

Paris, April 1st 2011

Launch of Sélection 1818 the new platform dedicated to independent financial advisors



Le partenariat entre la Banque Privée 1818 et Rothschild & Cie Banque

Banque Privée 1818 and Rothschild & Cie Banque signed today the final agreement for the creation of their common platform dedicated to independent financial advisors, born out of the merger of Sélection R and 1818 Partenaires.

The new combine will be called Sélection 1818. Held 66% by Banque Privée 1818 and 34% by Rothschild & Cie Banque, it will be headed by Cyril Chapelle, appointed Chief Executive Officer today, with the support of a mixed management team, comprising staff from both entities.

The draft agreement of the project, which has received the required authorizations from the European Commission and from France's prudential control authority, was signed between both partners last November.

With combined assets under management of €6 billion at March 31, 2011, Sélection 1818 is a distribution platform that provides an extended range of placement products (bank, insurance, international, real estate) and several services for independent financial advisors. Designed with an open architecture, the platform combines the best solutions the market provides.

Cyril Chapelle said: *"With this major project, based on the complementarity of two platforms and our wish for development, our ambition is the emergence of a leading multi-product and multi-service platform dedicated to independent financial advisors in France"*.

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Banque Privée 1818

An expert in financial and wealth management solutions, Banque Privée 1818 provides its clients and partners with a full range of products and services to structure and manage the assets of individual investors. Its business revolves around three distribution channels: Groupe BPCE networks, direct clients provided partly by Natixis's business centers, and independent financial advisors via its subsidiary 1818 Partenaires.

With €12.5 billion of assets under management at the end of 2009, it is among the leaders in private banking in France.

Banque Privée 1818 is a subsidiary of Natixis (Groupe BPCE).

Natixis

Natixis is the corporate, investment and financial services arm of Groupe BPCE, the 2nd-largest banking player in France with 22% of total bank deposits and 37 million clients spread over two retail banking networks, Banque Populaire and Caisse d'Epargne.

With around 22,000 employees, Natixis has a number of areas of expertise which are organized in three main business lines: Corporate and Investment Banking, Investment Solutions (asset management, private banking, insurance) and Specialized Financial Services.

It provides long-lasting support to its clients, i.e. companies, financial institutions and institutional investors and the clients of BPCE's two networks, i.e. individuals, professionals and small- and medium-size companies.

Rothschild & Cie Gestion

Rothschild & Cie Gestion is the third-party asset management firm of Groupe Rothschild & Cie Banque. It combines the skills of 20 specialized professionals. European asset management is the core of Rothschild & Cie Gestion's expertise: European equity, flexible asset management, specialist bond management, specifically loans and convertible bonds, traditional and alternative multi-management. It targets private clients, institutions (insurance companies, mutual insurance, or pension funds and health and benefit protection insurance, etc.) and external distributors (multi-management firms, platforms, private banks, networks, etc.) and independent financial advisors (via the Sélection R network).

With more than €20 billion of assets under management, Rothschild & Cie Gestion is one of the major names in convictions management in France. The company developed a type of management that generates long-lasting performance in a risk-controlled environment.