

Press Release

Amundi announces the rebranding of its subsidiary Emporiki AM M.F.M.C. into “Amundi Hellas M.F.M.C.”

Paris, 19 April 2010 – Following the purchase of 100% of Emporiki AM’s shares the 31st December 2009, Amundi received the authorization of the Hellenic Capital Markets Committee and of the Ministry of Finance to rename it into Amundi Hellas M.F.M.C..

Amundi Hellas is Amundi group’s subsidiary dedicated to the Greek market and operates under Law 3283/2004. Its strategy of development is based on the following principles:

- to provide to retail clients with investment solutions according to their investment profile
- to offer high quality investment services to institutional clients in order to fulfill their investment targets through diversified solutions creating long-term trust relations

The rebranding has no impact on existing commercial relationships between or on the management of products (fees, management processes, fund managers etc.).

Amundi Hellas’ clients will benefit from the group’s expertise which operates in all segments of investment solutions (equities, bonds, money market, diversified, structured, ETF, absolute return and alternative) and geographical exposure (euros, dollars, yen).

About Amundi

Amundi ranks third in Europe¹ and among the top ten global players in asset management² with around €670 billion under management³.

Located at the heart of the main investment regions in more than 30 countries, Amundi offers a comprehensive range of products covering all asset classes and major currencies.

Amundi develops savings solutions to meet the needs of more than 100 million retail customers worldwide and designs innovative, high-performing products for institutional clients which are tailored specifically to their requirements and risk profile.

Benefiting from the support of two powerful banking groups, Crédit Agricole and Société Générale, Amundi aims to establish itself as the undisputed leader in asset management in Europe, recognised for:

- the quality of its products, their financial performance and transparency
- its close relations with customers, partner networks and institutions
- the efficiency of its organisation, resulting from the individual and collective talents of its teams
- a commitment to integrate sustainability and social purpose criteria into its investment policies, going beyond financial criteria alone.

1. IPE Top 400 survey published July 2009, data at 31 December 2008

2. GI 100 ranking published September 2008, data at June 2008

3. Pro forma data for Amundi Group, 31 December 2009

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Amundi

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