

Milan, 7 February 2017

DECALIA recruits a leading figure of the Italian market to distribute its funds in Italy

A few days after the announcement of the acquisition of the Italian asset manager Astor Investment Advisors, DECALIA Asset Management is implementing its expansion plans in the Italian market with the registration of its DECALIA range of Luxembourg funds and the recruitment of Jürgen Mahler as Head of Business Development for the DECALIA funds in Italy. The 6 UCITS strategies registered in Italy focus on 4 investment themes deemed to have high long-term potential: disintermediation in the European banking sector, the quest for yield, new consumer trends and market inefficiencies. With more than 25 years' experience, Jürgen Mahler is a recognized figure in the Italian funds industry. Prior to joining DECALIA, Jürgen Mahler was Country Head for Oddo Meriten Asset Management for nearly 6 years.

High-added-value strategies for a sophisticated market

DECALIA has registered in Italy its 6 UCITS strategies, which focus on 4 investment themes that it considers have high long-term potential. For example, the *DECALIA Millennials* thematic fund invests in companies benefiting from the new consumer trends related to the coming to power of the "Millennials" generation. A second thematic fund, *DECALIA Silver Generation*, also focuses on changing consumer habits, but by investing in companies related to population ageing. *DECALIA European Conviction*, for its part, is dedicated to the theme of market inefficiency, through a concentrated portfolio of European equities with strong convictions. Two separate multi-asset strategies, *DECALIA Conservative* and *DECALIA Active Allocation*, each seek solutions to the quest-for-yield problem caused by the persistently low level of interest rates. Finally, *DECALIA Muse*, a Long/Short Equities fund, also focuses on the market inefficiency theme, by taking advantage of the investment opportunities that this generates. Furthermore, DECALIA continues to manage the *OYSTER Italian Opportunities* fund, one of the best Italian equities funds for 20 years.

DECALIA has also developed strategies aimed at institutional investors in the area of private debt. This type of investment is set to expand as banks are withdrawing from project financing, which is prompting players from the asset management industry to replace them so as to fill this vacuum. Project financing and the credit sector are a USD 70 trillion-market in the United States and a USD 23 trillion-market in Europe.

"The investment funds industry is flooded with look-alike products, which provides us - as a new player - with some interesting opportunities. In this sector as in others, innovation is the key to success and we are therefore going to focus on original, results-oriented investment solutions, as is the case with DECALIA Millennials and DECALIA Silver Generation, which are pioneering products," explained Rodolfo De Benedetti, Partner and Head of Strategy Development.

A recognized personality to head its business development in Italy

Jürgen Mahler is of Austrian origin but has been living in Italy for 30 years. He joins DECALIA as Head of Business Development for the DECALIA funds in Italy, after having successfully managed the development of Oddo Meriten Asset Management in Italy for nearly 6 years. Prior to this, he had held a number of positions in sales development with various institutions in Italy.

"Jürgen Mahler has more than 25 years' experience of the Italian market and has obtained some excellent results there. His reputation and the quality of his contacts network will be important assets for the development of our investment funds in Italy," said Xavier Guillon, Partner and Head of DECALIA funds.

"The DECALIA funds are very distinctive and geared to growth themes. They fully meet the current market expectations and should soon find their place in Italy," said Jürgen Mahler, Country Head for DECALIA funds.

Administrative information of the classes registered in Italy

Class	ISIN
DECALIA Active Allocation - A1 EUR class	LU1339142181
DECALIA Conservative - A1 EUR class	LU1339135052
DECALIA European Conviction - A1 EUR class	LU1339146331
DECALIA European Conviction - A2 EUR class	LU1339147065
DECALIA Millennials - A1 EUR class	LU1341399787
DECALIA Millennials - A2 EUR class	LU1339136613
DECALIA Silver Generation - A1 EUR class	LU1426102643
DECALIA Silver Generation - A2 EUR class	LU1426102726
Classes reserved for institutional investors	
DECALIA Active Allocation - R EUR class	LU1339143585
DECALIA Active Allocation - I EUR class	LU1339144807
DECALIA Conservative - R EUR class	LU1339135136
DECALIA Conservative - I EUR class	LU1339135219
DECALIA European Conviction - R EUR class	LU1339148204
DECALIA European Conviction - I EUR class	LU1339149434
DECALIA Millennials - R EUR class	LU1339138668
DECALIA Muse - R EUR class	LU1328693830
DECALIA Muse - I EUR class	LU1328694218
DECALIA Silver Generation - R EUR class	LU1426102999
DECALIA Silver Generation - I EUR class	LU1426103021

About DECALIA Asset Management

Established in Geneva in 2014, DECALIA Asset Management SA is a private and institutional investment management company. With more than 30 employees and assets under management that stand at CHF 2 billion (EUR 1.8 bn), DECALIA has expanded rapidly, in particular thanks to the active management expertise built up over the last 30 years by its founders. Geared to practical solutions, DECALIA is devoted entirely to generating superior risk-adjusted performance for its clients, while ensuring the highest level of service. The fundamental values that shape its DNA 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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