



## **PRESS RELEASE**

Paris, January 11, 2022

### **La Française strengthens its institutional sales team based in Germany**

La Française, an international asset management firm with total assets in excess of 56 billion euros (as at 30 November 2021) and offices throughout Europe and in South Korea, continues to pursue its development strategy for the German market and is pleased to announce the arrival of Maximilian Mudra as Sales Director - Institutional Business Development in Germany.

Maximilian Mudra will be responsible for client relationships and further expanding La Française's investment expertise across all asset classes with institutional investors. He will report to Kay Scherf, Managing Director for Sales and Marketing at La Française Systematic Asset Management GmbH.

Kay Scherf commented, "With Maximilian Mudra, we have found an expert with many years of sales experience for the expansion of our institutional business in Germany. His long-standing expertise and experience will help us to position our ESG (Environmental, Social and Governance) and real estate expertise in the institutional sector in particular. Maximilian is an optimal addition to our sales team."

Maximilian Mudra joins from Pictet Asset Management, where he was most recently Institutional Sales Director for pension funds, insurance companies and foundations in Germany and Austria. Previously, he worked for Lingohr & Partner Asset Management, Credit Suisse, Commerzbank and Bankhaus Metzler. Mudra holds a Bachelor of Arts from the Institut Universitaire de Technologie, Colmar/France and is a DVFA investment analyst (German Association for Financial Analysis and Asset Management). Mudra brings to La Française almost thirty years of experience in the financial industry, including over twenty years in asset management and sales.



## **About La Française**

Environmental and societal challenges are opportunities to reconsider the future. Identifying 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 56 billion euros in assets under management as at 30/11/2021 and has operations in Paris, Frankfurt, Hamburg, London, Luxembourg, Madrid, Milan, Hong Kong and Seoul.

La Française is a subsidiary of Caisse Régionale de Crédit Mutuel Nord Europe (CMNE). Groupe Crédit Mutuel has A, stable outlook/A-1 S&P long and short-term ratings (June 2021).

## **Contacts La Française**

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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 investment services provider under number 18673 X, an affiliate of La Française.

**La Française Asset Management GmbH** - a fund management company under German law, Taunusanlage 18 (Main Building) 60325 Frankfurt am Main, Germany - district court Frankfurt am Main number HRB 34125, BAFIN regulated number 105549.

In the event of complaints, please contact La Française Systematic Asset Management's customer service by e-mail at the following address: [info-am@la-francaise.com](mailto:info-am@la-francaise.com), or the consumer arbitration board at the following address: [info@ombudsstelle-investmentfonds.de](mailto:info@ombudsstelle-investmentfonds.de).