



PRESS RELEASE

OLIVIER BROUWERS JOINS LA FRANÇAISE AS HEAD OF BENELUX & NORDICS

Paris, 8 December 2021: La Française, a multi-expertise asset management group with more than 56 billion euros under management, is strengthening its dedicated international development team (excluding France) and announces the appointment of Olivier Brouwers as Head of BENELUX & NORDICS. Olivier will report to Gerardo Duplat, Head of International Business Development.

Olivier BROUWERS joins the team dedicated to the Benelux and Scandinavian markets, alongside Gianni Pauwels, Sales Manager - Belgium and the Netherlands, and Clément Maillet, Sales Manager - Luxembourg. As Head of Benelux & Nordics, Olivier will develop the securities and real estate activities for institutional clients and fund selectors. With nearly twenty-five years of experience in the asset management industry (active and passive), Olivier brings to La Française a solid understanding of the challenges of cross-border fund distribution and socially responsible investment.

Olivier BROUWERS (49) began his career in 1996 with Paribas Bank Belgium, in the private banking division. In 1998, he joined Invesco France and acquired an initial experience in the distribution of funds, particularly to the Belgian market. Three years later, he helped set up Invesco Asset Management in Belgium, where he began a career spanning nineteen years, initially as Sales and Client Services Manager for institutional and retail clients in Belgium and Luxembourg. With each promotion, Olivier's scope of responsibilities grew to include Benelux, France and Scandinavia. As early as 2013, Olivier understood the role of the financial industry in contributing to a more sustainable economy. At the same time, he became a member of the Sustainable Product Committee, an area of expertise that he would continue to develop throughout his career.

More recently, Olivier was CEO ad-interim for more than a year for the asset management subsidiary of the Belfius Group. In addition to the regulatory and organisational aspects of the position, he also gained first-hand experience of the increasingly stringent requirements of distributors with regard to asset management companies.

Olivier BROUWERS holds a Bachelor's degree in Economics with a specialisation in finance from the Université libre de Bruxelles (ULB-Solvay) and is also a graduate of the Belgian Association of Financial Analysts.



Gerardo DUPLAT, Head of International Business Development concluded *“As a result of his extensive multicultural experience, Olivier was the obvious choice to develop the Benelux and Nordics markets. He excels in the field of cross-border distribution, the deployment of local development strategies, active versus passive management and sustainable investment”*.

About La Française

The major changes linked to environmental and societal challenges are opportunities to reconsider the future. Future growth and performance will be built around newly identified leverage. The La Française management group's forward-looking investment strategy is built upon this conviction and mission.

Organised around two business lines, "Financial Assets" and "Real Estate Assets", La Française has developed a multi-boutique model to serve institutional and private investors in France and abroad.

In view of the profound changes occurring in our increasingly digital and connected world, the Group has created an innovation platform which brings together the new activities identified as key businesses of tomorrow.

La Française has 56 billion euros in assets under management with operations in Paris, Frankfurt, Hamburg, London, Luxembourg, Madrid, Milan, Hong Kong and Seoul (as at 30/9/2021).

La Française is a subsidiary of the Caisse Fédérale du Crédit Mutuel Nord Europe (CMNE). Groupe Crédit Mutuel, Standard & Poor's rating (6/2021): Long term: A, stable outlook/Short term: A-1.

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