

**PRESS RELEASE**

**FARAD GROUP CELEBRATES 20 YEARS WITH THE REBRANDING OF THE ASSET MANAGEMENT COMPANY**  
**The Luxembourg-based independent financial group presents the new brand identity**  
**and a new path of business growth**

Luxembourg, 24 May 2021 - **FARAD Group**, an independent financial group specialized in providing B2B insurance and asset management services, **celebrates 20 years of successful business by presenting the new business path and a new image for its asset management business** in the sign of evolutionary continuity that has always characterized it.

After the sale of the Group's Management Company (ManCo) earlier this year, the Group intends to focus on two main growth sectors, life insurance (FARAD International) and asset management (FIA Asset Management). A return to the origins that FARAD Group aims to highlight by giving **greater importance in terms of brand to the acronym that has affirmed it on the market in recent years, FARAD.**

**FIA Asset Management** therefore **changes its name to FARAD Investment Management.** In parallel with the name change, the service offering by the asset management company has been reviewed and enhanced. The main focus going forward will be on portfolio management services and fund management services (with or without third party advisors) with two main evolutions. Firstly, FARAD I.M. aims to become a **full service investment manager** meaning that there is a willingness to **support clients** more broadly with their projects than previously and to accompany clients **all along the asset management value chain**, from idea generation to product implementation and management. Secondly, with the evolution of the regulatory context and client expectations, particularly regarding ESG and sustainable investments, FARAD I.M. has decided to **propose to its clients in-house developed GreenEthica Sustainable Scoring System.** This scoring system rates individual securities and investment funds in terms of sustainability rather than pure financial aspects. It helps portfolio managers and clients to understand the social and environmental impact of their investments.

Daniel Capocci, FARAD Group General Manager emphasized that: "The enhanced portfolio management services proposed by FARAD I.M. will **combine traditional or mainstream asset management services and FARAD I.M. sustainable expertise called "GreenEthica"**. The new FARAD I.M. is there to grow and build a win-win long term relation with our clients."

The Group profited from the name change to add to the FARAD I.M. bylaws a dedicated article on the importance of ESG criteria as a corporate. Marco Caldana, FARAD Group founder and Chairman commented: "FARAD Group is a B-Corp since 2017. The integration of the ESG criteria in FARAD I.M. bylaws should be seen more as a formalization of what we have been doing within the company for years than a change in the way we work. I am convinced that FARAD I.M. will be successful in proposing enhanced services to its clients. In an environment that is continuously more competitive, the quality of the services provided to your clients is the main differentiating factor."

**For the 2021-2023 period**, FARAD Investment Management intends to implement a development strategy focused on the **growth of its assets and client base with a spotlight on institutional and other professional counterparties** thanks to the **expansion of the services offered.**

Founded in 2001 with the aim of providing tailor made, innovative and efficient solutions to the growing needs of an increasingly sophisticated European institutional clientele, FARAD Group celebrates its birthday with positive results. The Group continues to attract new institutional clients with **continuously growing capital injections, recording assets under management of more than 3 billion euros.**

**FARAD Group**

*Established in Luxembourg in 2001, the independent FARAD Group ranks among the market leaders in the European insurance and financial sector. Through a cutting-edge platform of B2B services, developed over 20 years of activity, FARAD Group is able to provide highly customized innovative solutions meeting the needs of each individual client. Based in Luxembourg, FARAD Group it is also present in Italy with a branch of the insurance business. The international, multilingual and multidisciplinary team is made up of over 25 specialized professionals who work together to guarantee the customer high quality services.*

*In order to better support its core business, FARAD Group has specialized departments in the fields of asset management, risk and compliance, legal, project management, marketing, IT and administrative-accounting.*



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