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DECALIA launches its investment fund range

Geneva-based asset management firm DECALIA Asset Management pursues its development strategy by launching its investment fund family DECALIA, six months after obtaining its investment fund management licence in Switzerland (CISA). The 5 UCITS-compliant strategies launched initially within the Luxembourg SICAV are focused around four investment themes considered to be promising on the long-term: disintermediation of the European banking sector, quest for yield, new consumer trends and market inefficiencies in Europe. Other strategies should be launched in the coming months. Restricted for the moment to qualified institutional investors, the DECALIA funds are currently being registered in Switzerland and in several European countries for public distribution. Furthermore, DECALIA also offers a private debt fund restricted to qualified investors and manages OYSTER Italian Opportunities, one of the best Italian equity funds.

Expansion continues according to plans

DECALIA continues on the growth path and expands in two key areas: private wealth management and asset management. Six months after obtaining the fund management licence (CISA), it now launches its UCITS fund family, in a Luxembourg SICAV umbrella format. For the time being, the range comprises 5 different strategies, which are currently being registered in Switzerland and various European countries. DECALIA was joined in September 2014 by Rodolfo De Benedetti, who is currently Chairman of the Italian holding company CIR and is in charge of strategy development. In September 2015, Xavier Guillon, former CEO of OYSTER Funds, joined DECALIA to head the DECALIA fund activity. With assets under management totalling CHF 1.2 billion (EUR 1.1 billion), DECALIA relies on both organic and external growth. *"With the arrival of Rodolfo De Benedetti and Xavier Guillon, and the launch of our funds, we now have all the cards in hand to move on to the second stage of our development. We also have projects to acquire asset management boutiques in Switzerland and in Europe, which we hope to conclude in 2016"* said Alfredo Piacentini, Partner and General Manager at DECALIA.

A rapidly changing investment fund industry

The European investment fund industry is currently undergoing a significant restructuring phase in order to adapt to the impact of the MiFID 2 guidelines and to the growth of passive management. *"Ultimately, the market should focus on two major segments. On the one hand, the major distribution platforms, which provide a wide range of generic funds and that should tap a large part of the collective savings by making life easier for fund selectors. On the other hand, there will remain room for very specialised specialists such as DECALIA, with expertise in specific asset classes or strategies and that enable selectors to complement their allocation"* said Xavier Guillon, Partner and Head of DECALIA funds.

Five high-value strategies focused around four themes

For its funds, DECALIA has chosen to focus on four promising investment themes. *DECALIA Muse*, a Long-Short Equity fund, fits into the **market inefficiencies in Europe** theme, which generates many investment opportunities. *DECALIA European Conviction* falls within the same theme and invests in European equities through a concentrated portfolio with strong convictions. Two distinct multi-asset strategies, *DECALIA Active* and *DECALIA Conservative Allocation*, provide answers to the **quest for yield** issue brought by the persistent low interest rate level. For its part, the *DECALIA Millennials* thematic fund invests in companies benefiting from the **new consumer trends** related to the coming to power of the "Millennials" generation. Finally, in order to play the **disintermediation of the banking sector in Europe**, DECALIA joined forces with British financing specialist Three Hills Capital Partners to create *Decalia Three Hills*, a private debt fund restricted to qualified investors. Furthermore, DECALIA continues to manage the *OYSTER Italian Opportunities* fund, one of the best Italian equity funds for 20 years.

"The investment fund industry is flooded with me-too products, a situation which offers us interesting opportunities as a new player. In this area as in others, innovation is the key to success, so we will focus on bringing original outcome-based investment solutions, such as Three Hills Decalia and DECALIA Millennials which are forerunner products. We have several other projects in our pipeline" said Rodolfo De Benedetti, Partner and Head of Strategy Development.

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