

PROMEPAR

ASSET MANAGEMENT

BY YOUR SIDE,

AT THE HEART OF THE FINANCIAL MARKETS



Signatory of :



PROMEPAR Asset Management in figures on 31/12/2019

100%
BRED

Over €2 billion in
assets under
management

30
employees

13
experienced
portfolio
manager

1992
AMF
accreditation

Signatory of :
 **PRI** | Principles for
Responsible
Investment



PROMEPAR Asset Management has been the asset management arm of BRED since 1992

We are devoted solely to our core business: asset management, which we have sub-divided into funds of funds management and active management of directly held securities. Our dedicated and experienced portfolio managers and our robust structure are focused on serving the best interests of our private banking, institutional and corporate clients and associations, offering them investment solutions tailored to their needs through open-ended or bespoke funds as well as portfolio management mandates (securities accounts, PEA personal equity plans and life insurance contracts).

EXPERTISE

Conviction and good sense

ENGAGEMENT

Your investments are in good
hands

ACCESSIBILITY

Judicious management fully
explained

EXPERTISE

Conviction and good sense

Promepar AM has built its organisation around **specialist expert divisions**:

- **Conviction-based bond management**, implemented over the past 10 years, based on a flexible & opportunistic approach to credit and duration.
- **Diversified strategies**, which have demonstrated conviction & flexibility in their allocation choices drawing on the benefits of an open-architecture format.
- **Equity funds**, particularly in the small & midcap segment and among value stocks.

We invest in **our expert fields**. Economic data, market signals, risk indicators and extra-financial criteria are analysed in each decision to buy or sell. We are convinced that the quality of a given company is not just the sum of its accounting data.

COMMITMENT

Your investments are in good hands

Credibility has to be demonstrated and is built upon constantly by an **expert, complementary & committed team** in order to gain the trust of our clients.

The combination of multiple areas of expertise, the alignment of interests (clients, employees) and a cooperative mindset all contribute to the sustainability of our relations over the long term.

Our **investment & decision-making processes** are **rigorous and disciplined**.

Our **internal organisation** is geared towards **efficiency and durability**.

ACCESSIBILITY

Judicious management fully explained

Meetings with our clients and partners are invaluable, thought-provoking and fulfilling.

Understanding and listening to our clients are our top priorities.

This means **maintaining close relations with our existing** and prospective **clients** in order to develop financial solutions **which meet their needs and comply with their individual specifications**, in accordance with their level of risk aversion and constraints.

It also means gaining the necessary perspective, adopting the right attitude and **undertaking an appropriate analysis of our strategies and results**.

Lastly, it also means **being there** when times get tough and a fully dynamic investment approach.

By reporting and explaining our results and decisions, we build **a strong, solid and lasting relationship with our clients**.

Serving our clients' interests

INDIVIDUAL INVESTORS

We have developed a range of investment solutions adapted to your needs and your investor profile, covering securities accounts, PEA personal equity plans, SME-oriented PEAs and life insurance products.



You will benefit from a dual relationship, which guarantees a serious approach and complementarity. Firstly, your BRED private banking advisor will oversee your wealth management services as a whole, while your Promepar AM accredited portfolio manager will manage your portfolios under mandate.

We implement personalised investments, tailored to your investor profile, through a selection of securities accounts, PEA personal equity plans, SME-oriented PEAs, dedicated funds and insurance contracts.

We invest in funds and/or securities with suitable risk-reward profiles and specific investment themes spanning all regions.

Our portfolio management teams and your BRED advisor are committed to meeting you regularly and informing you of our investment choices and strategies.

INSTITUTIONAL INVESTORS

We are committed to working by your side to develop tailor-made solutions for institutional investment mandates and dedicated funds.



We act on behalf of professional investors including corporates, institutional investors, mutual funds, pension funds & paid leave funds, institutions personal protection insurance institutions, insurance companies, portfolio management firms, private banking institutions, family offices, brokers and financial investment advisors, distributors, associations and congregations, retirement trust reserve funds, etc.

We design bespoke investment solutions and establish strong relations with all of our clients. We are constantly working towards expanding our expertise.

Our expertise is renowned in two specific fields: asset allocation in diversified strategies and stock & bond picking for our direct investment strategies in the fixed-income and equities markets.

We place great emphasis on our reporting quality and investment transparency.

Our knowhow

FUNDS OF FUNDS

- We have developed **extensive expertise** in the **selection of external funds** and **portfolio construction**. We believe that funds of funds management is not just about lumping funds together: it calls for the ability to not only to **identify the top talents** in the asset management universe, but also to **integrate them into our portfolios** at the best time and with the optimum weighting.
- In the constantly changing financial industry, which is a source of market shocks and opportunities, **flexibility is a critical component of portfolio management**. Within each asset class, we have the necessary freedom to reallocate assets quickly and proactively, based on the available opportunities and perceived risks.

DIRECT STOCK & BOND PICKING

- **Our macroeconomic, microeconomic, extrafinancial (ESG) and market analysis** guides our allocation choices in terms of sectors, themes and market liquidity. This analysis is validated by **frequent contacts with** executive **managers**.
- We aim to take our decisions without adopting any specific portfolio management bias. However, we prefer **reasonably valued companies with regard to their profitability outlook**.
- We firmly believe that the quality of a company is not limited to its financial results alone. We also consider that **integrating environmental, social & governance (ESG) criteria** is a major source of value.

Our solutions

Funds

Our portfolio management expertise is centred on asset allocation and dynamic securities and fund management, with stringent risk control.

Our fund range is deliberately focused. We have taken a firm decision to offer our clients a selection of funds where we can make a difference and provide them with real added value generated by our expertise. In parallel, we also draw on exterior talent with the aim of achieving sustainable performance.

Discretionary portfolio management mandates

We offer our clients the option of entrusting us with the management of their securities portfolio (bonds, FCP mutual funds, equities, SICAV open-ended mutual funds, etc.) under a clearly defined mandate tailored to their personal objectives (investment period, target returns, risk rating, etc.) and also their wealth management, through a broad range of solutions. Our investment solutions are available within securities accounts, PEA personal equity plans and SME-oriented PEAs.

Unit-linked allocation

We also establish allocations within French domiciled life insurance contracts (notably the BRED insurance group Prépar Vie,) or Luxembourg domiciled life insurance, by setting up asset allocation contracts in internal and external funds offering a range of target returns and risk rating options.

Bespoke solutions

We have developed tailor-made investment mandates and dedicated funds for private banking clients, institutional investors, corporates, family offices and associations. We help them define strategies and the most suitable financial instruments to respond to their needs in terms of target performance and risk profile. We mobilise our dedicated employees to accompany clients throughout regulatory, legal and technical issues. Lastly, we define with our clients the frequency, type and scope of communication and reporting required, covering look-through portfolio data, TPT reporting, market SCR calculation, etc.

OPEN-ENDED FUND SOLUTIONS

Securities and/or funds of funds

Bonds

Octys

Promepar Obli
Opportunités

Alternative investments

Samsara

Balanced profile

Prépar
Croissance

Promepar
Patrimoine

Promepar
Absolute Return

Equities

**BRED Sélection
ISR**
PEA personal equity
plans

**Promepar Actions
Rendement**
PEA personal equity
plans

**Promepar PME
Opportunités**
SME-oriented PEAs

**Opti Sélection
Europe**
PEA personal equity
plans

BESPOKE SOLUTIONS

Funds & dedicated investment mandates

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Discretionary investment mandates securities accounts – PEA
personal equity plans

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SRI discretionary investment mandates

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Life insurance investment management (French & Luxembourg
domiciled contracts)

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- We aim to help promote social & impact responsibility among companies by directly selecting issuers delivering strong financial returns and also implementing the best social, environmental and governance (ESG) practices.
- Our investment management strategies comply with the general BRED Group engagements in favour of more sustainable finance.
- Promepar AM is a signatory to the Principles for Responsible Investment (PRI).
- We were among the first investment management companies to develop SRI discretionary investment management mandate open architecture solutions. In 2019, we launched BRED Sélection ISR, our first SRI fund investing in physical securities and funds.
- We support knowledge sharing and equal opportunities.



Summary

PROMEPAR Asset Management has been the asset management arm of BRED since 1992. The company manages over €2 billion euros (data on 31/12/2019).

The investment management company has been serving the best interests of its private banking clients, institutional investors, corporates and associations by providing adapted investment solutions through open-ended funds, bespoke funds or investment mandates (securities accounts, PEA personal equity plans and life insurance contracts).

Promepar Asset Management has built up a team of experienced, committed and complementary portfolio managers. Our identity is founded on strong commitments to transparency, feedback and availability to our clients, with the aim of sustainably appreciating the capital entrusted to us.

The company covers a broad range of asset classes, investment strategies, sectors and regions through its conviction based securities investments, particularly in European bonds and equities, and selecting external portfolio management talents to enhance our asset allocations.

Promepar Asset Management is a signatory to the Principles for Responsible Investment (PRI). We aim to help promote social & impact responsibility among companies by directly selecting issuers delivering strong financial returns and also implementing the best social, environmental and governance (ESG) practices. We were among the first investment management companies to develop SRI discretionary investment management mandate open architecture solutions.

Promepar AM is registered with the AMF French market authorities under accreditation n° GP 92-17 delivered on 17 October 1992. RCS Paris commercial and companies registrar n° 311 888 010. A public limited company with capital of €2,000,000– EU VAT n° FR 05 311 888 010 – Registered offices 18 quai de la Rapée – 75012 PARIS