



**BANQUE POPULAIRE
CÔTE D'AZUR**
BANQUE & ASSURANCE

Asset Management Mandate at Banque Populaire Côte d'Azur

Banque Populaire Côte d'Azur has chosen to entrust its Asset Management Mandate activities to 1818 Gestion.

"Developing a partnership with a major player in the financial markets, specialised in portfolio management for private investors and also within our group, seemed a good opportunity. Our advisers remain at the centre of the relationship with our customers, but they can now have the support of the financial expertise of a management company whose know-how and performance are renowned," explains Steffan Cuttaïa, Manager of the Private Banking division of the Banque Populaire Côte d'Azur.

"Our customers maintain their contractual relationship with us; this is simply a management transfer in order to provide our customers with a high quality service usually reserved for the largest capitals. All accounts and funds remain at Banque Populaire Côte d'Azur".

The increasing complexity of world financial markets, where volatility is now commonplace, requires ever more sophisticated resources and expertise. Choosing an expert management company is therefore essential: precision, professionalism and responsiveness are the key attributes for effective third-party asset management. "Asset Management Mandate is an investor's performance driver; the aim is to outperform benchmark indices through a selection of assets, funds and relevant and efficient securities, while ensuring risk assessment is performed at every stage," he adds.