

## Press release

31 March 2011

### ALFRED BERG APPOINTS NEW NORDIC CEO

***Nordic asset manager Alfred Berg announces the appointment of Vincent Trouillard-Perrot as Nordic Chief Executive Officer. Effective 1 April 2011 Vincent Trouillard-Perrot will head up Alfred Berg's continued development as BNP Paribas Investment Partners' Nordic spearhead.***

Vincent Trouillard-Perrot has been with BNP Paribas since 1991. During the last 12 years he has held various positions in Asia for BNP Paribas Asset Management and BNP Paribas Investment Partners, including several CEO positions. He most recently comes from the position as CEO for the Hong Kong office and Head of the Asia Pacific regional hub.

"I'm very much looking forward to this challenge. With almost 150 years of Nordic history Alfred Berg has a solid market position. The company has a strong client base, well-performing products and an extremely competent team," says Vincent Trouillard-Perrot.

Vincent Trouillard-Perrot is replacing François Hullo who will now refocus his attention on BNP Paribas Investment Partners' institutional sales activities in Southern Europe.

"Vincent and I have been colleagues at BNP Paribas for more than 15 years and I know that in his Asian career he has successfully achieved exactly what we have set out to do here at Alfred Berg, namely strengthening the company's position in the top tier of the market," said François Hullo.

As he hands over the CEO responsibility to Vincent Trouillard-Perrot, François Hullo will take a seat on the board of Alfred Berg Asset Management AB to secure management continuity.

"I am extremely pleased to have this opportunity to maintain a strategic role in the further development of Alfred Berg," says François Hullo.

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#### FURTHER INFORMATION

Thomas Einfeldt, Nordic Head of Communication

Telefon +45 3396 1000

Email [thomas.einfeldt@alfredberg.com](mailto:thomas.einfeldt@alfredberg.com)

#### **ABOUT ALFRED BERG**

Alfred Berg is a Nordic asset management company with about 150 employees and EUR 16 billion in assets under management in fundamental equity and fixed income investment strategies. We are a part of BNP Paribas Investment Partners, which brings together the full palette of asset management expertise of the BNP Paribas group. Alfred Berg Asset Management AB is the parent company of the Alfred Berg group.

*Read more at [www.alfredberg.com](http://www.alfredberg.com)*

#### **ABOUT BNP PARIBAS INVESTMENT PARTNERS**

BNP Paribas Investment Partners is the dedicated autonomous asset management business of the BNP Paribas Group. BNP Paribas Investment Partners offers the full range of investment management services to both institutional and retail clients around the world. Central to the way we work is the concept of partnership – both in terms of how we behave as a family of companies and our relationships with our clients. Over 800 investment professionals work across our network of some 60 investment centres, each specialising in a particular asset class or type of product. With total assets under management of EUR 546 billion (USD 740 billion) as of 31 December 2010, BNP Paribas Investment Partners is the fifth-largest asset manager in Europe and the thirteenth-largest in the world.

*Read more at [www.bnpparibas-ip.com](http://www.bnpparibas-ip.com)*