/30/2015
TUI GR	TUI AG	12.86	-22%	20.90	63%	Consumer Discretionary	03/25/2015
VIE FP	Veolia Environnement SA	21.12	18%	25.00	18%	Utilities	04/08/2015
WDI GY	Wirecard AG	34.00	-12%	50.00	47%	Information Technology	05/08/2015
WIZZ LN	Wizz Air Holdings Plc	1,874.00	5%	2,150.00	15%	Industrials	11/06/2015
WPP LN	WPP Plc	1,646.00	131%	1,821.00	11%	Consumer Discretionary	07/27/2011

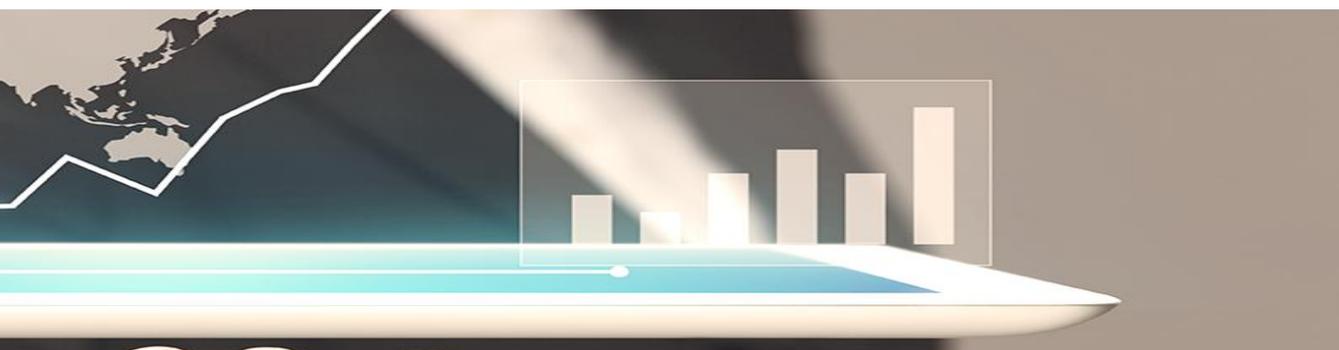
List Performance Since Inception: **28.6%**

List Upside: **39.3%**

Sources: SGPB & Bloomberg

* Price Return Since Inception

** Target price is a 12-month forecast price defined by SGPB Equity Experts



United States

04/11/2016

Code	Company Name	Last Price	Perf.*	Target Price **	Upside	Industry	Entry Date
GOOGL US	Alphabet Inc	757.54	24%	850.00	12%	Information Technology	08/25/2015
AAPL US	Apple Inc	109.02	19%	160.00	47%	Information Technology	06/19/2014
CHKP US	Check Point Software Technologies Ltd	84.91	10%	98.00	15%	Information Technology	02/11/2015
C US	Citigroup	41.12	-19%	69.00	68%	Financials	10/16/2013
KO US	Coca-Cola	46.44	25%	48.00	3%	Consumer Staples	10/04/2013
CVS US	CVS Health Corp	100.77	2%	117.00	16%	Consumer Staples	09/25/2015
GILD US	Gilead Sciences Inc	95.83	19%	125.00	30%	Health Care	06/12/2014
ORCL US	Oracle Corp	40.39	34%	49.00	21%	Information Technology	06/24/2013
TMO US	Thermo Fisher Scientific Inc	141.66	13%	151.00	7%	Health Care	02/11/2015
UTX US	United Technologies Corp	102.14	44%	118.00	16%	Industrials	09/22/2010
DIS US	Walt Disney Co	96.27	-3%	120.00	25%	Consumer Discretionary	01/08/2016

List Performance Since Inception: **45.0%**

List Upside: **33.2%**

Sources: SGPB & Bloomberg

* Price Return Since Inception

** Target price is a 12-month forecast price defined by SGPB Equity Experts

Past performance is not a reliable indicator of the future performance.

Convictions By Sectors

	Name	Bloomberg Code
Consumer Discretionary	Bridgestone Corp	5108 JP
	Hyundai Mobis Co Ltd	012330 KS
	LVMH SE	MC FP
	Publicis Groupe	PUB FP
	TUI AG	TUI1 GR
	Walt Disney Co	DIS US
	WPP PLC	WPP LN
Consumer Staples	Carrefour SA	CA FP
	Coca-Cola	KO US
	CVS Health Corp	CVS US
	Japan Tobacco Inc	2914 JP
	Pernod Ricard SA	RI FP
Energy	Chevron Corp	CVX US
	Royal Dutch Shell Plc	RDSA NA
Financials	Aegon NA	AGN NA
	AIA Group Ltd	1299 HK
	AXA SA	CS FP
	Bangkok Bank PCL	BBL-R TB
	BNP Paribas SA	BNP FP
	Citigroup Inc	C US
	ING Groep NV	INGA NA
	Lloyds Banking Group Plc	LLOY LN
	Mitsubishi UFJ Financial Group Inc	8306 JP
	Mitsui Fudosan Co Ltd	8801 JP
	Oversea-Chinese Banking Corp Ltd	OCBC SP
Healthcare	Astellas Pharma Inc.	4503 JP
	Bayer AG	BAYN GR
	Fresenius Medical Care & Co KGaA	FME GY
	Gilead Sciences Inc	GILD US
	GlaxoSmithKline Plc	GSK LN
	Thermo Fisher Scientific Inc	TMO US
Industrials	Adecco SA	ADEN VX
	Airbus Group SE	AIR FP
	BAE Systems Plc	BA/ LN
	Cie de St-Gobain	SGO FP
	Japan Airlines Co Ltd	9201 JP
	Schneider Electric SE	SU FP
	United Technologies Corp	UTX US
	Vinci SA	DG FP
	Wizz Air Holdings Plc	WIZZ LN
Information Technology	Alibaba Group Holding Ltd	BABA US
	Alphabet Inc	GOOG US
	Apple Inc	AAPL US
	Check Point Software Technologies Ltd	CHKP US
	LM Ericsson Telefon AB	ERICB SS
	Oracle Corp	ORCL US
	Samsung Electronics Co Ltd	SMSN LI
	TSMC	2330 TT
	Wirecard AG	WDI GY
Utilities	E.ON SE	EOAN GR
	Enagas SA	ENG SM
	Enel SpA	ENEL IM
	Engie SA	GSZ FP
	Veolia Environment SA	VIE FP

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Rating System

Investment Rating Definition:

- Buy** | Company from SGPB Conviction Lists, expected return above 10% or more over a 12-month investment horizon based on our experts' assumption.
- Add** | Company outside SGPB Conviction List. Proposition to reinforce or invest in companies benefiting from positive fundamentals with a positive return expected over a 12-month investment horizon, based on our experts' assumption.

Product Risk Rating

Product Category Risk Rating:

The product category of single equity, stock, share is rated at '4'.

In order to draw the attention of investors to the risk linked to each investment solution, Societe Generale Private Banking has ranked each product according to its own specific risk scale from the lowest risk (class 0) to the highest risk (class 4). The risk classification in 5 levels, is a Societe Generale Private Banking internal risk indicator. These internal indicators are based on the Value at Risk 95% 1 year (VaR). The VaR corresponds to the maximum amount that the portfolio being considered could lose in normal market conditions over a given period with a given probability (past performances and simulations of performance shall not be considered as a reliable indicator of future performance). If the VaR 95% 1 year is y%, this means that there is a 95% probability that the portfolio will not lose more than y% of its value in one year.

Equity Risk Classification: 4

Risk Levels	Losses
0 - Lowest Risk	There is a 95% probability that the product will not depreciate in value in one year.
1 - Low Risk	There is a 95% probability that the product will not lose more than 5% of its value in one year.
2 - Medium Risk	There is a 95% probability that the product will not lose more than 15% of its value in one year.
3 - High Risk	There is a 95% probability that the product will not lose more than 30% of its value in one year.
4 - Highest Risk	There is a minimum of 5% probability that the product will lose more than 30% of its value in one year.

Calculation Methodology

Performance Calculation

At the time of inception of the conviction list, all members are based at 100. Each stock is equally weighted, so that every member has the same probability to add value to the list. The selection is made using a bottom-up approach and may not be read as a portfolio construction.

Performance of Conviction Lists and the members is calculated every week based on Monday's closing price or last trading day in case of a holiday. Rebased level for Conviction List members is obtained by applying the change in the share price (current price/last week price) to the previous rebased level. Rebased level for the Conviction Lists is obtained by averaging the rebased levels for all the conviction list members.

Conviction List Change

Performance is also calculated as mentioned above at the time of any change in Conviction Lists such as inclusion of a new member or removal of an existing member. For inclusion or removal of a member, closing price on the day prior to the announcement is used. In addition, all members are equally weighted again by applying the last rebased level of the Conviction List.

Performance Measurement

Weekly: % change in the current rebased level over previous week's rebased level.

YTD: % change in the current rebased level over the rebased level at the beginning of the year.

Since inception: % change in the current rebased level over the base value (100).

Since inclusion (Conviction List Members): % change in the current rebased level over the rebased level at the time of inclusion.

Potential Upside Calculation

Of Members: is obtained by ascertaining the % difference between the current price and target price.

Of Conviction Lists: is obtained by rebasing the upside potential of members and then averaging these rebased upside potential levels.

Corporate Actions

Dividend payment : the performance methodology does not take into account the impact of dividend payment. Therefore, the lists' performance is purely based on price return calculation.

Stock Split : to adjust the effect a stock split, we adjust the target price by the same ratio as that of the stock split.

Benchmarking

Performance of Conviction Lists is compared with the following relative benchmarks to ascertain the outperformance/underperformance

Global CL (Conviction List) : MSCI AC World

Asian CL : MSCI AC Asia Pacific

European CL : MSCI Europe

US CL : S&P 500

Emerging CL : MSCI Emerging Markets

High Dividend CL : MSCI World High Dividend Yield

Glossary (1/4)

Societe Generale Private Banking Investment Universe

Societe Generale Private Banking defines and maintains an investment universe, aiming at ensuring the liquidity and the meaningful coverage of companies subject to potential investments.

This investment universe complies with rules defined as follows:

-Issuers are constituents of MSCI indices: The constituents of the indices retained cover developed and emerging countries with increased precision (average market capitalisation) for Germany, Belgium, France, the UK and Switzerland.

-Market Capitalisation: To avoid the inclusion of securities whose market capitalisation could be too low in light of the potential investments by clients and/or managers, only securities whose market capitalisation is greater than €500 mn have been chosen.

-Liquidity: To ensure minimum liquidity for investments, only securities with a six-month average daily trading volume greater than EUR 300,000 are selected.

-Reliable Financial Information: Only securities tracked by at least three sell side financial analysts are included in the universe.

-Social and Environmental Responsibility Policy of SG Group: Societe Generale has defined a framework for Social and Environmental Responsibility. This framework sets out restrictions on listed securities identified by SG Group and deleted from the universe.

Financial Terms and Acronyms

ADR (American Depositary Receipt): is a negotiable certificate issued by a US bank representing a specified number of shares in a foreign stock that is traded on a US exchange. ADRs are denominated in US dollars, with the underlying security held by a US financial institution overseas.

BACKLOG: often refers to a company's sales orders waiting to be fulfilled. Even if it provides the revenue visibility, the companies usually try to avoid to have an extensive backlog because that creates the risk of unmet demand and thus can have negative impact on future earnings

BENCHMARK: is, generally, a broad market, market-segment stock or bond index that is used as a reference to evaluate the performance of a security, mutual fund or investment manager.

BV (Book Value): is the total value of net assets of a company. It consists of the firm's fixed assets plus its current assets, minus short-term liabilities, long-term creditors and any provisions.

BV/S (Book Value Per Share): is the total value of the net assets of a company divided by the total number of outstanding shares.

C/I (Cost Income Ratio): is used for valuing banks. It shows a company's costs in relation to its income. Formula: $(\text{Operating Costs}/\text{Operating Income}) \times 100$.

CAGR (Compound Annual Growth Rate): is a term used for the geometric progression ratio that provides a constant rate of return over a specific time period.

CAPEX (Capital Expenditure): is the fund used by the company to acquire or upgrade the physical assets such as property, industrial buildings or equipment. The most capital intensive industries include oil, telecom and utilities.

CAR (Capital Adequacy Ratio): is a measure of a bank's capital. It is expressed as a percentage of a bank's risk-weighted credit exposures. Formula: $(\text{Tier One Capital} + \text{Tier Two Capital})/\text{Risk Weighted Assets}$.

CET I (Common Equity Tier I Ratio): is a measure of the bank's common equity capital as a percentage of risk-weighted assets. It is generally compared to a defined benchmark stipulated by the regulatory authority to determine whether a bank is sufficiently capitalised.

DIVIDEND YIELD: Dividend per share (total dividend paid out divided by the total number of shares) expressed as a percentage of current stock price.

EBIT (Earnings Before Interest and Taxes): profit before taking into account interest payments and income taxes. Also referred to as operating income, it is calculated as a company's gross income minus all its operating expenses.

EBIT Margin: Ratio that expresses EBIT as a percentage of total sales $(\text{EBIT}/\text{Sales} \times 100)$; also referred to as operating margin.

EBITDA (Earnings Before Interest, Taxes, Depreciation and Amortisation): profit before taking into account interest payments, income taxes and non-cash operating expenses (depreciation and amortisation). It is calculated as a company's gross income minus its cash operating expenses only.

EPS (Earnings Per Share): is the division of total net profit by the number of shares.

Glossary (2/4)

EV (Enterprise Value) is a measure of a company's value, often used as an alternative to straightforward market capitalisation. It is calculated as (market cap + debt + minority interest + preferred shares) – total cash – cash equivalents.

EV/EBITDA: compares the total value of the company to its EBITDA.

EV/SALES: compares the total value of the company to its sales.

FCF (Free Cash Flow): represents the difference between operating cash flow and capital expenditures and shows the company's ability to generate shareholder's value after laying out the money required to maintain or expand its asset base. Without enough cash, it would be difficult for a company to develop new products, make acquisitions, pay dividends and reduce debt.

FFO (Funds from Operations): measures a REIT's operating performance. It is net income plus gains (minus losses) from property sale and purchase. Non-cash expenses like depreciation and amortisation are added back because value of real estate tends to rise over time rather than depreciating like other fixed assets and investments. FFO per share is often used in place of earnings per share when analysing REITs.

FY1 (Fiscal Year One): refers to the current fiscal year.

FY2 (Fiscal Year Two): refers to the next fiscal year.

GDR (Global Depositary Receipt): is very similar to an ADR. It is a bank certificate issued in more than one country for shares in a foreign company. The shares are held by a foreign branch of an international bank. The shares trade as domestic shares, but are offered for sale globally through the various bank branches.

GOODWILL: is an intangible asset that arises as a result of the acquisition of one company by another company for a premium value and can have as origin the value of a company's brand name, solid customer base, good customer relations, good employee relations and any patents or proprietary technology.

GROSS INCOME: gross profit calculated as a company's total sales minus its cost of goods sold (COGS) that corresponds to labour and production costs.

GROSS MARGIN: expresses gross income as a percentage of total sales (Gross Income/Sales*100).

IPO (Initial Public Offering): is the first sale of stock by a private company to the public to expand its growth or, sometimes, repay its debt.

LIKE FOR LIKE (LFL) GROWTH: is a measure of growth in sales, adjusted for new or divested businesses. This is a widely used indicator of retailers' performance. This adjustment is important in businesses that show a significant change through expansion, disposals or closures.

LTV (Loan-To-Value Ratio): is a financial term used to express the ratio of a loan to the value of an asset purchased. The term is commonly used by financial institutions and real estate companies to represent the ratio of the loan as a percentage of the total appraised value of real property.

NAV (Net Asset Value): is similar to book value and is also called per investment unit. NAV is the marked-to-market value of the company's property investments less liabilities.

ND (Net Debt): is calculated as a company's total debt minus cash and other similar liquid assets.

NET MARGIN: is a financial ratio which measures the profitability of the net income of a company. Formula: Net Profit/Sales.

NI (Net Income or Bottom Line): represents a company's total earnings (or profit) which is calculated by adjusting revenues for the costs, depreciation, interest, taxes and other expenses.

OPERATING MARGIN: See definition of EBIT Margin.

ORGANIC GROWTH: is the growth rate that a company can achieve by increasing its output and enhancing sales, excluding any profits or growth from takeovers or M&A activities.

P/E or PER (Price Earnings Ratio): reflects the trading price of a share in relation to the expected earnings. Formula: Share Price/Earnings Per Share.

P/TBVS (Price To Tangible Book Value): expresses the share price with regard to the accounting value of the company. Formula: Share Price/Tangible Book Value Per Share.

PAYOUT RATIO: is the proportion of earnings paid out as dividends to shareholders and typically expressed as a percentage. A lower payout ratio is generally preferable to a higher payout ratio. A ratio greater than 100% indicates the company is paying out more in dividends than it makes in net income.

Glossary (3/4)

PROFIT WARNING: is the announcement made by the company before its earnings release indicating the investors that its earnings would not meet the analysts' expectations.

RWA (Risk Weighted Assets): is a measure of the bank's assets, weighted according to their risk. It involves the risk weighting of both on and off-balance-sheet exposures. It is generally used to calculate risk-based capital ratio which is the ratio of a bank's capital to its risk weighted assets.

REVENUE GROWTH: Illustrates the growth of sales over a given period.

ROA (Return on assets): a financial ratio that is calculated as net income divided by total assets and shows how profitable a company is relative to its total assets

ROC (Return on invested capital): a profitability ratio which is calculated as net income minus dividends divided by total invested capital.

ROE (Return On Equity): The amount of net income returned as a percentage of shareholders' equity. Return on equity measures a corporation's profitability by disclosing how much profit a company generates with the money shareholders have invested.

SHARE BUYBACK (Share Repurchase): A program by which a company buys back its own shares from the marketplace, reducing the number of outstanding shares. It usually indicates that the company's shares are undervalued and pushes the share prices up.

SHAREHOLDER'S EQUITY: is the amount of the funds contributed by the owners (the stockholders) plus the retained earnings (or losses).

STOCK SPLIT: is a corporate action in which the company divides its existing shares into multiple shares to make shares seem more affordable for small investors without changing the underlying value of the company.

TBV (Tangible Book Value): is the book value excluding intangible assets.

TBV/S (Tangible Book Value Per Share): allows to estimate the accounting value of a company by measuring its stockholders' equity per share. Formula: Re-valued Net Assets/Total Shares of Company.

WACC (Weighted Average Cost of Capital): also referred to as the firm's cost of capital, it is the rate that a company is expected to pay on an average to all its security holders to finance its assets.

WORKING CAPITAL: is the difference between a company's current assets and current liabilities and shows whether the company has sufficient short-term assets to cover its short-term debts.

Sources: FactSet, Bloomberg, SGPB

Indices

MSCI AC WORLD: is a free float-adjusted market capitalisation weighted index that is designed to measure the equity market performance of developed markets. The MSCI World Index consists of the following 23 developed market country indexes: Australia, Austria, Belgium, Canada, Denmark, Finland, France, Germany, Hong Kong, Ireland, Israel, Italy, Japan, the Netherlands, New Zealand, Norway, Portugal, Singapore, Spain, Sweden, Switzerland, the UK, and the US (as of 2 June 2014).

MSCI AC ASIA PACIFIC: is a free float-adjusted market capitalisation weighted index that is designed to measure the equity market performance of the developed and emerging markets in the Pacific region. The MSCI AC Pacific Free Index consists of the following 12 developed and emerging market countries: Australia, China, Hong Kong, Indonesia, Japan, Korea, Malaysia, New Zealand, the Philippines, Singapore, Taiwan, and Thailand (as of 2 June 2014).

MSCI EUROPE: is a free float-adjusted market capitalisation weighted index that is designed to measure the equity market performance of the developed markets in Europe. The MSCI Europe Index consists of the following 15 developed market country indexes: Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Italy, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and the UK (as of 2 June 2014).

MSCI EMERGING MARKETS: is a free float-adjusted market capitalisation index that is designed to measure equity market performance of emerging markets. The MSCI Emerging Markets Index consists of the following 23 emerging market country indexes: Brazil, Chile, China, Colombia, the Czech Republic, Egypt, Greece, Hungary, India, Indonesia, Korea, Malaysia, Mexico, Peru, the Philippines, Poland, Qatar, Russia, South Africa, Taiwan, Thailand, Turkey* and the UAE (as of 2 June 2014).

MSCI WORLD HIGH DIVIDEND YIELD: is based on the MSCI World Index, its parent index, and includes large- and mid-cap stocks across 23 Developed Markets (DM) countries (as of 31 March 2014). The index is designed to reflect the performance of equities in the parent index (excluding REITs) with higher dividend income and quality characteristics than average dividend yields that are both sustainable and persistent.

Glossary (4/4)

MSCI WORLD VALUE: captures large- and mid-cap securities exhibiting overall value style characteristics across 23 Developed Markets countries (as of 31 March 2014). The value investment style characteristics for index construction are defined using three variables: book value to price, 12-month forward earnings to price and dividend yield. With 853 constituents, the index targets 50% coverage of the free float-adjusted market capitalisation of the MSCI World Index.

MSCI WORLD GROWTH: captures large- and mid-cap securities exhibiting overall growth style characteristics across 23 Developed Markets countries (as of 31 March 2014). The growth investment style characteristics for index construction are defined using five variables: long-term forward EPS growth rate, short-term forward EPS growth rate, current internal growth rate and long-term historical EPS growth trend and long-term historical sales per share growth trend.

MSCI WORLD SMALL CAP: captures small cap representation across 23 Developed Markets (DM) countries (as of 31 March 2014). With 4,302 constituents, the index covers approximately 14% of the free float-adjusted market capitalisation in each country.

MSCI WORLD LARGE CAP: captures large-cap representation across 23 Developed Markets (DM) countries (as of 31 March 2014). With 737 constituents, the index covers approximately 70% of the free float-adjusted market capitalisation in each country.

MSCI EMEA: is a free float-adjusted market capitalisation weighted index that is designed to measure the equity market performance of the emerging market countries of Europe, the Middle East and Africa. The MSCI EM EMEA Index consists of the following 10 emerging market country indexes: the Czech Republic, Greece, Hungary, Poland, Russia, Turkey, Egypt, South Africa, Qatar and the UAE.

MSCI LATAM: captures large- and mid-cap representation across five emerging market (EM) countries (as of 31 March 2014) in Latin America. With 137 constituents, the index covers approximately 85% of the free float-adjusted market capitalisation in each country.

MSCI EMERGING ASIA: captures large and mid-cap representation across eight EM countries (as of 31 March 2014). With 537 constituents, the index covers approximately 85% of the free float-adjusted market capitalisation in each country.

MSCI RUSSIA: is designed to measure the performance of the large- and mid-cap segments of the Russian market. With 22 constituents, the index covers approximately 85% of the free float-adjusted market capitalisation in Russia.

MSCI BRAZIL: is designed to measure the performance of the large- and mid-cap segments of the Brazilian market. With 70 constituents, the index covers about 85% of the Brazilian equity universe.

MSCI INDIA: is designed to measure the performance of the large- and mid-cap segments of the Indian market. With 64 constituents, the index covers approximately 85% of the Indian equity universe.

Euro Stoxx 50: is the leading blue-chip index for the eurozone and provides a blue-chip representation of supersector leaders in the Eurozone. The index covers 50 stocks from 12 Eurozone countries. The Index is licensed to financial institutions to serve as underlying for a wide range of investment products such as Exchange Traded Funds (ETF), Futures and Options and structured products.

FTSE 100: comprises the 100 most highly capitalised blue chip companies, representing approximately 81% of the UK market. It is used extensively as a basis for investment products, such as derivatives and exchange-traded funds.

S&P 500: includes 500 leading companies in the leading industries of the US economy. It is a core component of the US indices that could be used as building blocks for portfolio construction. It is also the US component of S&P Global 1200.

Nikkei 225: is the leading index of Japanese stocks. It is a price-weighted index comprised of Japan's top 225 blue-chip companies on the Tokyo Stock Exchange. The Nikkei is equivalent to the Dow Jones Industrial Average Index in the US.

Sources: FactSet, Bloomberg, MSCI global equity indexes, SGPB

Important Disclosures

SG acted as co-manager in Adecco's bond issue (7.5 yr)
SG acted as joint bookrunner in Aegon's bond issue (RegS, EUR, 5yr).
SG acted as Sole Global Coordinator & Joint Bookrunner in Airbus' convertible bond issue (7yr).
SG acted as a joint bookrunner in Bayer's hybrid bond issue
SG acted as joint bookrunner in BNPP's bond issue (EUR, 10yr).
SG acted as joint bookrunner in Carrefour banque's bond issue (EUR, 4yr)
SG acted as co-manager in Chevron's bond issue (USD, 2,3,5,10 yr)
SG acted as Co-manager in Citigroup's bond issue.
SG acted as co-manager in Citigroup's bond issue (USD)
SG acted as co-manager in Citigroup's bond issue (USD 12y).
SG acted as co-manager in Citigroup's bond issue (5y SEC).
SG acted as co-manager in Citigroup's bond issue ((USD perpNC5).
SG acted as co-manager in Citigroup's bond issue
SG acted as passive bookrunner for Enagas's bond issue (8y EUR).
SG makes a market in Enel warrants
SG acted as a lead structuring advisor in Engie's bond tender offer.
SG acted as a joint lead manager in ING Groep bond issue
SG acted as joint lead manager in ING Belgium's bond issue (EUR)
SG acted as joint bookrunner in Lloyds Bank bond issue (5y).
SG is acting as financing joint mandated lead manager with Royal Dutch Shell PLC for the acquisition of BG Group PLC.
SG acted as a joint lead manager in Royal Dutch Shell's bond issue.
SG acted as joint bookrunner in Schneider Electric's bond issue (EUR, 8yr).
SG acted as co-manager in United Technologies's new bond issue (USD)
SG acted as co-manager in United Technologies Corporation's bond issue (8yr, EUR).
SG acted as senior co-manager on UTX's bond issue (EUR 2y, 5y, 10y).
SG acted as senior co-manager on UTX's bond issue (EUR 2y, 5y, 10y).
SG acted as global coordinator in Veolia Environnement's bond issue (EUR Long 12y)
SG acted as sole bookrunner in Qatar Holding's bloc disposal of Vinci shares

Important Disclaimer (1/5)

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Subject of the document

The present document has been prepared by the experts of the group Société Générale S.A. and more particularly of Société Générale Private Banking division, to provide you with information relating to some financial and economic data. The name and function of the people having prepared this document are indicated in the first pages of this document.

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Important Disclaimer (2/5)

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Accordingly, before making an investment decision, as the case may be and according to the applicable laws, the potential investor will be questioned by his advisor of his Société Générale Private Banking entity as to his eligibility for the envisaged investment, and the compatibility of the investment with his investment profile and objectives. He should also consult his own independent financial, legal and tax advisers to obtain all the financial, legal and tax information which will allow him to appraise the characteristics and the risks of the envisaged investment, as well as his tax treatment, in light of his own circumstances.

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