

Paris, October 31, 2012

Natixis Global Asset Management Launches Office in Hong Kong

Natixis Global Asset Management ('Natixis' or 'NGAM'), the world's 13th largest global asset manager by AUM, today announced the launch of its office in Hong Kong, the firm's fifth in Asia Pacific.

Natixis, which manages EUR 560 billion AUM globally (as of end Q2 2012) and employs over 3000 people around the world, has offices in Tokyo, Singapore, Taipei and Beijing. The firm employs over 50 people in the region, which has been one of the firm's fastest-growing global markets.

Natixis operates a multi-affiliate model, with over 20 affiliate asset managers around the world, including Singapore-based Absolute Asia as well as Singapore- and Hong Kong-based AEW Asia, allowing the firm to offer a diverse range of products relevant to investors' needs in all market conditions.

John Hailer, President and CEO, the Americas and Asia said, *"Our new office will enable us to bring our unique Durable Portfolio Construction® to individual retail, high-net-worth and institutional investors in Hong Kong, offering a diverse range of products through what has proven to be an enduring and flexible global multi-affiliate model. From our recent survey of investors as well as our own market research, the timing for us is ideal and we are confident of building a successful business in Hong Kong."*

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