

SYCOMORE AM STRENGTHENS ITS INVESTMENT TEAM WITH THE APPOINTMENT OF SENIOR GLOBAL ANALYSTS BRICE PRUNAS AND JESSICA POON

- Sycomore AM supports its expanding business with the recruitment of two global analysts specialised in fundamental research on international companies.
- This broader coverage of the research universe will enable the investment team to seize new, global investment opportunities.

Paris, October 19th 2017. Sycomore AM is pleased to announce the recruitments of Brice Prunas and Jessica Poon as senior global analysts; they will join the investment team, which now includes 19 professionals. These appointments will enable Sycomore Asset Management to broaden its research universe to include the United States and Asia and to strengthen its expertise, notably in the IT Services & Software, Technology and Consumer Goods & Services sectors worldwide.

Brice, 43, has close to 20 years' experience in the analysis of listed companies and has developed recognised expertise in IT Services & Software and Technology as a whole. After serving as a European Equity analyst at Oddo Securities for 11 years, he joined Exane BNP Paribas in 2010 where he was appointed Equity Analyst on listed stocks and Head of the IT Services & Software research team. Brice is a graduate of EM Lyon, where he specialised in Finance, and is a member of the *Société Française des Analystes Financiers*.

"We have known Brice as a sell-side analyst for many years and have always appreciated the depth of his analysis on the sectors he covers, his close relationships with industrial experts, and the strength of his convictions" says Emeric Préaubert, founding partner and co-head of investments.

Jessica, 43, has 20 years' experience in finance, including 10 within the asset management industry. Having begun her career in strategy consulting and investment banking in Hong Kong and New York (Arthur Andersen, J.P. Morgan, BearingPoint, Deloitte), Jessica has developed extensive expertise in the analysis of listed companies in London over the past 6 years, first at Toscafund Asset Management, then Investec Asset Management from 2012. Jessica, fluent in Mandarin Chinese, English and French, holds an MBA in Finance and Economics from the University of Chicago and a Bachelor of Business Administration in Finance and Psychology from the Chinese University of Hong Kong. She holds the CFA and CPA designations.

"Her international experience and culture, analysis capabilities, perfect knowledge of Chinese Mandarin and in-depth understanding of companies globally, notably in Asia, constitute real assets for the team" comments Cyril Charlot, founding partner and co-head of investments.

About Sycomore Asset Management

Founded in 2001, Sycomore AM is an entrepreneurial asset management company majority-owned by its founding partners and employees. As a specialist in listed company investments, Sycomore AM's expertise is driven by a field-approach and a proprietary fundamental research methodology. This model provides a framework for financial and extra-financial research, but also a dynamic database shared by the team of 19 fund manager-analysts, including 6 ESG (Environment, Social, and Governance) specialists. Their role is to assess the overall performance of a company in relation to its stakeholders: shareholders, clients, employees, suppliers, civil society and environment.

CONTACTS	
Florence Jolin Head of Marketing Sycomore Asset Management Tél. : +33 1 44 40 16 33 florence.jolin@sycomore-am.com	Laura Barkatz Steele&Holt Tél. : +33 1 79 74 80 12 laura@steeleandholt.com