

Paris, March 3, 2010

RCI Banque will not request approval from the Secretariat General de la Commission Bancaire (French Banking Commission) in order to exercise its call option on April 7, 2010 on subordinated notes due April 7, 2015

On April 7, 2005, RCI Banque issued €250,000,000 in 10-year subordinated notes eligible as tier 2 regulatory capital including a call option exercisable quarterly from April 7, 2010 subject to prior approval by the Secretariat General de la Commission Bancaire (SGCB or French Banking Commission). The notes comprise a step-up coupon that will increase by 0.50% at the same date.

RCI Banque has decided not to request approval from the SGCB to exercise its call option.

The subordinated notes were structured in 2005 on the basis of the transitional provisions relating to the adoption by RCI Banque of Basel II, the bank Capital Requirement Directive. The financial crisis in 2009 has prompted further discussion by the Basel Committee on bank capital adequacy, which may lead to new equity requirements for banks. In addition, on February 26, 2010, the European Commission launched a public consultation on further possible changes to the Capital Requirement Directive. The impact of these discussions on bank capital requirements cannot be quantified at this time.

RCI Banque's most recent accounts for the period ending on December 31, 2009 report a core tier 1 solvency ratio in excess of 10% which takes into account a supplementary capital requirement of €169,000,000 resulting from the likely continuation of an 80% floor requirement determined at the time of the transition to Basel II.

RCI Banque is committed to actively follow ongoing developments concerning bank regulatory capital and will review the opportunity to exercise its call option as visibility on the Capital Requirement Directive improves.

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