



Commercial ambitions 2015 700.000 Boursorama Banque clients in France

Paris, 15 June 2010: With the presentation by the Société Générale group of its strategic and financial plan "Ambition SG 2015", Boursorama (Euronext Paris, BRS, ISIN: FR0000075228) announces today its commercial objectives for Boursorama Banque for the 2010-2015 period.

Hugues Le Bret, Boursorama's Chairman and CEO made the following comments « *Thanks to the strong upsurge in online banking, the Group's main objective is to reinforce its leadership in France and accelerate its growth in Europe. This dynamic strategy has already delivered results in 2009 and during the first quarter of 2010. With our new brand platform "The bank on line with its times", Boursorama Banque aims to have 700,000 clients and EUR10bn of asset under management (deposits, life insurance and mutual funds) in France by the end of 2015.* »

These objectives are underpinned by the taking off of the online banking market in France and are supported by:

- The rapid development of price benchmarking on the internet
- Double digit growth of e-commerce and the fading of traditional reticence towards online banking;
- Strong media investment from the different players which sustains and accelerates the online banking dynamism;
- The quality of execution platforms and the operational efficiency of online banks.

In this context, Boursorama will leverage its strengths and its strategy to comfort its reference status:

- An ingrained web culture and a recognized spirit of innovation;
- A strong brand, guaranteeing its clients a high quality of service epitomized by Boursorama Banque's best-in-class call centre;
- A controlled international development structured around a clear strategy:
 - In the United Kingdom, growing volumes of assets under management;
 - In Germany, the upgrading of the onvista.de portal to develop market share;
 - In Spain, the development of an online bank in partnership with la Caixa.

About Boursorama

Founded in 1995, Boursorama is a major player in on-line savings in Europe and is part of the Société Générale Group, with more than 1.5 million orders executed in the first quarter of 2010, 646,547 direct accounts and total assets under management of €12.9 billion at end March 2010. Boursorama Group is present in four countries. In France, it is market leader in on-line financial information with the www.boursorama.com portal and a key player in on-line banking under the Boursorama Banque brand. It is a key on-line broker in the United Kingdom and Spain under the respective brands of Self Trade and Self Trade Bank. In Germany, Boursorama holds 92.9% of the shares of OnVista AG, and is present under the brand OnVista Bank. Boursorama is listed on Eurolist by Euronext Paris - compartment B - ISIN: FR0000075228 (BRS) – Reuters: FMTX.LN – Bloomberg BRS FP. For all the latest financial news on Boursorama, go to: <http://Groupe.boursorama.fr>

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