



**LA FRANÇAISE**  
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**PRESS RELEASE**

## **La Française strengthens its international development team dedicated to Asia**

**La Française, an international asset management group with over €66 billion in assets under management (31/12/2017) and offices located throughout Europe, Asia and in the United States, continues to pursue its development strategy in Asia and has strengthened its team with an International Sales Manager, Kelly Choi.**

“La Française is gaining traction in Asian markets. We are glad to have energetic and passionate business development talents like Kelly joining us to continue our efforts in developing the Asia market.” said Philippe Lecomte, CEO of La Française AM International.

Kelly has 5 years of experience in the asset management industry and has held a number of Business Development positions covering the greater China region for a number of asset management firms including, PineBridge Investments Asia & Baring Asset Management.

Kelly holds a Bachelor of Law from the University of Kent and a Master of Science in Accounting and Finance from the London School of Economics.

### **About La Française**

For forty years, La Française has been developing core competencies in third party asset management.

La Française has a multi-expertise business model organized around four core activities: securities, real estate, investment solutions and direct financing. The group caters to institutional and private clients throughout the world.

With 596 professionals and offices in Paris, Frankfurt, Geneva, Stamford (CT, USA), Hong Kong, London, Luxembourg, Madrid, Milan, Seoul and Singapore, La Française manages over 66 billion euros in assets (31/12/2017).

Credit Mutuel Nord Europe (“CMNE”), a banking and insurance group present in Northern France and Belgium with total regulatory capital of €3.3bn as at 31/12/2017, holds 91% of the voting rights of La Française (as at 01/01/2018). La Française employees and management are also shareholders in the company.



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