

BNP Paribas Investment Partners announces its strategic growth plan 2020 and rebrands as BNP Paribas Asset Management

To accelerate the growth of its activities, BNP Paribas Investment Partners will:

- **develop as a leading provider of quality investment solutions for individual, corporate and institutional investors;**
- **target annual growth in assets under management of 5%;**
- **rebrand as BNP Paribas Asset Management (BNPP AM), as of 1 June, in order to support its strategy and a simpler organisation.**

BNP Paribas Asset Management is enhancing its **distinctive investment platform** with the aim to delivering superior investment performance for its clients, while recognizing the changing industry dynamics, such as the increasing polarisation between lower cost passive products and actively managed higher alpha funds. The aim is to **deliver sustainable long term performance with a robust risk management and ESG (Environmental, Social and Governance) framework**. To do so, BNPP AM will continuously reinforce its strong proprietary research and build on existing quantitative and qualitative capabilities in both active and passive management, along with its well-established and highly-regarded equity and fixed income platforms. The company will leverage its recognised expertise in smart beta strategies, multi-asset solutions and private debt capabilities.

With a focus on **providing high quality, innovative solutions** including advisory services and risk management to institutional clients, the firm is also targeting individual investors with outcome-based retirement savings products, as well as providing innovative offerings such as digital platforms to distributors. Other digital initiatives will include partnering with fintechs in areas such as robo-advice, smart coding and artificial intelligence.

The **organisational structure¹, governance, operating model and product range** are being substantially simplified through an ambitious transformation program. Milestones so far include the creation of the Private Debt and Real Assets Team under the leadership of David Bouchouca, incorporating a broad range of investment solutions in private debt instruments financing companies or assets such as infrastructure or real estate. BNPP AM has also launched a project to combine the current THEAM, Multi Asset Solutions and CamGestion teams, to be led by Denis Panel, current CEO of THEAM. With significant assets under management, this new group will bring together the best of quantitative and fundamental investment management approaches, to extend market share in a fast-growing segment of the industry.

BNPP AM has a **strong presence throughout Europe, a unique footprint in emerging markets and growing operations in the United States**. The firm continues to leverage its strength in Belgium, France, Italy and Luxembourg, as well as its presence in emerging markets, while accelerating its development in three key strategic countries: Germany, China and the US.



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BNPP AM benefits from a large client base across the globe and strong relationships with the BNP Paribas Group's retail network as well as with leading retail distributors, and will continue to develop this area of its business. In the institutional market, the firm offers a targeted and bespoke approach to meeting the specific needs of different client segments. Continued growth of its existing strong offering to corporates, central banks and sovereign wealth funds will be complemented by further expansion of dedicated solutions to insurers and pension funds globally.

Frédéric Janbon, CEO of BNP Paribas Asset Management, comments: *"Our aim is to build on our core strengths to become a leading provider of quality investment solutions for individual, corporate and institutional investors. We are investing in a scalable platform on which to base our future growth globally and achieve sustainable long-term success. By streamlining our operating model and product range, we will be very well placed to deliver high-quality products and solutions at the right price to our clients. We believe that this will enable us to meet our growth targets and will be the key to our success."*

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About BNP Paribas Asset Management

BNP Paribas Asset Management is the investment management arm of BNP Paribas, one of the world's major financial institutions. Managing and advising EUR 580 billion in assets as at 31 March 2017, BNP Paribas Asset Management offers a comprehensive range of active, passive and quantitative investment solutions covering a broad spectrum of asset classes and regions. With close to 700 investment professionals and 600 client servicing specialists, BNP Paribas Asset Management serves individual, corporate and institutional investors in 75 countries around the world. Since 2002, BNP Paribas Asset Management has been a major player in sustainable and responsible investing.

For more information, please visit bnpparibas-am.com, or follow us on



ⁱThe company structure now consists of an **integrated business** covering most of its operations in Europe, Middle East, Americas, Asia-Pacific and its investment management expertise and an **affiliate network**, including local joint ventures, autonomously managed subsidiaries and specialised management expertise such as BNP Paribas Capital Partners, BNP Paribas Epargne Retraite & Entreprises or FundQuest Advisor.



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