

## Press release

### EDF loan Groupe BPCE, 2<sup>nd</sup> largest distributor of EDF bonds after raising almost €711 million

July 15, 2009

Thanks to the dynamism of its commercial networks, Groupe BPCE came in 2<sup>nd</sup> position among the different banking groups distributing bonds issued by EDF.

The issue of EDF bonds was open from June 17 to July 6. During this period, Groupe BPCE raised a total of €711 million, giving it a market share of 22% out of the total of €3.2 billion raised by EDF. This fine performance was achieved by the banking networks of Banque Populaire, Caisse d'Épargne, Banque Palatine, Banque privée 1818 and Natixis.

As far as the different subscriber profiles are concerned, the local and regional presence of the Banque Populaire and Caisse d'Épargne networks enabled them to stimulate the interest of customers in the French provinces where more than 75% of the total was raised. In addition, more than 50% of the subscribers who placed their order through the two networks invested sums greater than, or equal to, €11,000.

More focused on SMEs and tradespeople, the Banques Populaires achieved the highest average in terms of the capital invested (more than €12,000 per subscriber). The Caisses d'Épargne, historically oriented more towards a clientele of private individuals, distinguished themselves with more than 65% of the subscriptions in terms of volume. Thanks to these results, the Banques Populaires and Caisses d'Épargne, the two historical brands of Groupe BPCE, each made a complementary contribution to the success of this popular bond issue.

François Pérol emphasized that *"this fine commercial performance demonstrates the strength and the geographical reach of the banking networks of Groupe BPCE in the local retail banking sector."*

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