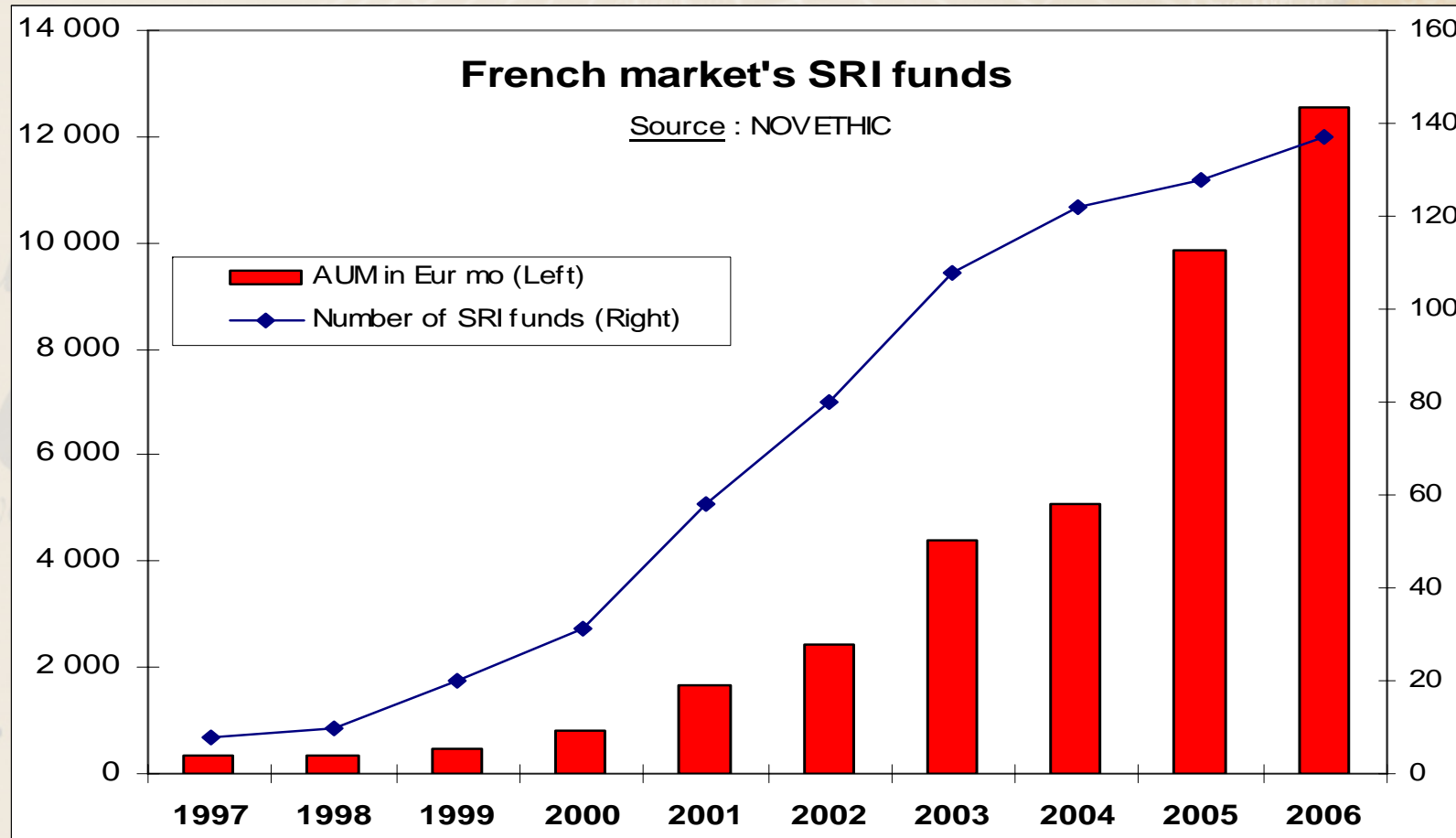


SRI

A WINNING CARD FOR THE FRENCH ASSET MANAGEMENT INDUSTRY

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(French asset managers association)
Vice Chairman, Orse
(French study center on CSR)

I – An old idea, a recent and strong take off



II – Skills are meeting a growing market

- French Asset managers have steadily developed their skills and their product range, concentrating mainly on « best in class » investment
- Service providers are there (rating agencies, auditors,...)
- Stakeholders and governments push
- Academic research is now being fostered (Toulouse, Polytechnique chair)
- Investors become gradually conscious of their ESG responsibilities.
- The « demand » of institutional investors is now on the way up and transparency guidelines for retail funds have been adopted (AFG / FIR – French SIF / Eurosif)

Towards Invest'Actors ?

The French Asset Management Association (Association Française de la Gestion Financière, AFG) represents France's asset management industry. French more than 500 asset management firms manage €2,500 billion, of which €1,500 billion in collective schemes (for which France is a European leader) and 1,000 billion € under discretionary mandates.

SRI and corporate governance (« bien gérer, c'est aussi bien voter ») are among its main priorities.

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