

Formuepleje Group acquires Alfred Berg Denmark

Formuepleje Group's acquisition of 100 percent of the shares in Alfred Berg Denmark will result in a distribution partnership of Alfred Berg Group and its parent company BNP Paribas Investment Partners products in DK. The transaction is subject to the approval of the Danish Financial Supervisory Authority.

Cooperation creates value for the clients

Niels B. Thuesen, CEO for Formuepleje Holding, states: "It's the ambition that the clients of both Formuepleje and Alfred Berg will be offered a strong local platform and ultimately a more dedicated service. The partnership with Alfred Berg Group and BNP Paribas Investment Partners entails that we can offer our clients a wider range of investment products of international top quality."

Right partner

Alfred Berg Group and BNP Paribas Investment Partners emphasize that the sale of the Danish entity to Formuepleje and the distribution partnership imply that both will maintain their presence in Denmark.

Vincent Trouillard-Perrot, Nordic CEO for Alfred Berg Group says: "Our prime focus is to preserve the interest of those clients who have entrusted their assets to Alfred Berg Denmark. We are convinced that this transaction will benefit our existing clients by providing a stronger local setup, and a broader service offer to them."

Pascal Biville, Chairman of the Alfred Berg Group and Deputy CEO of BNP Paribas Investment Partners, says: "We believe that with the Formuepleje Group as a partner, we can continue to offer our full product range to Danish investors. Further, this partnership opens the possibility of a future mutual distribution for financial products of the Formuepleje Group, being distributed by the BNP Paribas Investment Partners."

Formuepleje (www.formuepleje.dk)

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Formueplejekoncernen består af Formuepleje Holding A/S, Formuepleje Management A/S og Formuepleje A/S, Fondsmæglerselskab. Koncernen blev grundlagt i 1986 og er i dag Danmarks største uafhængige formueforvalter og har op mod med cirka 30 milliarder kroner under forvaltning. Formuepleje har management- og forvaltningsaftaler med otte uafhængige investeringsselskaber, en investeringsforening samt en række private investorer, så samlet set varetager Formuepleje op mod 15.000 aktionærers interesser. Formuepleje har hovedkontor i Aarhus og en afdeling i Hellerup. Læs mere på www.formuepleje.dk

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About Formuepleje

Formuepleje was founded in 1986 and is today the largest privately held asset manager in Denmark. Formuepleje adds value to clients by offering investment solutions which seek to minimise conflicts of interest. Shared interests with investors and transparency in all components in the investment process are core values in delivering superior results to clients. Consequently, Formuepleje has no income from transactions. The Formuepleje Group consists of Formuepleje Management A/S and the two specialized



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