

# THE ASSET MANAGER FOR A CHANGING WORLD



**BNP PARIBAS**  
ASSET MANAGEMENT

The asset manager  
for a changing  
world



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## IN SUMMARY



# WHO WE ARE & WHAT WE DO



## WHO WE ARE



We are **'the asset manager for a changing world'**. We are organised to stay at the forefront of developments, while maintaining an unwavering focus on what our clients want most — long-term sustainable returns, built on the firm foundations of quality assets."

**FRÉDÉRIC JANBON**

CHIEF EXECUTIVE OFFICER  
BNP PARIBAS ASSET MANAGEMENT Holding



## WHY WE ARE DIFFERENT

*BNP Paribas Asset Management is a leading provider of quality investment solutions for individual, corporate and institutional investors.*

We have EUR 428 billion assets under management, over 3,000 staff in 37 countries\*.

We are backed by BNP Paribas, whose scale and A+ rating<sup>1</sup> give us and our clients the secure foundations to invest and make a positive difference to people's futures.

The world is discovering that a narrow focus on financial data and short-term performance do not produce long-term growth or investment returns.

Eyes are turning to companies like ours, who for many years have taken a broader perspective and have identified how the strategies and behaviours adopted by companies and governments, can influence the sustainability of their growth.

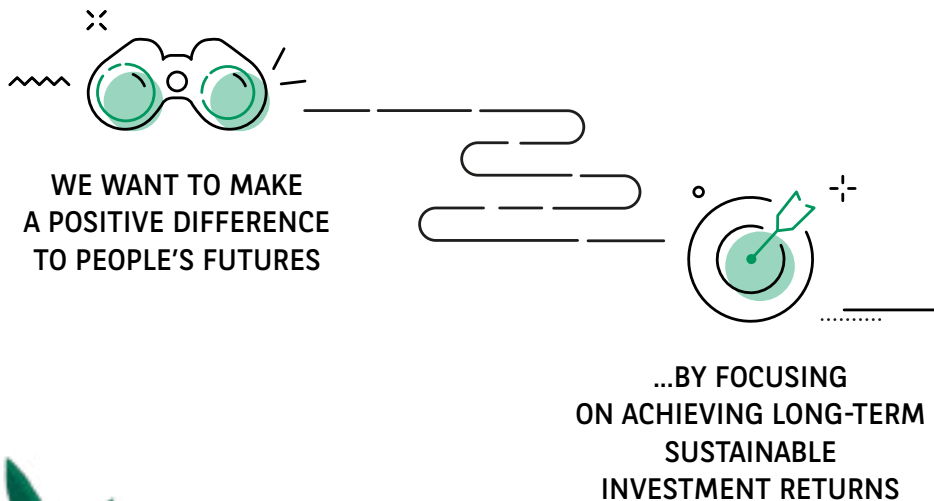
<sup>1</sup> Standard & Poor's, 23 April 2020.

\*Source: BNP Paribas Asset Management, as of 30 June 2020. Joint Ventures included.




## WHAT WE STAND FOR

*Our strategy is clearly defined and designed for the investment world of today and tomorrow. It starts by recognising the importance of the responsibility we are entrusted with.*








Across the globe, private individuals, corporations, pension funds, foundations, governments and charities entrust BNP Paribas Asset Management to invest their money. As their asset manager we never underestimate the responsibility we have to help all our clients realise their financial ambitions.

We are convinced that we will make a positive difference to people's futures by helping them achieve their investment goals through quality investment solutions that deliver long-term sustainable returns.





# WHY OUR CLIENTS CHOOSE US




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## FIVE KEY FEATURES UNDERPIN OUR PROMISE

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### BREADTH & DEPTH OF OUR INVESTMENT EXPERTISE

We manage assets with conviction and open minds



●

### LOCAL FOOTPRINT & GLOBAL SCALE

We are close to our clients and their investments



●

### FOCUS ON SUSTAINABLE RETURNS

We invest responsibly with the world in mind



●

### DIVERSITY & CULTURE

We harness the collective power of individuals



●

### RESILIENT & SCALABLE PLATFORM

We are built to stand the test of time

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## OUR BREADTH & DEPTH OF EXPERTISE

*We manage EUR 428 billion across a broad range of asset classes on behalf of a wide range of clients, from around the world.*

This is testament to the breadth and depth of our investment expertise across all asset classes (with substantial assets under management in each).

We have more than 40 specialised investment teams covering not only the major asset classes but also those with growing importance.

### KEY FIGURES\*

BREADTH  
OF CLIENTS,  
PRODUCTS  
AND SOLUTIONS

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**EUR 428** bn  
assets under  
management

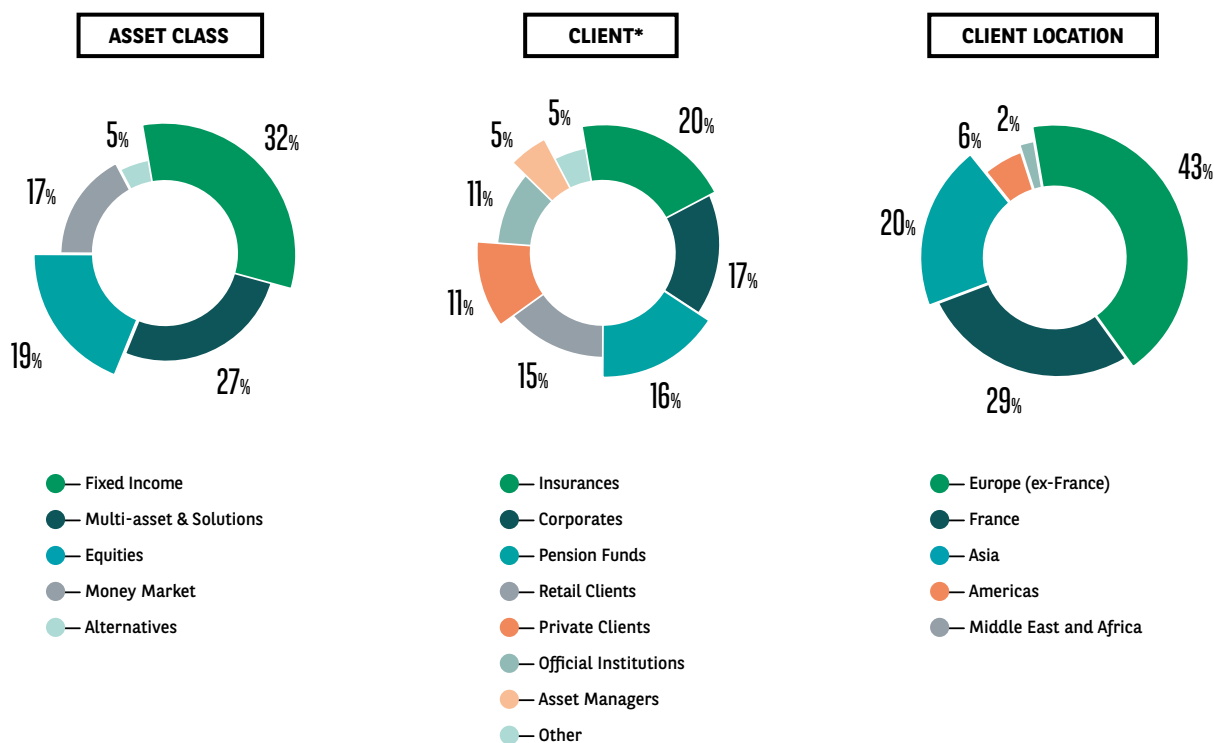
**500+**  
investment  
professionals

**40+**  
investment  
teams

\*Source : BNP Paribas  
Asset Management  
as of 30 June 2020



# ASSETS UNDER MANAGEMENT **BREAKDOWN**

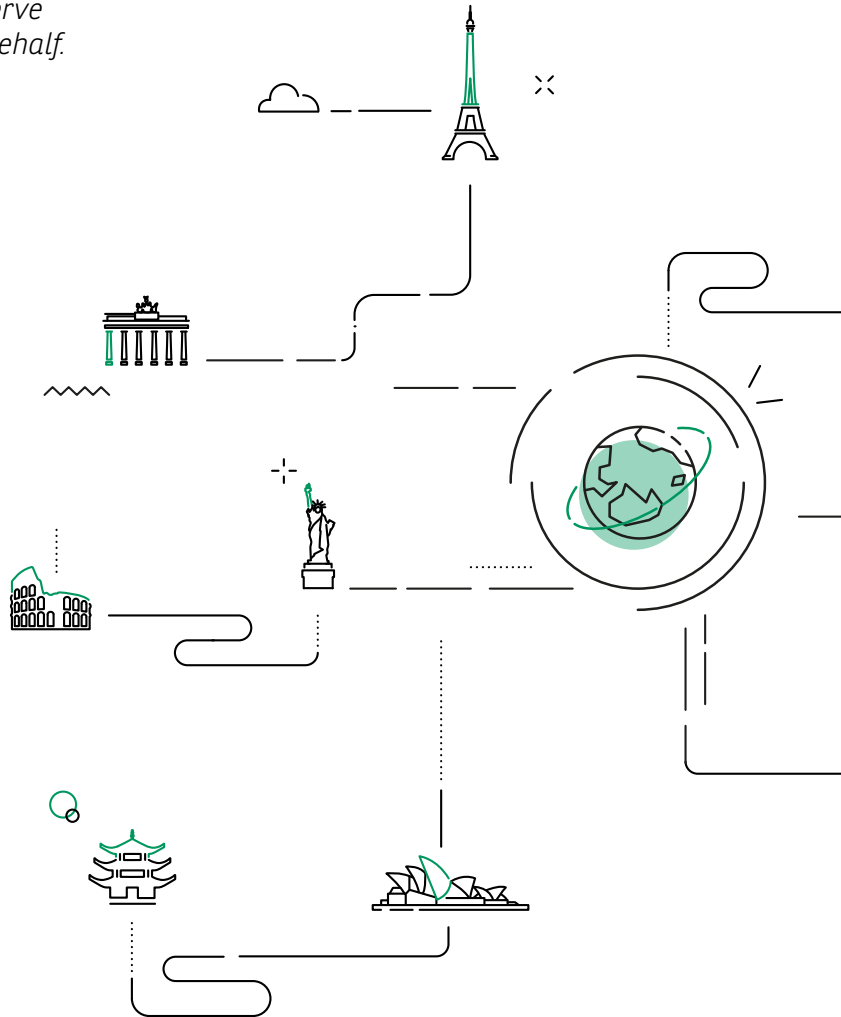


\*Excluding Investment in our own funds.  
 Source: BNP Paribas Asset Management as of 30 June 2020.  
 AuM: Assets under Management, figures may not add to 100% due to rounding.

## OUR **LOCAL** FOOTPRINT & **GLOBAL** SCALE

*With a presence in 37 countries around the world, we are close to the clients we serve and to the investments we make on their behalf.*

This global footprint is vital: drawing on our network of experts around the world, we are perfectly placed to build close relationships with each of our clients and carefully monitor the progress of their investments with deep regard for the local regulations that are in force.



# EMPLOYEE DISTRIBUTION AROUND THE WORLD



## 61% - EUROPE

Austria, Belgium, Finland, France,  
Germany, Italy, Luxembourg,  
Netherlands, Norway, Poland, Portugal,  
Spain, Sweden, Switzerland, UK

## 29% - ASIA-PACIFIC

Australia, China, Hong Kong, India,  
Indonesia, Japan, Malaysia, South Korea,  
Singapore, Taiwan

## 4% - NORTH AMERICA

Canada, U.S.

## 5% - LATIN AMERICA

Argentina, Brazil, Chile, Colombia,  
Mexico, Peru

## 1% - EEMEA\*

Abu Dhabi, Bahrain, Morocco, Turkey

Investment & Sales Centres  
Sales Centres

\* EASTERN EUROPE, MIDDLE EAST AND AFRICA

Source: BNP Paribas Asset Management as of 30 June 2020.  
Figures may not add to 100% due to rounding.

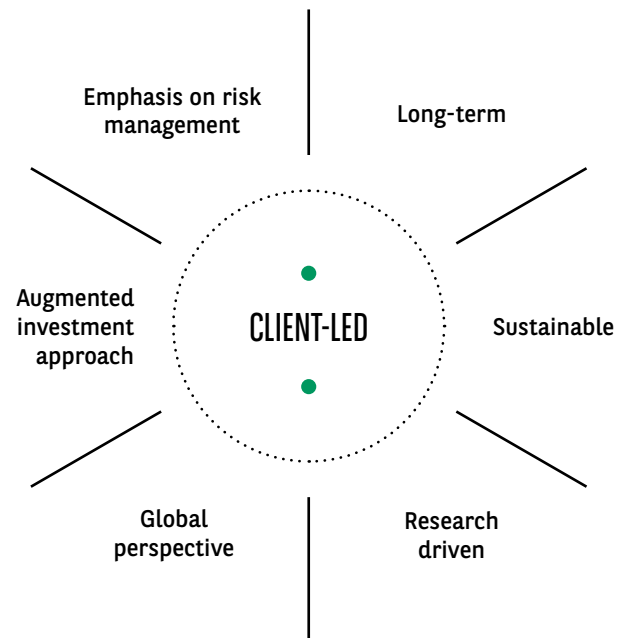


# OUR FOCUS ON LONG-TERM SUSTAINABLE RETURNS

## Our investment philosophy is based on sustainable returns over the long term

All our investment products and solutions are built around a deep understanding of client goals and how they will change. We seek to deliver long-term sustainable returns through:

- > **Long-term:** fundamental factors drive valuations over the longer term, rewarding patient investors.
- > **Sustainable:** the way we invest can help shape the world around us. We will make better decisions by systematically and explicitly integrating ESG\* factors into our investment processes. This will generate more value for our clients.
- > **Research driven:** quality investment performance is best generated through open minds being applied to in-depth research.
- > **Global perspective:** in an increasingly interconnected world, a global perspective is needed to make better investment decisions.
- > **Augmented investment approach:** human and artificial intelligence, when skilfully combined, lead to better investment decisions and improved risk management.
- > **Emphasis on risk management:** the value created through our research and idea generation needs to be carefully preserved by using risk appropriately.





## Our commitment to sustainability

The world has two kinds of investors: future takers and future makers. Future takers stand by and watch how events unfold. Future makers use their influence to help shape the world around them. We are committed to being a future maker, using our investments - and our influence with companies and governments - to advocate for a low-carbon, environmentally sustainable and inclusive economy. This underpins future economic health, and will enable a world that our clients want to retire into.

As a founding signatory to the UN PRI\*, we have been a recognised leader in sustainable investment for many years.

\* UNITED NATIONS PRINCIPLES FOR RESPONSIBLE INVESTMENT



# OUR DIVERSITY & CULTURE

*Our business culture attracts, develops and retains a highly diverse team of leading investment professionals.*

Sharing information, research and ideas promotes peer review and constructive challenge, helping us to transform in-depth research into strongly held long-term convictions. Much of our investment is geared towards finding digital, organisational and cultural ways of facilitating this exchange.

## OUR DIVERSITY IS AN ASSET FOR US



We focus on promoting:

- > Ethnic diversity
- > Fair hiring practices
- > An international senior management team
- > Gender equality

Our diversity of backgrounds, cultures, nationalities and geographies provides multiple perspectives to improve collective decision making.

## OUR BUSINESS CULTURE NURTURES TALENT



Our focus is to attract, develop and retain high quality investment staff.

We commit to offering them an inspiring place to work with a culture of excellence, where our people can grow, share and strive.

We promote well-being in the workplace, crucial to long-term performance.

## OUR BEHAVIOURS BENEFIT OUR CLIENTS



We work towards four clear behaviours:

- > **One firm**
- > **Client first**
- > **Results driven**
- > **Excellence**

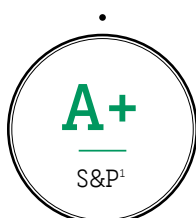
These, and our compensation structures align staff with client interests.



# OUR RESILIENT & SCALABLE PLATFORM

*You can trust us to look after your money,  
secure in the knowledge that we are backed by  
BNP Paribas, an A+ rated bank<sup>1</sup> with  
an unerring focus on compliance.*

Our heritage, scale and ownership provide us with a resilient platform that enables us to take a longer term perspective. This means that we can innovate and invest in our business and people to benefit our clients.



## BNP PARIBAS GROUP FIGURES AS OF 30 JUNE 2020

**198,816**

employees

**71**

countries

**EUR 86<sub>bn</sub>**    **EUR 2.3<sub>bn</sub>**

Common equity  
tier one capital

Net income Group  
share for the second  
quarter 2020

<sup>1</sup> Standard & Poor's, 23 April 2020

<sup>2</sup> Moody's, 9 December 2019

<sup>3</sup> Fitch, 28 May 2020



# IN SUMMARY



*BNP Paribas Asset Management is driven by an unwavering focus on delivering long-term sustainable investment returns.*

This has shaped our company and is manifest through the five pillars that, together, set us apart from others in ways that benefit our clients.

**OUR BREADTH & DEPTH OF EXPERTISE**

**OUR LOCAL FOOTPRINT & GLOBAL SCALE**

**OUR FOCUS ON SUSTAINABLE LONG-TERM RETURNS**

**OUR DIVERSITY & CULTURE**

**OUR RESILIENT & SCALABLE PLATFORM**

We are one of the world's leading asset managers. Our clients entrust us to invest their money to enable them to realise their future dreams and ambitions.

This is why we say, "investing means the world to us"

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Given the economic and market risks, there can be no assurance that the financial instrument(s) will achieve its/ their investment objectives. Returns may be affected by, amongst other things, investment strategies or objectives of the financial instrument(s) and material market and economic conditions, including interest rates, market terms and general market conditions. The different strategies applied to the financial instruments may have a significant effect on the results portrayed in this material.

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