

Confidence
must be earned

Amundi
ASSET MANAGEMENT



September 2020

CPR AM, My Thematic Partner

Collaborating together to transform trends into investments

CPR AM

Corporate overview as of 30/06/2020

30 years of experience,
in France and abroad



> €49 billion
of assets under management

> 100 employees



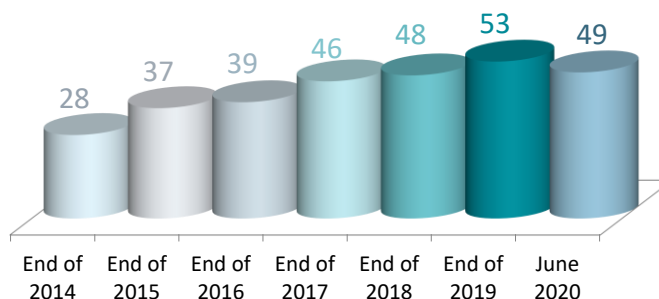
37 entities worldwide
through Amundi group

An **independent subsidiary**,
100% owned by Amundi
Integrated support functions



An **offer fitting all customer**
profiles with solutions
tailored to their needs

Assets under management in billion euros

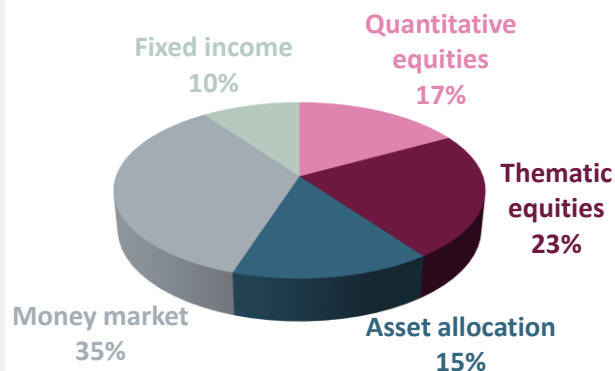


23% abroad

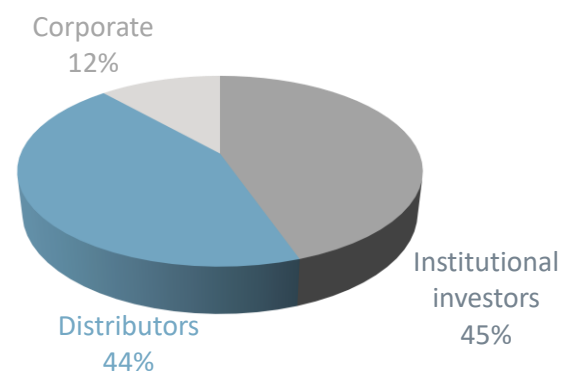


19% responsible investing

Breakdown by asset class



Breakdown by client profile

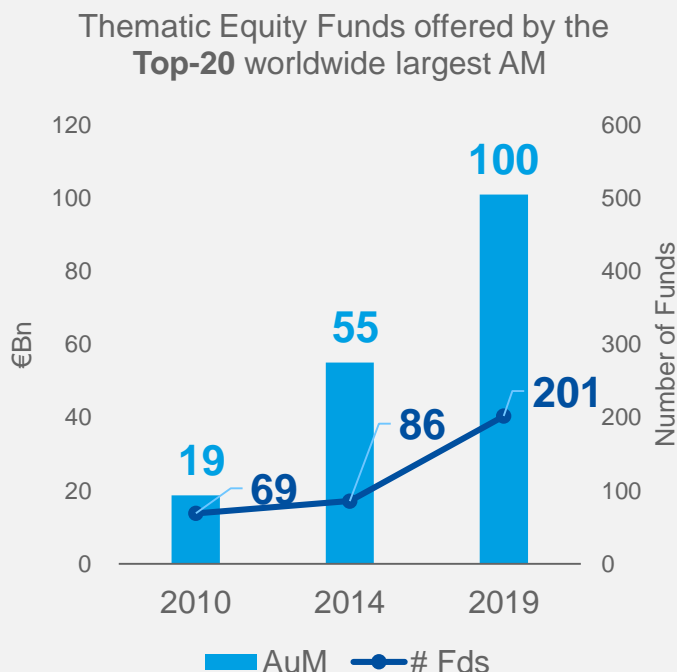


Source: CPR AM

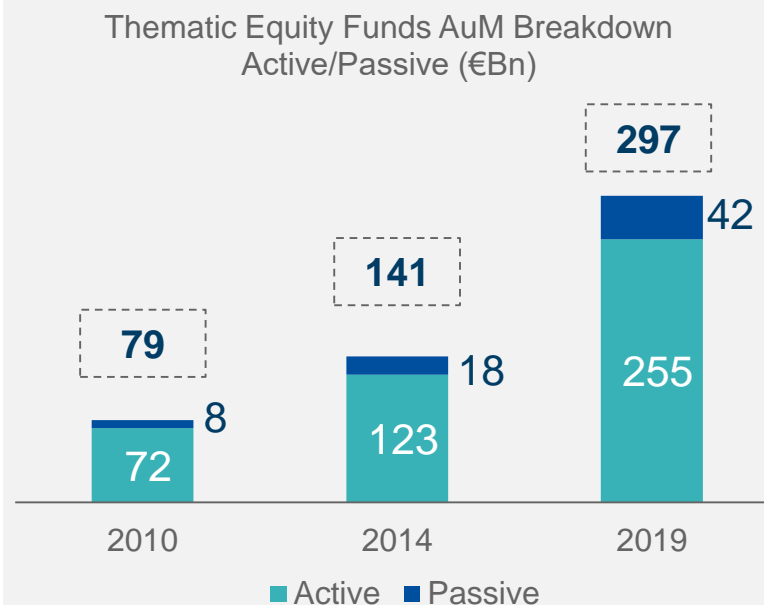
WHY THEMATIC INVESTING

Thematic equities are today a must-have in asset managers' offering including passive players

80% of the 20 largest AM worldwide offers thematic equity funds



Thematic investing is becoming mainstream gaining ground in passive investing



Source: CPR AM, in-house selection of worldwide open-ended funds invested in thematic equities (ex sector-based funds), data as of April-19, in €Bn

Top-20 AM based on IPE Top400 are: BlackRock, Vanguard, SGGA, Fidelity, BNY Mellon, JPM, Capital Group, PIMCO, Amundi & PGIM

Investing in trends: what does it offer?

Marketing/sales
point of view

Story telling

Brings **sense** and meaning to investments, and creates ever-evolving **interactions** with clients



Investor
point of view

Structural alpha

Selects those long-term phenomena which offer **higher sustainable growth profile**



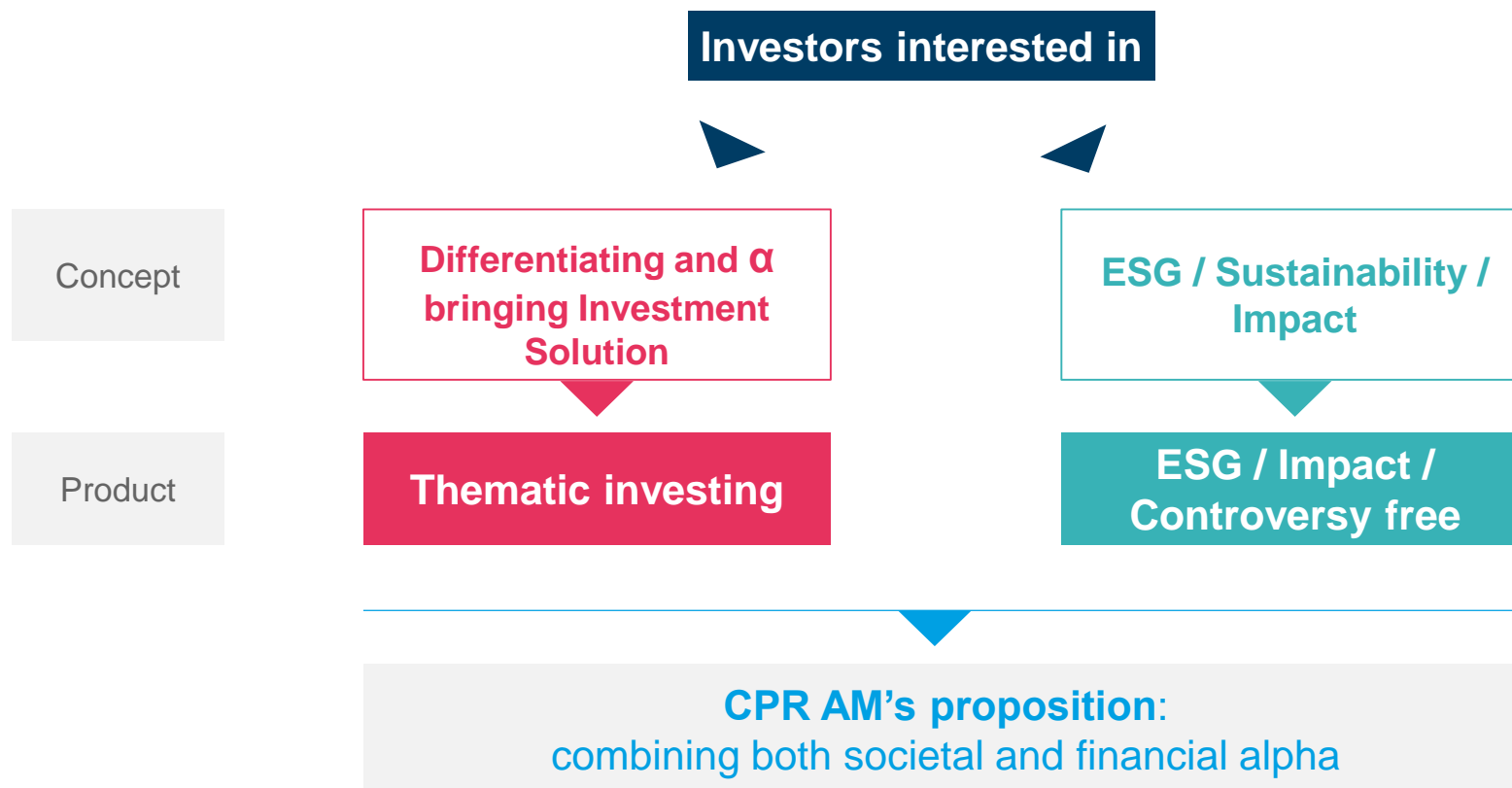
Investor
point of view

Small overlap with Global Equity indices

Diversifies risk compared to a Global Equity fund, while providing exposure to the **most promising components of the equity market**



Converging thematic and ESG approaches brings sense and meaning to your investment



Source : CPR AM

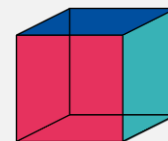
Thematic & Impact investing moving from a 2 dimension to a 3 dimension World

BEFORE



New trend on the market

TODAY



- Benchmarked portfolio
- Investors looking for fund managers able to generate risk-adjusted returns

- Seeking profit beyond financial return
- Added value objectives
- Seeking transparency in impact reporting

Source : CPR AM

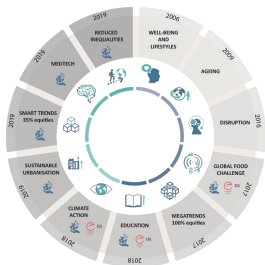
How to integrate thematic investing in your portfolio

Investors are looking for a variety of **benefits** encompassing:

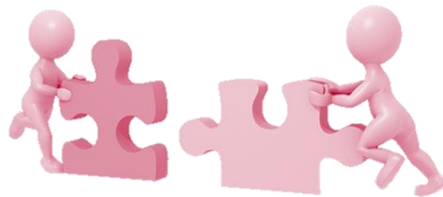
- A **long-term growth** horizon
- **Diversification of risk** for prosperous investment solutions irrespective of economic conditions and events
- **Sense and meaning** to investments with an increased feel of **relatability**
- **Support** in the creation of innovative solutions

We address these needs with 3 complementary fundamentals:

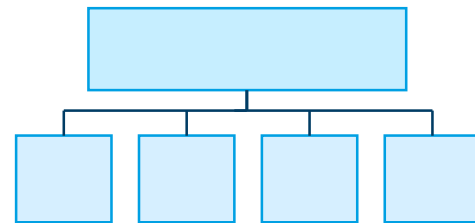
A large and innovative
product range



A client-specific
co-design approach



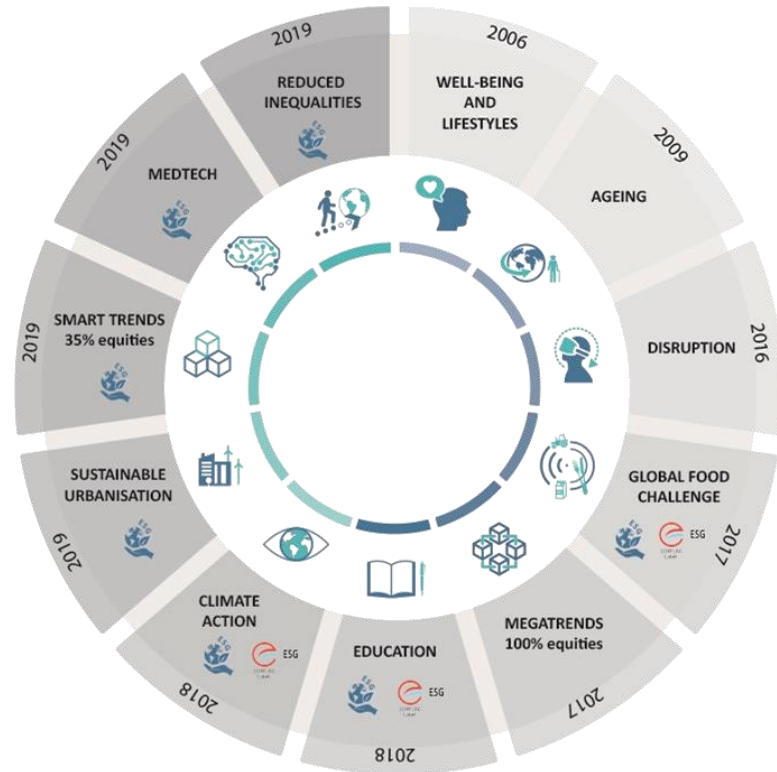
Allocation suiting to
clients preferences



OUR FUNDAMENTALS

Our innovative solutions

- ✓ **Structural growth**
- ✓ **Driven by Mega Trends**
- ✓ **Benchmark agnostic**



- Attributed by our deep and continual analysis of Mega Trends, we propose innovative products encompassing a **broad range** of themes
- The many years of expertise of our Portfolio Managers provides vast **robustness** and **opportunities** for the products on a long-term horizon
- The integration of ESG brings an **increased sense of meaning** to investments

CPR AM's Thematic: from identification to implementation

Identify Themes

Define Universe

Analysis of
Financial
Characteristics

Quantamental
process

Active Portfolio
Management

Powerful themes and
trends

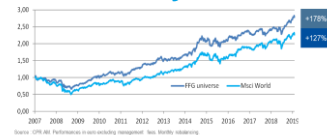
Long-term rather than
fashion

Investable through global
equity markets

Sectors/Businesses
related to the theme

Example: The urban
ecosystem, according to
CPR AM

Trend's performance
analysis



1

ELIGIBLE UNIVERSE
DEFINITION

Identification of
sectors or emerging
trends through a blended
approach

Periodically

2

DUAL QUANTITATIVE
SCREENING

Stock research priority
selection to **identify the
best-ranked alphas**
through PMS and HOLT
by applying financial
criteria to each stocks

Monthly

3

FUNDAMENTAL
ANALYSIS

Deep financial analysis:
*top line, margin, earnings
growth* and stocks valuation to
assess mid and long
term outlook of each
stock

Daily

4

PORTFOLIO
CONSTRUCTION & RISK
MONITORING

Stocks ranking based on
degree of conviction
(from A to D), reflecting
upside potential on the
stock and its risk profile
to select stocks in the
final portfolio

Daily

Source : CPR AM

Shaping the future together

- We include **client rationale** in the definition of themes making it a **joint creation**
- We check the **feasibility** for both parties (universe, performance, etc.)
- We adapt our offer to **client preferences** and attain the expertise to build a **personalised product** (cross-sector, SDG's driven, impact, etc.)



Example: MedTech

Initial situation: Japan facing the dilemma of an ageing population, resulting in considerable healthcare development requirements.

Need: a unique fund, based on 2 already existing themes

Solution:

- Joint definition of a theme combining Silver Age and Disruption fundamentals to create an innovative product
- Launch of MedTech fund on July 2018 as a Japanese-domiciled product (currently more than € 360M of AuM)
- Introduction of the fund on the European market by December 2019 (Luxembourg-domiciled product)

Entrust us with your thematic allocation

- We obtain the capacity to **embrace client constraints** combining and allocating various funds to your specifications allowing you to obtain the **risk/reward ratio best suited for your investment**
- We acknowledge client market views and conduct **necessary adaptations** to their desires
- We understand client inclinations towards certain themes and countries, and accommodate for these **personal preferences**

Our solutions

Standard

Open-ended products

CPR Invest Megatrends

100% Thematic
Equities

CPR Invest - Smart Trends

30% Thematic Equities

70% Bonds

Bespoke

Bespoke thematic allocation
through **advisory or DPM**

Example: Dedicated thematic
impact mandate

Structured products based on
thematic solutions

OUR SUPPORT AND SERVICES

Helping is a choice, for CPR AM it's a commitment

Our excellence stretches beyond our products and also incorporates support and services; a vital aspect to our organization

- **Training** through e-learning videos and face-to-face sessions with our team of seasoned professionals
- **Extranet platform** with diverse materials and videos that are available 24/7
- Our various specialists are at your disposal to share their skills with you as guest **speakers** at events
- **Investment game providing** a hands-on playful experience of the investing world
- Our **Trendsformative** website provides our research team's expertise on the megatrends driving the world today

Investment
Game



E-learning
Video



Megatrends
website



Why CPR AM is credible to manage your thematic investments

Our thematic investing prosperity began with the Silver Age product in 2009. Our inquisitive nature and **drive for innovation** sparked the creation of our last launch, the **ESG** collection, reassuring CPR AM as a **global leader continually shaping the future**.

Our commitments

- **Consistently** refining insights into customer needs, habits and economics **addressing your concerns**
- Developing targeted and **tailored value propositions** based on those inputs
- **On-going relationship** to empower each other

Key figures

- Over **10 years** of thematic and sectorial investing experience
- Steady growth of assets under management worth over **€10 billion**
- **12 experienced** investment professionals

Source : CPR AM

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