

Paris, June 4, 2013

Natixis Interépargne and Natixis Asset Management launch⁽¹⁾ Impact ES, the 1st employee savings fund entirely dedicated to Socially Responsible Investment (SRI)

As part of their SRI development strategy, Natixis Interépargne and Mirova⁽²⁾ are launching *Impact ES*, the first 100 percent SRI employee savings fund. The purpose of this new product is to facilitate access to SRI for employees, specifically those of SMBs or VSBs and to get the French inter-union committee of employee savings (CIES) more involved in the governance of socially responsible investment management.

A open-end mutual fund that meets the savers' ambition to include social and environmental criteria in their investments

The weight of social and environmental criteria in investment choices has strongly increased for these last few years. In 2012, investments in socially responsible employee savings funds were up 43%⁽³⁾. The "Impact ISR" range of Natixis Asset Management labeled by CIES was a great success with AuM exceeding one billion euros⁽⁴⁾ at end-2012.

Involvement of CIES in the fund's governance

Choice of a fund⁽⁵⁾ is based specifically on the multiple governance modes of this investment vehicle. Four representatives from CIES will attend the Board of Directors meetings of the Fund, the purpose of which will be above all to check the consistency between the management of the fund compartments and the specifications approved by CIES.

With two compartments, "Impact ES Actions Europe" dedicated to SRI management of European equities and "Impact ES Oblig Euro" dedicated to SRI bond management in the euro zone, this new mutual fund also offers better transparency via direct, "line-to-line" financial management.

In addition, all SRI employee savings products offered by Natixis Interépargne and Natixis Asset Management will benefit by this innovation by investing their equity and/or bond component in the new fund compartment(s) concerned.

A large extension of socially responsible employee savings schemes to SMBs and professionals

With this innovation, Natixis Interépargne and Natixis Asset Management pave the way to greater access to labeled SRI investment management, in particular for SMBs and professionals, through the Banque Populaire and Caisse d'Épargne networks, in line with the values of Groupe BPCE, no. 1 in the collection of solidarity savings in France⁽⁶⁾.

It reflects the ambition shared by Natixis and CIES to facilitate access to socially responsible employee savings schemes for all employees, whatever the size of their company.

(1) Creation scheduled for July 2013 in the form of a French simplified joint-stock company (SAS)

(2) Mirova is Natixis Asset Management's responsible investing division.

(3) Source: AFG (French asset management association) as at December 31, 2012.

(4) As at December 31, 2012

(5) French-law open-end mutual fund (SICAV) approved by the French Market Authority (AMF) on March 26, 2013.

(6) Groupe BPCE is ranked no. 1 in solidarity employee savings by the 2012 Finansol solidarity finance survey. Groupe BPCE's AuM in solidarity savings account for 55.5% of the AuM listed by FINANSOL.

About Natixis Interépargne

Natixis Interépargne, Natixis' employee savings subsidiary, is no. 1 in employee savings scheme accounts held, with over 3 million accounts managed and 25.7% ⁽¹⁾ market share. For more than forty years, Natixis Interépargne has been assisting businesses in their employee benefits planning to sustainably enhance their human resources policy. It is on the cutting edge of innovation.

Natixis Interépargne has today front-rank positions in the PERCO market with close to 30% market share by number of accounts⁽²⁾ and close to 25% in assets in custody⁽²⁾.

Natixis Interépargne is the leader in solidarity-based employee savings schemes in France with 47% market share⁽¹⁾ and no. 2 in SRI employee savings schemes⁽³⁾.

(1)Source: AFG (French asset management association) as at December 31, 2012

(2)Source: AFG (French asset management association) as at June 30, 2012

(3)Source: CIES as at December 31, 2012

About Natixis Asset Management

With assets under management of €297.2 billion and 682 employees⁽¹⁾, Natixis Asset Management ranks among the leading European asset managers;

Natixis Asset Management offers its clients (institutional investors, companies, private banks, retail banks and other distribution networks) tailored, innovative and efficient solutions organized into 6 investment divisions: Fixed income, European equities, Investment and client solutions, Structured and volatility (developed by Seeyond⁽²⁾), Global emerging, and Responsible investing (developed by Mirova⁽²⁾)

Natixis Asset Management's offer is distributed through the global distribution platform of Natixis Global Asset Management, which offers access to the expertise of more than twenty management companies in the United States, Asia and Europe.

Mirova, the Responsible Investment division of Natixis Asset Management, develops an engaged approach aiming to combine value creation and sustainable development. Mirova's philosophy is based on the conviction that integrating sustainable development themes in investment approaches can generate solutions that create value for investors over the long term. Mirova offers a global responsible investing approach with a unique offering built on 4 pillars: listed equities, infrastructure⁽³⁾, Impact investing⁽⁴⁾, voting and engagement;

(1) Source: Natixis Asset Management – March 31, 2013.

(2) Mirova and Seeyond are brands of Natixis Asset Management.

(3) The infrastructure finance business is managed by Mirova Environment and Infrastructure, a subsidiary of Natixis Asset Management.

(4) Impact investing: investment with a high social/environmental impact.

About Natixis

Natixis is the corporate, investment and financial services arm of Groupe BPCE, the second-largest banking player in France, with 21% of bank deposits and 36 million clients through its two retail banking networks, Banque Populaire and Caisse d'Épargne.

With close to 22,000 employees, Natixis has a number of areas of expertise which are organized in three divisions: Wholesale Banking, Investment Solutions and Specialized Financial Services.

A global player, Natixis has its own client base of companies, financial institutions and institutional investors as well as the client base of individuals, professionals and small and medium-size businesses of BPCE's two retail banking networks.

Listed on the Paris stock exchange, it has a solid financial base with total Core Tier 1 capital of €12.5 billion, a Core Tier 1 ratio (Basel 3) of 9.4% (pro forma of the Project for the sale of CCIs, fully loaded except for DTAs) and quality long-term ratings (Standard & Poor's: A / Moody's: A2 / Fitch Ratings: A+).

Figures as at March 31, 2013.

Press contacts:

Andrea Pucnik
Natixis
+ 33 1 58 32 01 03
andrea.pucnik@natixis.com

Harold Elie
Natixis Interépargne
+ 33 1 58 19 44 12
harold.elie@interepargne.natixis.fr

Fanny Galène
Natixis Asset Management
+ 33 1 78 40 84 54
fanny.galene@am.natixis.com