

SKILLS

C O M M U N I C A T I O N

LET'S BRING YOUR STORY TO LIGHT



OUR MISSION

SUPPORTING LEADERS TO REACH THEIR TARGET AUDIENCES

OUR ADDED VALUE

INTERNATIONAL EXPERTS

All the specialties
to deploy your messages
and reach your
audiences

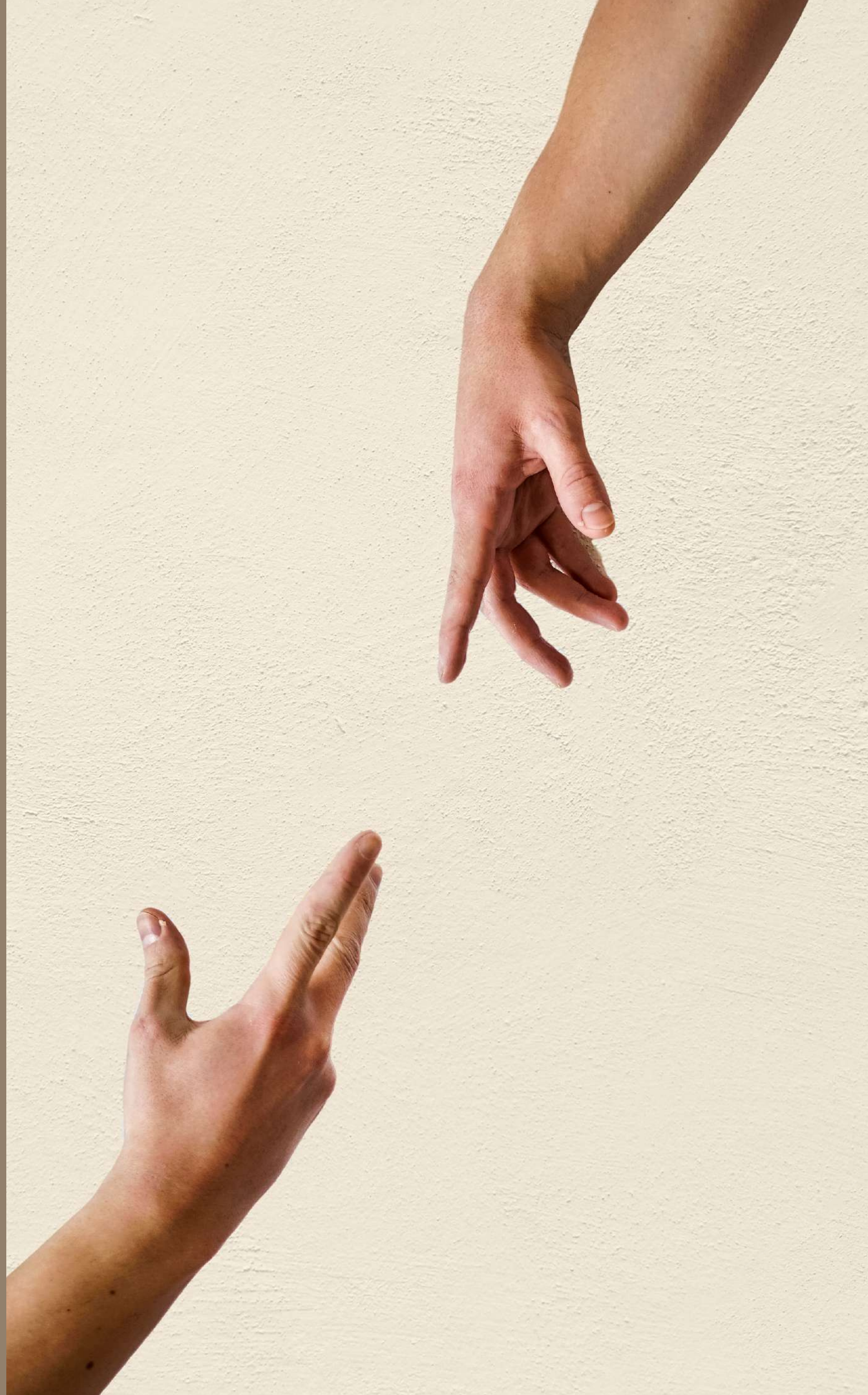
EXPERIENCED DIRCOMS

More than 20 years
of 360° communication
in large groups

YOUR STORY, OUR PASSION

An intimate knowledge
of your business to
help you convince your
contacts

OUR KNOW-HOW



CORPORATE COMMUNICATIONS

Strategy
Internal comms
Employer branding

BRAND & CONTENT

Brand Content
Brand platform
Visual and editorial identity

MEDIA & SOCIAL

Press relations
Influence & Social
Media Training

DIGITAL MARKETING

Website design
Web optimisation & SEO
Digital campaigns

OUR DIR COM & EXPERT PARTNERS



LAURENT
Fouding Partner
& Dir Com



GIANGI
Media
& PR Italy



BERTRAND
Branding
& Advertising



ALEXANDRA
Dir Com



JOY
Media
& PR UK



PIERRE
Digital Strategy



CATHERINE
Dir Com



JOSEF
Media
& PR Germany



MARIE-JOSÉ
Events



ROBIN
Dir Com



SUSANA
Media
& PR Spain



MAXIME
Graphic Design
& Visual Com



BRIGITTE
Dir Com



RENAUD
Video &
Film Producer



VLADIMIR
Web Developer
& Integrator

OUR CLIENTS



CORPORATE COMMS

ENGAGEMENT CREATORS



COMMS STRATEGY

Drive your image strategy and enhance your impact

We identify your strengths, your convictions, your business and image ambitions to showcase your message better.



EMPLOYER BRANDING

Retain talent by reflecting your real image

Using content and engagement strategies, to align your commitments, your achievements and the opportunities you offer to staff.



INTERNAL COMMS

Make your employees become your best ambassadors

Ensuring the greatest possible engagement among your staff.



UTILISER LES LEVIERS QUALITATIFS POUR CONSOLIDER NOTRE CROISSANCE

LES WORKING GROUPS : DÉCOUVREZ-LES !

- SIMPLIFICATION**
 - Faciliter sur le vif les clients avec contrôle des risques rigoureux
 - Prioriser nos tâches
- DÉLÉGATION DE POUVOIR**
 - Faciliter les collaborateurs acteurs de la stratégie
 - Développer le potentiel de chacun
- ANTICIPATION**
 - Mieux s'adapter aux différents changements d'environnement
 - Développer notre veille réglementaire et de concurrence
- PRISE DE DÉCISION**
 - Élargir et clarifier le pouvoir décisionnel
 - Simplifier la mise en œuvre efficace des décisions
- PRIORITÉ CLIENT**
 - Maîtriser la commission de client
 - Faciliter la diffusion de la culture client en interne
 - Améliorer l'expérience client

DES IDÉES, VOUS SOUHAITEZ PARTICIPER ?
Contactez dès maintenant un leader de groupe !

CE QUE VOUS POUVEZ GAGNER ?
Des accélérations rapides seront remis à tous les membres des Working Groups au Tournoi de fin d'année

LES PROCHAINES ÉTAPES DU PROJET ?
Présentation des guides remis au directeur dès fin septembre

LIVRE BLANC

ÉDUCATION FINANCIÈRE

Des épargnants éclairés, acteurs de l'économie de demain

SEPTEMBRE 2019

afg
association française
d'éducation financière

cpr

A GROWING INTERNATIONAL RECOGNITION

00:14 03:32

CANDRIAM
A NEW YORK LIFE INVESTMENTS COMPANY

CSR at the heart of what we do

A blueprint for action

2022

5.8M€
DONATION SINCE 2018

Responsible citizens

"At Candriam, philanthropy is deeply embedded into our corporate culture as opposed to being just a box ticking exercise."

Philanthropy.

Helena Colle
Global Head of Corporate Development

Portrait à venir ?

What characterizes Candriam's approach to philanthropy?
The Candriam Institute for Sustainable Development leads the company's philanthropic initiatives as an extension of its sustainable investing goals. We see philanthropy as very complementary with our ESG investment commitments. Candriam staff have been involved in philanthropic projects for over 20 years. It is part of our culture, not just an add-on.

How does Candriam choose which activities to support?
We have a two-pronged approach, with high staff involvement.
• The **Candriam Institute Board** (composed of Candriam staff), supported by Candriam experts, looks actively for organizations across Europe and beyond with whom we can build long term partnerships in the areas of ESG Education & Research, Social Inclusion, Environmental Protection and the Fight Against Cancer.
• Furthermore, via the annual **"Helping those who Help"** campaign, which has become a true part of our identity, we ask our staff to suggest **grass roots initiatives from their local communities**, which they think could benefit from Candriam's support. These would be groups that they know of personally and perhaps have worked with.

Candriam has a considerable **focus on social inclusion** and is especially interested in programs that empower and support children, teenagers and young people from economically or socially deprived backgrounds. Leveraging their expertise in developing talent, Candriam's HR staff is actively involved in the follow-up of these projects.

Candriam has recently boosted its **environmental program** by actively supporting initiatives, such as ecosystems restoration and reforestation. A dedicated working group, including staff with expertise in environmental trends and countries' natural capital, was set up to select and monitor these initiatives.

For all the projects that we support, we undertake due diligences to ensure that the initiative do not only meet the Candriam Institute standards and criteria, but will also be able to deliver what they promise.

10% of net management fees earned on several sustainable and thematic strategies set aside for the Candriam Institute's Initiatives from Morningstar at the end of 2020.

CANDRIAM INSTITUTE
FOR SUSTAINABLE DEVELOPMENT

ESG EDUCATION & RESEARCH

SOCIAL INCLUSION & COMMUNITY

ENVIRONMENT

FIGHT AGAINST CANCER

THE INSTITUTE

The Candriam Institute for Sustainable Development

We combine Responsible Investing with philanthropy in our work with communities to help build a society which leaves no one behind.

MORE

BRAND & CONTENT

AWARENESS CREATORS

STORYTELLING

Showcase your brand and create awareness

We have a passion for stories. Yours is unique. We will help you tell each chapter of your story, while reaching your priority audience.

BRAND CONTENT

Bring your brand to light by expressing your convictions

Our editorial experts understand your businesses. They will help you tell your stories and opinions to reach and retain your target audience.

BRAND STRATEGY

Assert your brand's strength and vision

By your side to claim your brand identity in alignment with your history and your strategic ambitions.



INÈS de DINECHIN
CEO
Aréainvestors France

What can explain the growing appeal of 'real' assets, like property and infrastructure, compared to publicly-traded listed assets such as bonds and equities?

In part, it is because **real assets offer investors a closer connection with their capital**—given them a sense that their money is helping finance activity that is good for economies and societies. They have, for instance, a more direct, a 'felt', impact. The fact is not by doing liquid assets have their advantages, they are more diverse, while the growth of electronic trading and other technologies have led to easier market access and high levels of transparency. All this is, however, not enough to explain the difference among many investors about the gap that often exists between a company's market value and their true value: a trend highlighted by the rise of technology stocks in recent years, which made the difference between the two even more obvious. Meanwhile, in Brazil, a decade of easy monetary policy has created a situation where our average of the market now carries negative yields – or, to put it another way, investors are being asked to lend companies and governments to lend them money **so, beyond the emotional appeal of real assets, their growing appeal to investors is rational financially**. In short, real assets are an exciting area of opportunity for investors who appreciate their characteristics.

But what does the real asset class encompass and why is it so popular?

22

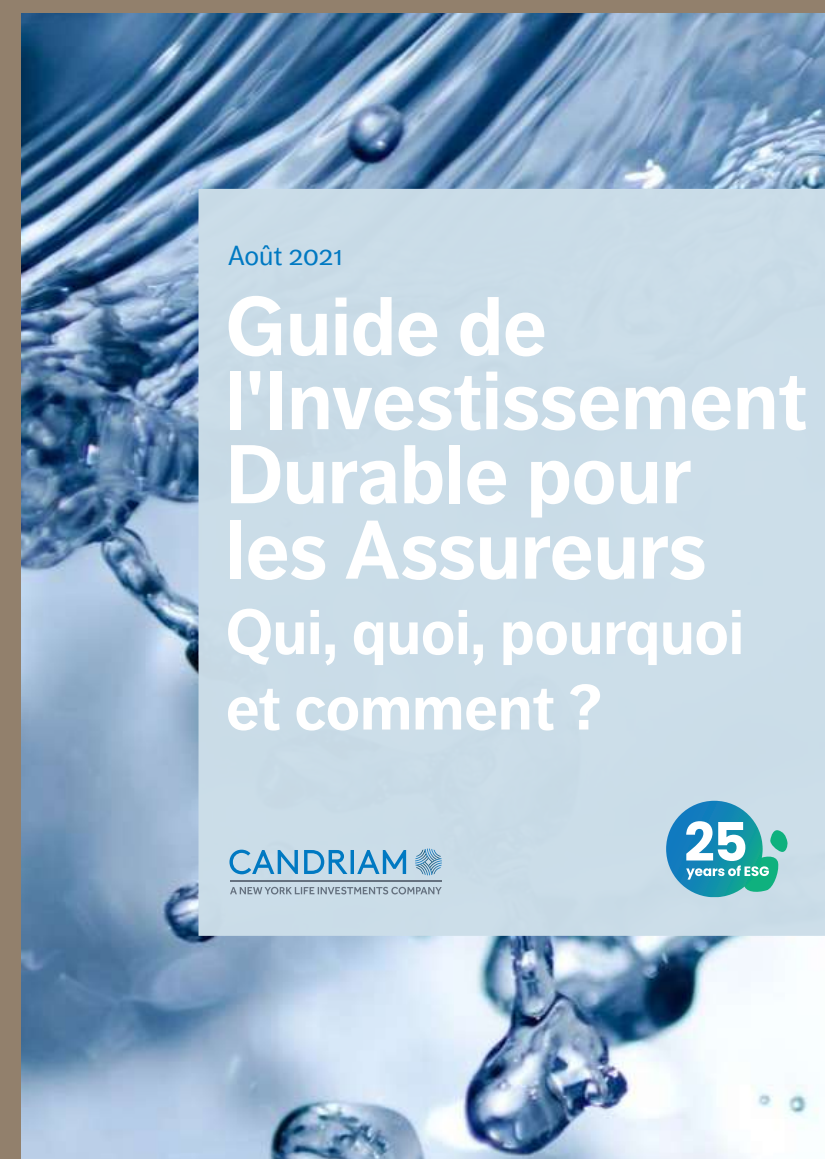
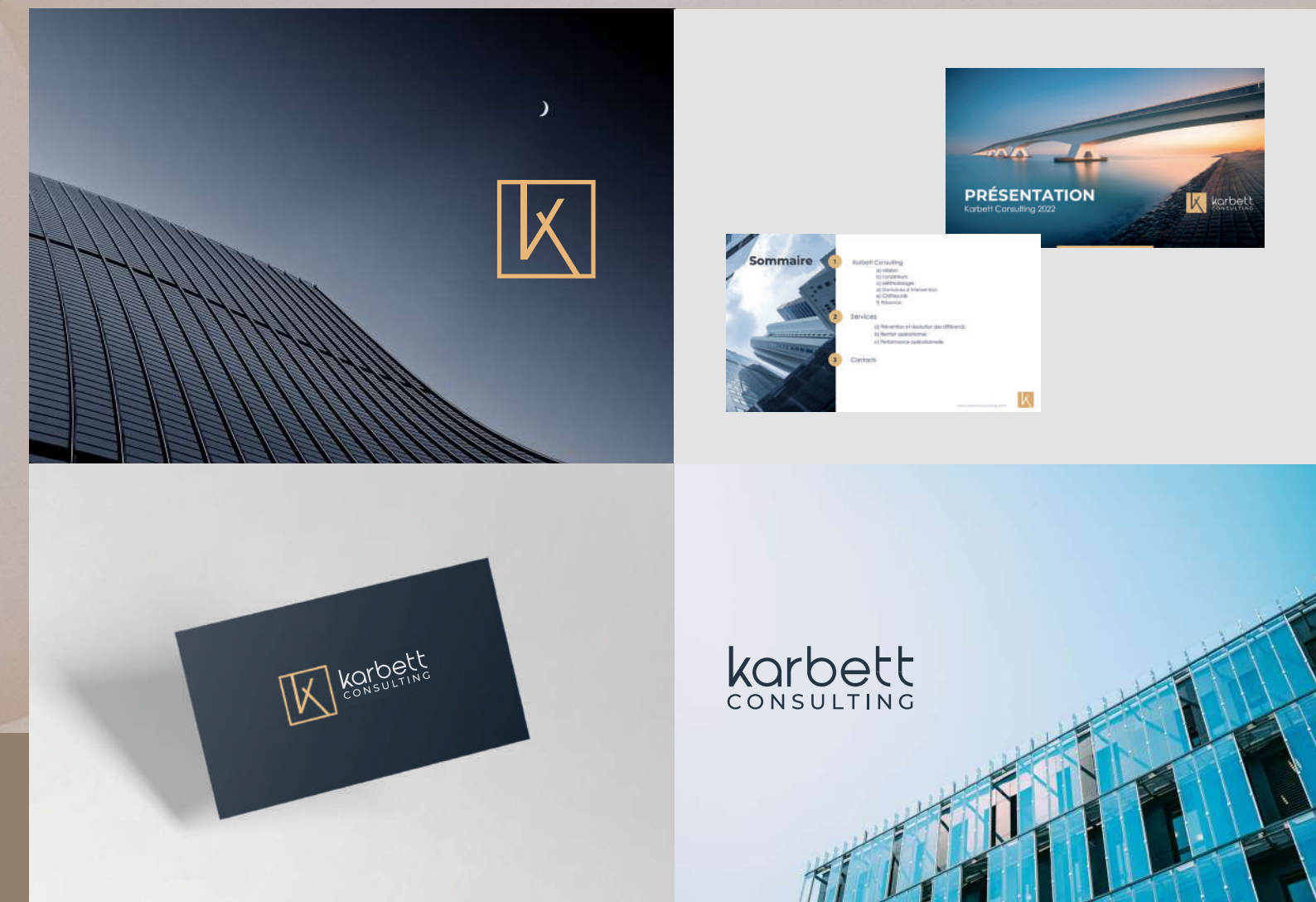


ASSEMBLÉES GÉNÉRALES **775** RÉOLUTIONS VOTÉES EN 2018 **11 432**

POUR UNE POLITIQUE DE VOTE ENTRE DIALOGUE ET ACTIVISME

CAMPAGNE
"AIDONS CEUX QUI
AIDENT" 2016-2017 **100 000 EUR**

POUR L'EXEMPLARITÉ



MEDIA & SOCIAL

INFLUENCE CREATORS



INTERNATIONAL PRESS RELATIONS

Create lasting relationships with international media and increase your visibility

We will set up a media strategy encompassing press, digital and social media.



MEDIA TRAINING

Reinforce natural eloquence to deliver memorable messages

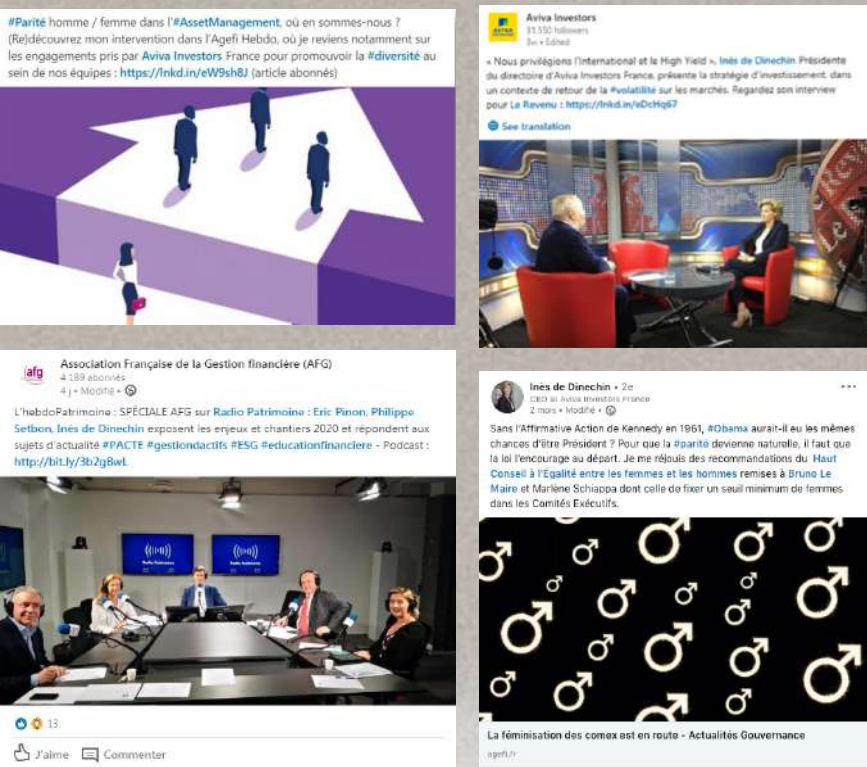
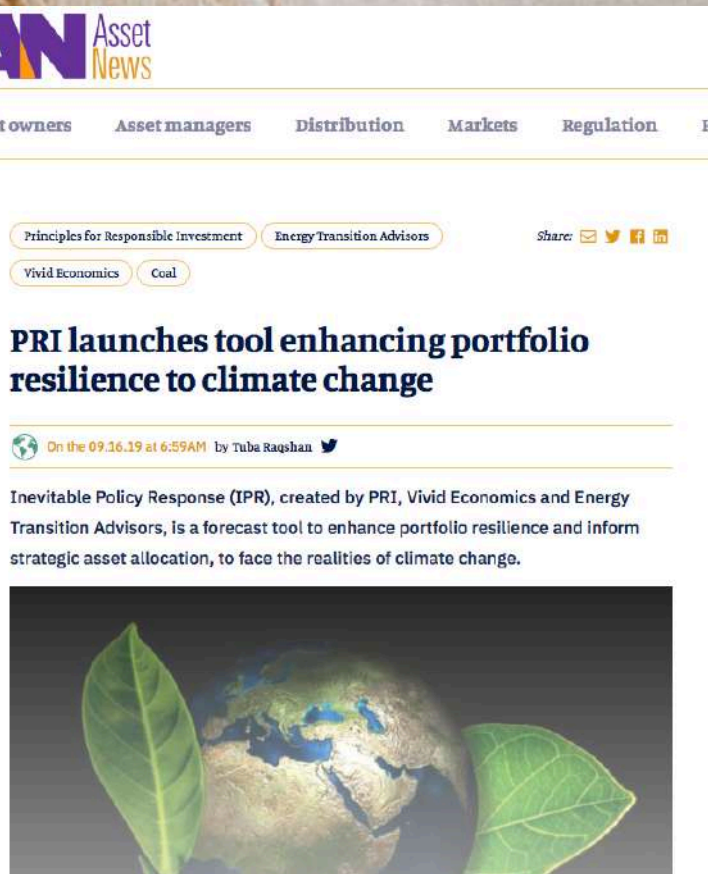
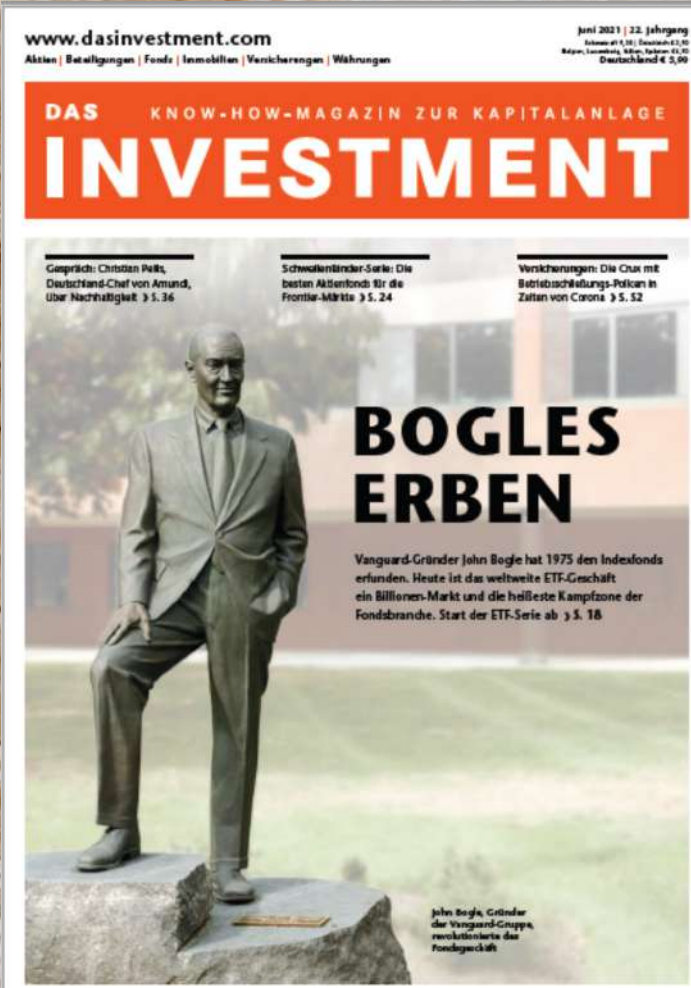
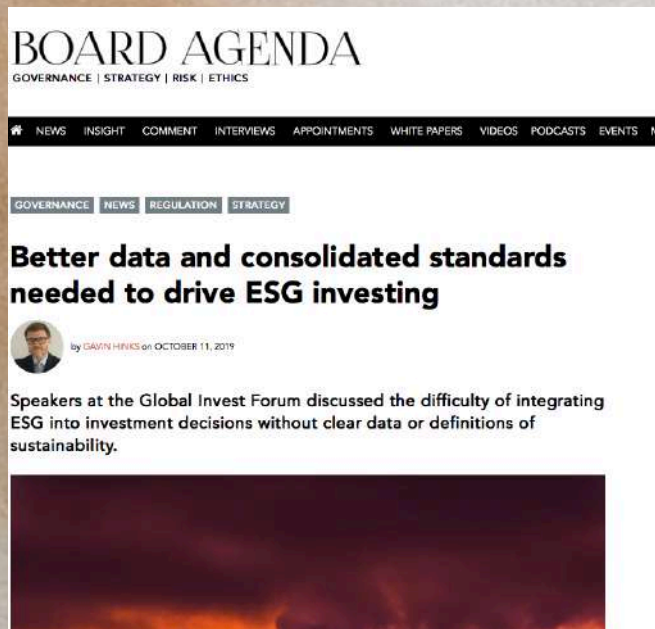
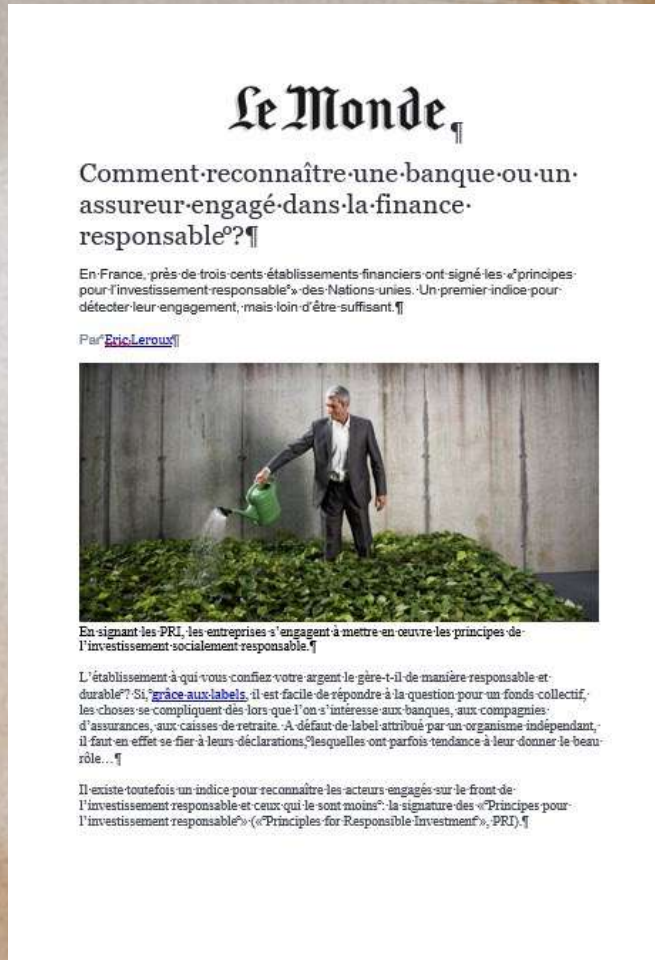
The success of an effective speech or interview lies in the knowledge of your audience and your core message.



INFLUENCE & SOCIAL MEDIA

Leverage the opportunities of this multi-channel platform

We will guide you in decrypting this environment and embrace the platforms best suited to your image and business ambitions.



DIGITAL MARKETING

DEVELOPMENT CREATORS

WEBSITE DESIGN AND OPTIMISATION

Inform, build loyalty, raise awareness and acquire new customers

Make your website a real conquest tool that will carry the values of your brand and tell your story.

WEB CONTENT

A successful digital strategy depends on the quality of your content

Our international content experts will help you create and broadcast your content effectively.

SEO AND LEAD GENERATION

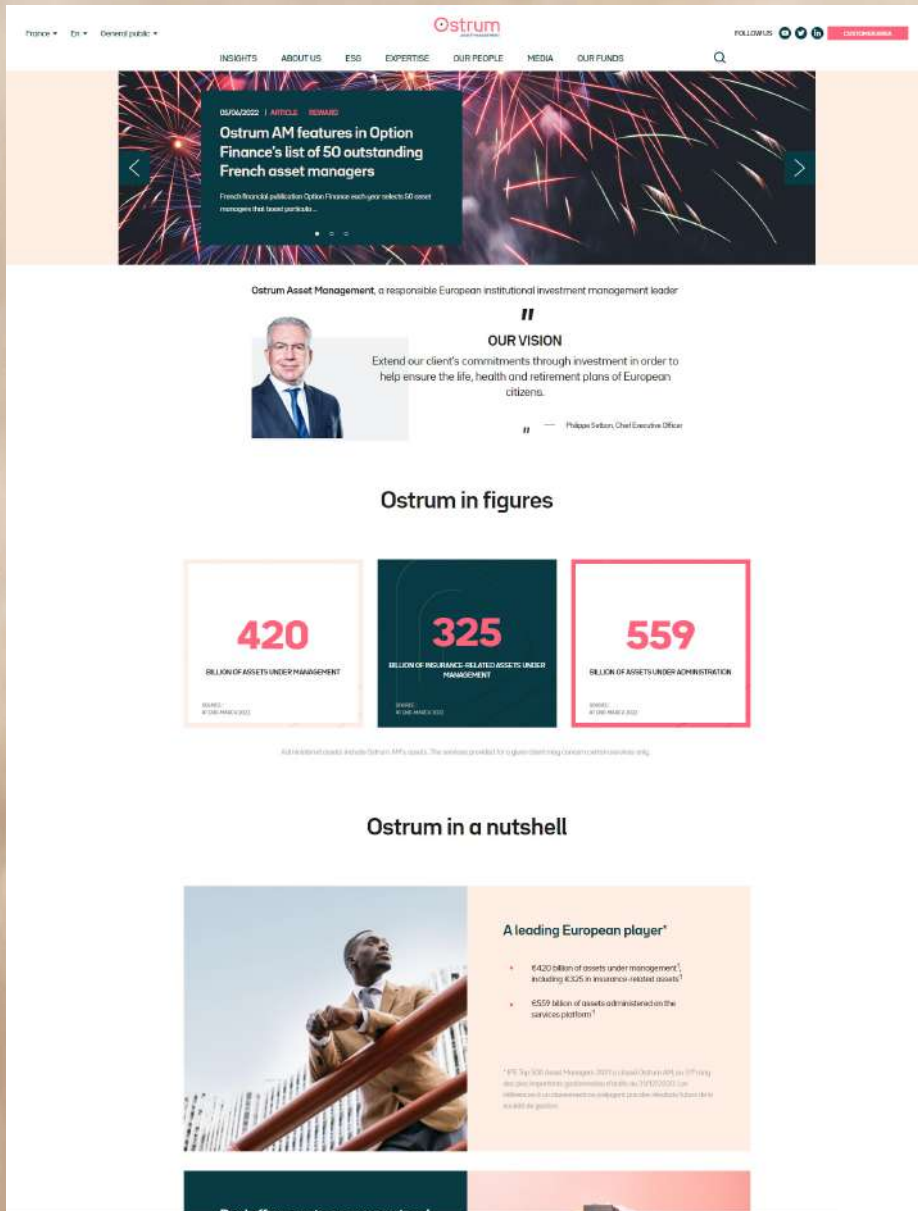
Grow your visibility and measure the ROI on your digital investments

SEO attracts prospects to your website and helps convert them into business.

DIGITAL CAMPAIGNS

A better web visibility via sponsored campaigns

We will help create and track search-engine optimised advertising campaigns.



Présentation

Karbett Consulting est un **cabinet international indépendant** spécialisé dans la gestion et l'appui aux situations critiques, dans le cadre de projets complexes.

NOUS DÉCOUVRIR

Présentation

Karbett Consulting est un **cabinet international indépendant** spécialisé dans la gestion et l'appui aux situations critiques, dans le cadre de projets complexes.

NOUS DÉCOUVRIR

Engagements

L'excellence pour ambition

Évaluation des situations critiques dans toutes leurs dimensions, adaptée à votre problématique

Prévention et résolution des différends

Renfort opérationnel

Performance organisationnelle

Méthodologie

Originalité et itération

A partir d'une longue expérience terrain de gestion de grands projets à fort enjeu et de 18-20 ans d'expertise internationale, Karbett Consulting a éprouvé une méthodologie performante, qui met vos besoins au centre de ses missions par une approche itérative, réactive et agile.

BOUCLE DE PERFORMANCE

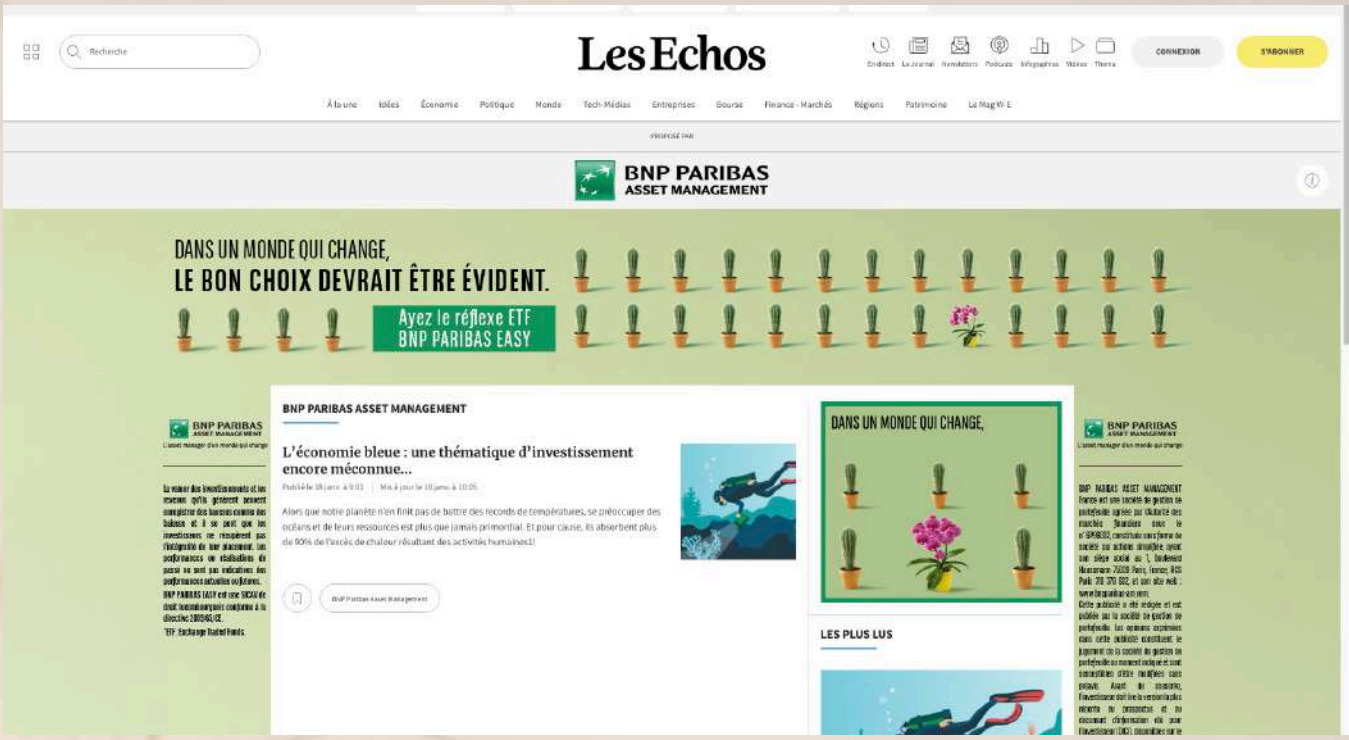
Services

La maîtrise durable des situations critiques

Prévention et résolution des différends

Renfort opérationnel

Performance organisationnelle



When Private Equity transforms business and fosters innovation

Register & Access Next PE Summit

Private Equity is here to stay: Buyouts transform and consolidate whole industries while venture capital fosters research and innovation. The Private Equity Summit Series provides high level analysis and networking opportunities with leading Private Equity and Private Debt fund managers and executives.

KEY FIGURES

86 speakers

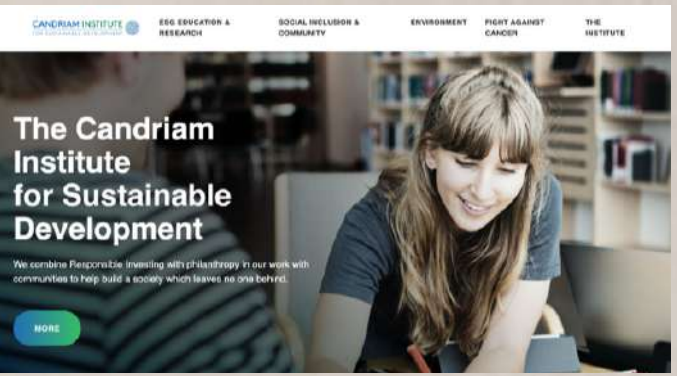
27 countries represented

24 different angles (panel topics) brought to explore PE and PD opportunities

60% C-levels

56%* think 2021 will be a good PE Vintage year

70%* think ESG integration is an urgent priority to generate value



SIA SUSTAINABLE INVESTMENT IN ACTION

AWARDS FOR IMPACT INVESTING

SIA a été créé pour apporter reconnaissance, engagement et soutien financier aux projets à impact, menés par des investisseurs européens. Ces awards seront présentés à la conférence « Finance & Impact » - Paris, 3 mai 2022.

Présentez vos projets à impact avant le 15 décembre 2021.

SustainableInvestmentInAction.com



Responsible Investment Live

Paris, May 19, 2021

European Investors acting for a responsible future

INTERNATIONAL INITIATIVES

SKILLS is in the heart of a network of influential partners in the investment sector (Media, Investors, ESG influencers and Researchers) all interested in exchanging expert views.

Our teams produce diverse international initiatives gathering global experts to propose solutions for a sustainable future.

Thanks to our knowledge of the financial industry's expert topics and our network of partners, SKILLS is thus able to generate added-value contacts and high-visibility tribunes for its clients.

