

PRESS RELEASE

LA FRANCAISE INNOVATES AND JOINS THE IZNES PLATFORM

Paris, 8 June 2021: La Française, a management group with more than 55 billion euros in assets, has joined IZNES, the pan-European investment platform for UCI (Undertakings for Collective Investment) units and Blockchain record-keeping.

As a member of the working group since the project's launch in 2017, La Française has actively contributed to the creation of IZNES and now, following the successful completion of an extensive test phase, has referenced on the platform a first investment vehicle, LF Trésorerie ISR, the group's "flagship" money market fund with close to 8 billion euros in assets under management (as at 24/05/2021).

In doing so, La Française is able to offer its institutional clients the option of adopting a new, simplified customer experience. All fund subscription or redemption operations can in fact be carried out in real time. The platform offers a variety of advantages to La Française's institutional investors:

- Access to a comprehensive product database, with all the features and documents relating to the funds;
- Ability to view subscriptions and redemptions in real time, with cut-off times very close to those of the prospectus;
- Access to recordkeeping updated in real time and registered in blockchain, guaranteeing immutability and traceability.

Thierry Gortzounian, Chief Operating Officer of La Française AM Finance Services declared: "La Française places the client at the heart of its strategy. Following the launch of our own digital distribution platform dedicated to retail investors, La Française continues to innovate in the interest of its investor base and has joined the IZNES platform. We can now offer our institutional clients, in France and across Europe, an alternative subscription channel. We operate in an ever-changing environment and are proud to have participated in this innovative project called IZNES".



Asset class:	Money Market
Fund and Units:	La Française Trésorerie ISR/ I units
ISIN code:	FR0010609115
Horizon:	More than 3 months
Risk and return profile	on a scale of 1 to 7 (7 corresponds to a higher risk and a potentially higher return): 1 (associated risks: discretionary risk, interest rate risk, credit risk, risk of capital loss, counterparty risk)

About La Française

drivers of change and understanding how they will fashion global growth and ultimately influence long-term financial performance is at the heart of La Française's mission. The group's forward-looking investment strategy is built upon this conviction.

Organized around two business lines, financial and real estate assets, La Française has developed a multi-boutique model to serve institutional and retail clients in France and abroad.

La Française, aware of the importance of the extensive transformations occurring in our increasingly digital and connected world, has created an innovation platform which brings together the new activities identified as key businesses of tomorrow.

La Française has over 55 billion euros in assets under management as at 31/03/2021 and has operations in Paris, Frankfurt, Hamburg, London, Luxembourg, Madrid, Milan, Hong Kong and Seoul.

La Française is a subsidiary of Caisse Fédérale de Crédit Mutuel Nord Europe (CMNE). Groupe Crédit Mutuel has A, negative outlook/A-1 S&P long and short-term ratings (April 2020).

For more information: www.la-francaise.com



www.twitter.com/francaisegroup



www.linkedin.com/company/lafrancaise-group



ABOUT IZNES

IZNES came about through a desire to create the first international platform for the purchase and sale of European blockchain UCIs on behalf of institutional and private customers; it is compatible with the various sales channels. At present, IZNES brings together seven management companies, a life insurer and a social security group among its shareholders.

Thanks to blockchain technology, this solution makes it possible to buy or sell UCI units very easily direct from management companies, while offering the highest level of security.

IZNES was accredited as an investment firm in June 2020.

Since its operational launch in March 2019, the IZNES platform has met with great success and has processed nearly 20 billion euros in transactions as of April 2021. This solution, made available to asset management companies and their institutional investor clients, completely digitizes the customer journey, from entering into a relationship to placing orders and keeping records.

<https://iznes.io/>

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Issued by La Française AM Finance Services, whose head office is located at 128 boulevard Raspail, 75006 Paris, France. It is regulated by the "Autorité de Contrôle Prudentiel" as an



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La Française Asset Management was approved by the AMF under no. GP97076 on 1 July 1997.

La Française Group's Responsible Investment Charter is available at: <https://www.la-francaise.com/fr/nous-connaître/les-actualités/news-details/charte-sur-linvestissement-responsable-ir/> and the transparency code at <https://doc.la-francaise.com/documents/od/FR0011859198/code-de-transparence/fr> and [https://www.la-francaise.com/fileadmin/docs/Actualites_reglementaires/Code de transparence Expertise Tau x.pdf](https://www.la-francaise.com/fileadmin/docs/Actualites_reglementaires/Code_de_transparence_Expertise_Tau_x.pdf)

La Française Trésorerie prospectus was approved on 21/01/2003.

For more detailed information about the investment fund, please refer to the prospectus and to the Key Investor Information Document (KIID), which all interested parties should read before making any investment. The latest prospectus, the Key Investor Information Document and the annual and semi-annual reports, which contain all the necessary information about the product including the costs and risks, are available free of charge upon request to La Française AM, 128 boulevard Raspail, 75006 Paris - France: contactvaleurmobilières@lafrancaise-group.com, at www.la-francaise.com or from:

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