



BRAND ESSENTIALS



OUR MISSION

- Extend our clients' commitments through investment in order to help ensure the life, health and retirement plans of European citizens.

OUR BRAND SIGNATURE

• ENHANCING YOUR POWER TO ACT

At every step, you accompany your clients and shield them from the uncertainties of life. You have great responsibility and so do we.

For Ostrum Asset Management, investing is everyone's business. Each and every one of us echo what is important to you: at every level of the business, we are your voice.

Because it is by working together that we'll go further; it is by listening to you and speaking your language that we

can unleash our collective innovation; and it's as your interpreter that we work to extend your commitments.

We transform your constraints into opportunities, we interpret data into relevant information and tailor-made advice, and we decipher the risks to convert them into long-term potential performance. This is how, every day, we translate your commitments, whether regulatory, financial or societal, into informed investment decisions.

As a responsible company, we make sure we have a positive impact on the world, so that we can help build a better future together.

Because our ultimate goal is to ensure that the passion and energy that drive us can support the life, health and retirement plans of European citizens.

Ostrum Asset Management, **Enhancing your power to act.**

WHO WE ARE

A responsible¹ European institutional investment management leader², with over €400 billion in assets, Ostrum Asset Management offers an innovative and tailor-made experience, combining investment expertise and bespoke services.

● OVERCOMING THE CONSTRAINT

We respect our clients' constraints and it is within this framework that we express our ingenuity and the strength of our convictions. In this way, we inform the investment decisions of our clients and increase the scope of their commitments.

● COMBINING EXPERTISE AND PERSONALISATION

Thanks to our know-how and proprietary tools, we offer our clients a proven and flexible investment experience.

● INNOVATING TOGETHER, INNOVATING EFFECTIVELY

We believe that innovation is at its most effective when it works for our clients and integrates all our stakeholders, thus becoming the result of collective intelligence.

● GIVE A VOICE TO OUR CLIENTS' COMMITMENTS

We are committed to being the voice of our clients and to make their commitments resonate as much as our own.

1. Ostrum AM was one of the first French asset manager signatories to the PRI in 2008. More details; www.unpri.org

2. IPE Top 500 Asset Managers 2020 ranked Ostrum AM as the 77th largest asset manager, as at 12/31/2019. Any reference to a ranking, a rating or an award provides no guarantee for future performance.



ASSET MANAGEMENT

Enhancing your
power to act

OUR LOGO

THE DOT

It is the origin and the first vector of our vision:
Enhancing your power to act.

It places our clients, our clients' clients and our talents at the heart of our strategy to make sure we have a positive impact on the world around us and build a better future together.

OUR NAME

Introduced two years ago, our name 'Ostrum Asset management' has solid brand equity on the market. We will continue to capitalise on its strength and awareness, to support our new ambitions.

OUR SIGNATURE

This signature reaffirms the very essence of our asset management business. Extending our clients' commitments towards their own clients through investment.



**Enhancing your
power to act**

An affiliate of:



ENDORSEMENT

Underlines our affiliation to Natixis Investment Managers, a subsidiary of Natixis.

ICONOGRAPHY MATCHING OUR CLIENTS' ENGAGEMENTS

PEOPLE

It was essential to represent our clients and the clients of our clients in our iconography. Because serving them, their life projects, health and retirement plans is the purpose of our daily work, decisions and actions.



ICONOGRAPHY MATCHING OUR CLIENTS' ENGAGEMENTS

THE CIRCLE

Serving our clients begins with the virtuous circle of an adapted, and tailor-made relationship reflecting their commitments. These circles are one of the fundamentals of our iconographic style. They represent the positive impact we wish to have with our clients on the world around us.



ICONOGRAPHY MATCHING OUR CLIENTS' ENGAGEMENTS

• RIPPLES

We are our clients' voices. It is by listening to them, speaking their own language that we make ourselves their interpreters. We thus make their commitments, whether regulatory, legal or social, as well as our own, resonate at all levels of the company. These waves embody all our actions as a group towards our clients' commitments.



COLOUR PALETTE

LIVING RED

truly 'out of the box' in the Asset Management industry, this colour illustrates our **collective and innovative mindset**.

SOFT BEIGE

Expresses the **proximity link and social utility** that we wish to communicate towards our clients by offering them a tailor-made investment experience.

TECHNICAL GREEN

Because asset management and financial services imply high precision and technicality, this color is used to put the cursor back on our industry codes: **solid, anchored and striving for excellence**.

Ostrum
ASSET MANAGEMENT



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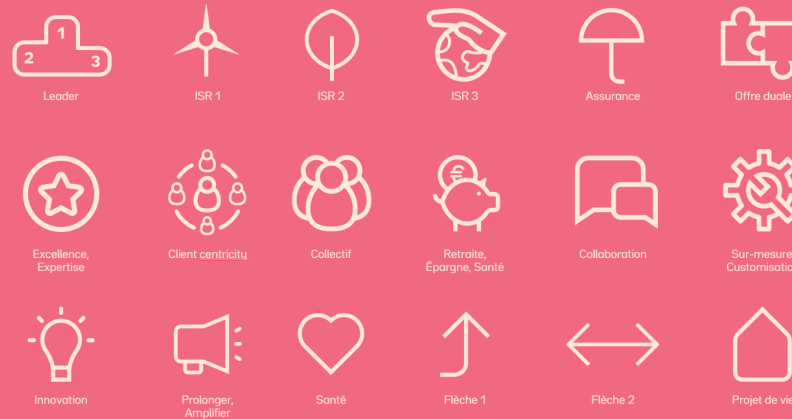
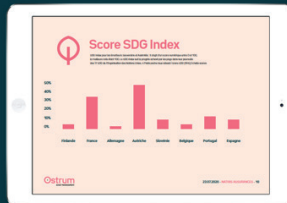
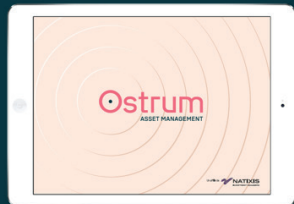


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UNIFON NATIONIS



ADDITIONAL NOTES

Ostrum Asset Management

Asset management company regulated by AMF under n° GP-18000014 – Limited company with a share capital of 48 518 602 €. Trade register n°525 192 753 Paris – VAT: FR 93 525 192 753 – Registered Office: 43, avenue Pierre Mendès-France, 75013 Paris – www.ostrum.com

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Under Ostrum Asset Management's social responsibility policy, and in accordance with the treaties signed by the French government, the funds directly managed by Ostrum Asset Management do not invest in any company that manufactures, sells or stocks anti-personnel mines and cluster bombs.



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