

Paris, 3 October 2011

Lyxor launches new website technology dedicated to professional investors to enhance investment transparency and optimized hedge fund portfolio construction on its leading managed account platform

Lyxor Asset Management announces the launch of a new personalized website* designed to optimize portfolio construction and enhance transparency for professional investors on its leading managed account platform (MAP). The new online environment will provide professional investors the ability to track their investments amongst more than 100 managed accounts, with access to an extensive set of risk and performance indicators within a totally secure and confidential framework.

This new dedicated service specifically responds to professional investors' current key decision criteria: security, transparency, risk management and liquidity. At any moment, investors may now easily access comprehensive risk information on their managed account investments with the highest frequency standards in the industry. Professional investors have now the ability to exploit MAP's superior liquidity not only to better manage their risks but most importantly to make informed investment decisions. With this launch, Lyxor now combines both a unique line-up of highly recognized hedge fund managers with an unmatched technology to actively manage investment portfolios.

In today's challenging environment, Lyxor's managed account model based on segregation of assets, advanced risk management, as well as full transparency and weekly liquidity**, is widely recognized by the industry. It was named 'Leading Managed Account Platform' at the 2011 *Hedge Fund Journal* Awards and 'Best Managed Account Platform 2011' by both *Hedgeweek* and *HFM Week*. With more than 100 of the industry's top-rated hedge funds and over \$12 Bn in assets under management, the Lyxor Managed Account Platform is the largest by all metrics.

For more information, please email all your queries to: contact@lyxor.com

* any access to the website dedicated to professional investors shall be subject to the prior obtention of a login and password provided by Lyxor AM and Lyxor AM reserves the right to reject any request at its sole discretion.

** 95% of the funds on Lyxor MAP offer weekly liquidity

PRESS RELATIONS
LYXOR ASSET MANAGEMENT

Laurent Tison
Tel: +33 1 42 13 76 75
Laurent.Tison@lyxor.com

LYXOR ASSET MANAGEMENT
Société Anonyme with share capital of
€ 161 106 300 as of 16-06-2010

Nanterre Trade Register No. 418 862 215
APE No.: 652E

Registered Office: 17 cours Valmy 92987
Paris La Défense Cedex

Notes to editors:

Lyxor Asset Management - www.lyxor.com

Created in 1998, Lyxor Asset Management currently manages EUR 81.9 billion*. A wholly-owned subsidiary of Société Générale Group, the asset management company specializes in three businesses:

- **Alternative Investments:** Lyxor offers a broad range of hedge funds, funds of hedge funds and absolute return funds, adhering to high risk-management standards and rigorous hedge fund manager selection guidelines. Lyxor gained its prominence with its hedge fund platform. This platform includes more than 100 hedge funds covering all principal strategies and represents a diversified investment universe benefiting from a high level of transparency, security and liquidity.

- **Structured and Quantitative Management:** Lyxor offers investment solutions to its customers adapted to their risk profiles and return objectives. These solutions integrate the innovations of the Group into this domain, world number 1 as regards structured products on equity.

- **Index Tracking:** Lyxor offers one of the most diversified and liquid range of ETF (Exchange Traded Funds). The company is one of the top players of the European ETF industry. Lyxor ETFs are listed in Europe and Asia and reflect Equity, Bond and Commodity markets. www.lyxoretf.com

*AUMs as of August 31st, 2011