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COMP/M. 5728 - CREDIT AGRICOLE / SOCIETE GENERALE ASSET MANAGEMENT

SECTION 1.2

Description of the concentration

1. The Commission has received notification of a proposed concentration under Article 4 of Council Regulation (EC) No.139/2004 pursuant to which the Crédit Agricole Group (“**CAG**”) will acquire sole control over the majority of the European and Asian traditional asset management activities of Société Générale Asset Management (“**SGAM**”) as well as a 20% non-controlling interest in SGAM’s asset management subsidiary in the United States, The TCW Group, Inc.
2. The Parties’ activities are as follows:
 - **CAG:** CAG is one of the main banking groups in France. CAG is present across the entire spectrum of banking and finance activities. It has a network of branches worldwide and serves both retail customers and professional and corporate customers. CAG is present in 70 countries.

CAG is active in asset management mainly through its subsidiary Crédit Agricole Asset Management Group (“**CAAM Group**”) as well as BFT Gestion, which offer a range of products to retail investors, institutions, corporate accounts and third-party distributors. CAAM Group is active in more than 20 countries worldwide.
 - **SGAM:** SGAM is active in asset management.

