



# NEW ALPHA

ASSET MANAGEMENT

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## NEWALPHA FOUNDING MEMBER OF « SWAVE », THE NEW START-UP INCUBATOR ENTIRELY DEVOTED TO FINTECH

Paris, 25 October 2017

NewAlpha Asset Management ("NewAlpha"), an expert in investments targeting the entrepreneurial financial industry worldwide, launched the first French venture capital fund\* dedicated to FinTech companies in November 2015.

NewAlpha is proud to announce the launch of Swave, the first physical incubator, entirely dedicated to FinTech firms and managed by Paris&Co with the support of the French government.

This new platform, fostering "innovation", will offer 2,500 m<sup>2</sup> of office space in the Grande Arche, in the heart of La Défense. The objective is not only to create an innovation-friendly business environment but to attract European FinTech firms to La Défense which is Paris' main financial district.

Swave, founded by **NewAlpha, Societe Generale, Crédit Municipal de Paris and Exton Consulting**, will work closely with the research and higher education bodies (Institut Louis Bachelier) as well as territorial authorities.

*"An actual physical platform for the incubation of Fintech start-ups fits perfectly in the array of services offered by NewAlpha. Joining forces with Paris&Co and the other founding members seemed ideal, because the project is part of a real public-private commitment to promote the FinTech sector internationally."* says Lior Derhy, Director of Private Equity at NewAlpha AM.

*"The historical positioning of NewAlpha as an emerging manager incubator and its capacity to connect with institutional investors convinced us in our quest for the right partner for Swave"* adds Edouard Plus, Head of Swave.

NewAlpha has met with more than 150 start-ups over the last twelve months. Its FinTech analysis and selection expertise, as well as potential financing from its Venture Capital NewAlpha FinTech\* fund are valuable strengths.

More than thirty start-ups, from four different sectors of innovation, will constitute the first "class" to be admitted to Swave.

- **Neo-finance:** new ways to conceive traditional banking and insurance models
- **Cybersecurity:** data access, data encryption, anti-hacking, blockchain
- **Artificial intelligence,** big data and machine learning
- **The finance of tomorrow:** sustainable finance, climate finance, impact investing, regtech

Applications are to be submitted by 17 November 2017. Swave will open its doors on 8 December 2017.



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*\* This fund is exclusively reserved for French domiciled professional clients as defined by the MiFID Directive and is currently closed to subscriptions*

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### SUBMIT YOUR APPLICATION

#### *Timeline:*

- Opening call for project proposals: 20 October 2017
- Closing call for project proposals: 17 November 2017
- Selection Committee: Beginning of December 2017
- Opening of the platform: 8 December 2017

URL to apply: <https://candidatures.incubateurs.parisandco.com/swave>

### ABOUT NEWALPHA ASSET MANAGEMENT

*NewAlpha Asset Management provides qualified investors with a privileged access to the most innovative and dynamic firms of the financial industry thanks to a full range of products and services.*

*On behalf of its clients, NewAlpha selects, finances and accompanies innovative entrepreneurial projects, mainly in asset management but also in sectors that are closely related, such as financial technologies or services for investment managers.*

*Europe's leading specialist in emerging manager seeding for institutional investors, NewAlpha has concluded more than 70 strategic partnerships and invested more than 1.5 billion € in French and international investment management boutiques. NewAlpha has been one of the world's most active allocators in this area with more than 700 million € allocated through 28 partnerships since 2012.*

*As a subsidiary of La Française Group, NewAlpha Asset Management is regulated by France's Autorité des marchés financiers (AMF). La Française is controlled by the Caisse Fédérale of the CMNE and forms one of the CMNE's three business lines, Asset Management, the others being Banking and Insurance.*

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