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PRESS RELEASE

Marianne Huvé-Allard is appointed Head of Brand and Communication for BNP Paribas Investment Partners

BNP Paribas Investment Partners announces the appointment of Marianne Huvé-Allard as Head of Brand and Communication. She will report to Frédéric Janbon, Director and CEO of BNP Paribas Investment Partners.

Marianne Huvé-Allard's career spans nearly 30 years in economic and financial communication in both Paris and London. In 2000 she was appointed Head of Communication, Investor Relations and Operational Marketing at the Bourse de Paris, now Euronext. Between 2005 and 2007 she was Head of Communication and Brand for AXA Investment Managers, following a period as Head of Communication and Strategy for FTSE, the index provider, between 2002 and 2005. Marianne Huvé-Allard joined the BNP Paribas Group at the end of 2007 as Head of Brand and Communication for BNP Paribas Corporate and Investment Banking. In 2012 she became Head of Brand, Communication and Advertising for BNP Paribas Personal Finance, the BNP Paribas Group subsidiary specialised in consumer lending.

Marianne Huvé-Allard is a graduate of the Paris Institut d'Etudes Politiques (Institute of Political Science) and holds a Master's Degree in Economic Policy and International Development from the Fordham University in the US.

PRESS CONTACT

BNP Paribas Investment Partners

Quentin Smith

+44 (0) 20 7063 7106

quentin.smith@bnpparibas.com

About BNP Paribas Investment Partners

BNP Paribas Investment Partners (bnpparibas-ip.com) is the BNP Paribas Group's asset management specialist. BNP Paribas Investment Partners offers the full range of asset management services to both institutional and private investors around the world. The company adopts a client-focused approach and is structured around three business lines: Institutional, Distributors and Asia-Pacific & Emerging Markets. BNP Paribas Investment Partners counts more than 3 000 employees¹ in 35 countries¹, with a total of more than 600 investment professionals¹; each specialised in a particular asset class or product type, and has assets under management totalling EUR 530 billion¹.

¹Source: BNP Paribas Investment Partners, as of 31 December 2015, assets under management and advisory



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world