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Clément Maclou joins DECALIA as Head of strategies related to changes in consumer trends.

Geneva-based investment management firm DECALIA Asset Management has recruited Clément Maclou to manage its two thematic funds "DECALIA Silver Generation" and "DECALIA Millennials". He will head a team of three people dedicated to changes in consumer trends related to generational changes. Before joining DECALIA, Clément Maclou spent 7 years building a strong track record in the area of new consumer trends, with performances for a fund dedicated to population ageing that earned him a 5-star ranking with Morningstar and an AA rating with Citywire. With this recruitment and assets under management that now stand at CHF 2 billion, DECALIA pursues its development strategy centered on two complementary areas: private wealth management and asset management.

Clément Maclou is one of the key managers in thematic fund management. For 7 years, he successfully managed one of the flagship funds on the theme of population ageing at CPR Asset Management, a subsidiary of the Amundi Group. Clément Maclou began his career with Martin Maurel Gestion in Paris, before joining CPR Asset Management in 2005 as a portfolio manager of thematic equities. His expertise and the management process he developed on the theme of senior citizens also apply perfectly to the new consumption trends of the Millennials generation. *"We are very pleased to have convinced a talented manager like Clément Maclou to join us. We intend to continue to be an actor in the development of tomorrow's talents, by offering them a working environment and an entrepreneurial project that enable them to make full use of their skills"*, said Xavier Guillon, Partner and Head of DECALIA funds. *"At DECALIA, I have found a human-sized structure and a pure investment DNA that allow me to focus exclusively on my job as a fund manager to deliver the best performance to investors,"* added Clément Maclou.

Changing consumer trends: a real performance engine

A profound demographic transition or deep societal changes related to the advent of a new generation are particularly strong investment themes. Indeed, they are long-term trends that are not dependent on the economic cycle or global policies. Hence companies that meet the specific needs of these consumers can regularly post above-average growth, which is an undeniable asset in the current environment. For the "Silver Generation" strategy - which invests in the areas related to population ageing - this involves, for example, the sectors of health and wellness, leisure, security, financial savings and insurance and change of lifestyle. In the case of the "Millennials" strategy, it means investing in the companies that benefit from the new consumer trends related to the coming of age of the "Millennials", such as their taste for new technologies, their search for the best value for money, their attraction for the sharing economy, their interest in health and physical fitness, as well as their concern for the environment.

Continuous expansion in the two key areas

With a staff of more than 25 people and assets under management that now stand at CHF 2 billion, DECALIA is confirming its steady expansion in its two key areas: private wealth management and asset management. Following the launch of its Luxembourg SICAV at the end of 2015, DECALIA is continually strengthening its management team and developing its range of funds, which currently numbers 6 separate sub-funds, supplementing two non-UCITS strategies in private debt and non-bank mortgage loans that were launched in recent months. This investment manager recruitment policy will continue over the coming months. *"In the current environment characterized by very low returns and standardized products, we meet the market's real needs by developing distinctive strategies that generate a steady alpha over a long period. We have thus identified four areas that are promising for the long term: new consumer trends, market inefficiencies in Europe, the quest for yield and banking sector disintermediation in Europe"*, explained Alfredo Piacentini, Partner and General Manager of DECALIA.

About DECALIA Asset Management

Established in Geneva in 2014, DECALIA Asset Management SA is a private and institutional investment management company. With more than 25 employees and assets under management that stand at CHF 2 billion, DECALIA has expanded rapidly, in particular thanks to the active management DNA built up over the last 30 years.

Geared to practical solutions, DECALIA is devoted entirely to generating for its clients a performance adjusted for higher risk, while ensuring the highest level of service. The fundamental values that shape its identity and underpin its action are dedication, innovation and team spirit. Its management philosophy is based on several fundamental principles: stringent risk management, capital preservation, an active management style and selection of the best talent.

Its range of investment funds, comprising several UCITS strategies, focuses on four investment themes deemed promising in the long term: banking sector disintermediation in Europe, the quest for yield, changes in consumer trends and market inefficiencies in Europe.

As a member of the Swiss Association of Asset Managers (SAAM), DECALIA is regulated by FINMA through a collective investment manager's license (LPCC).

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