



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



VALÉRIE
Dir Marketing



CATHERINE
Dir Com



JOSEF
Media
& PR Germany



MARIE-JOSÉ
Events



ROBIN
Dir Com



SUSANA
Media
& PR Spain



PIERRE
Digital Strategy

OUR CLIENTS

L'AGEFI

Amundi
ASSET MANAGEMENT

AVIVA
INVESTORS

BRYAN, GARNIER & CO
The European Growth Investment Bank

BNP PARIBAS
ASSET MANAGEMENT

Axipit
Real Estate Partners

CANDRIAM
A NEW YORK LIFE INVESTMENTS COMPANY

cpr
asset management

METORI
Capital Management

Ostrum
ASSET MANAGEMENT

PRI Principles for
Responsible
Investment

NATIXIS

SOCIETE GENERALE
Corporate & Investment Banking

**LA BANQUE
POSTALE**
ASSET
MANAGEMENT

HSBC
Asset Management

BizLink

Cerba HealthCare

MPO

Telemecanique
Sensors

Prosperité Fermière
INGREDIA

playgiga

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

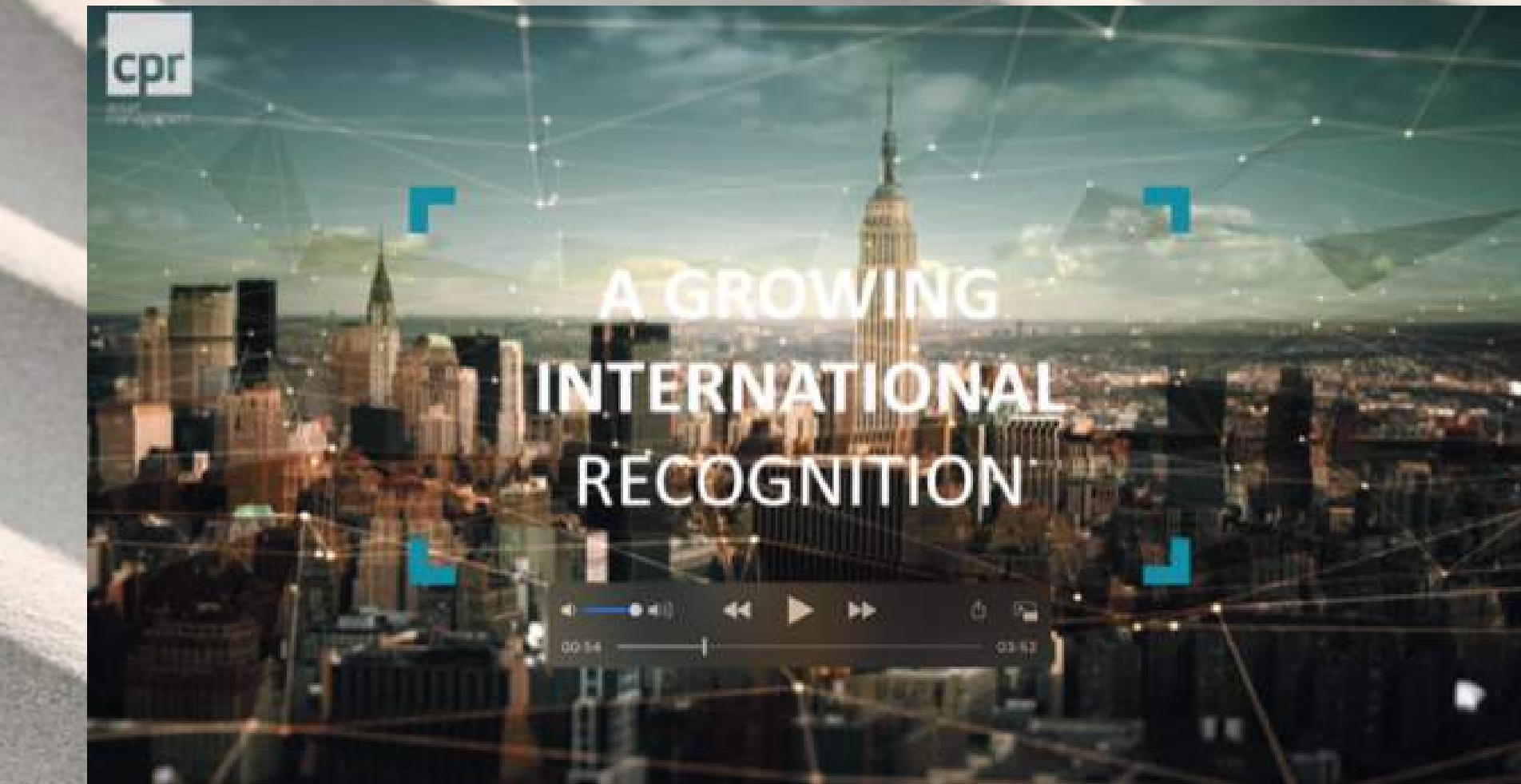
Using content and engagement strategies, to align your commitments, your achievements and the opportunities you offer to staff.



INTERNAL COMMS

Make your employees become your best ambassadors

Ensuring the greatest possible engagement among your staff.



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."

Helena Colls
Head of Corporate Development

Philanthropy.

What does Candriam's approach to philanthropy?
The Foundation's activities are guided by the belief that giving can have a positive impact on society. It is also committed to supporting projects that help to build a more sustainable future. The Foundation's approach is based on the principles of transparency, accountability, and social responsibility. It aims to support projects that promote social inclusion, environmental sustainability, and economic development.

How does Candriam choose which entities to support?
The Foundation's approach is based on the principles of transparency, accountability, and social responsibility. It aims to support projects that promote social inclusion, environmental sustainability, and economic development.

10%
of its management fees are used to support social and environmental projects for the benefit of society.

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

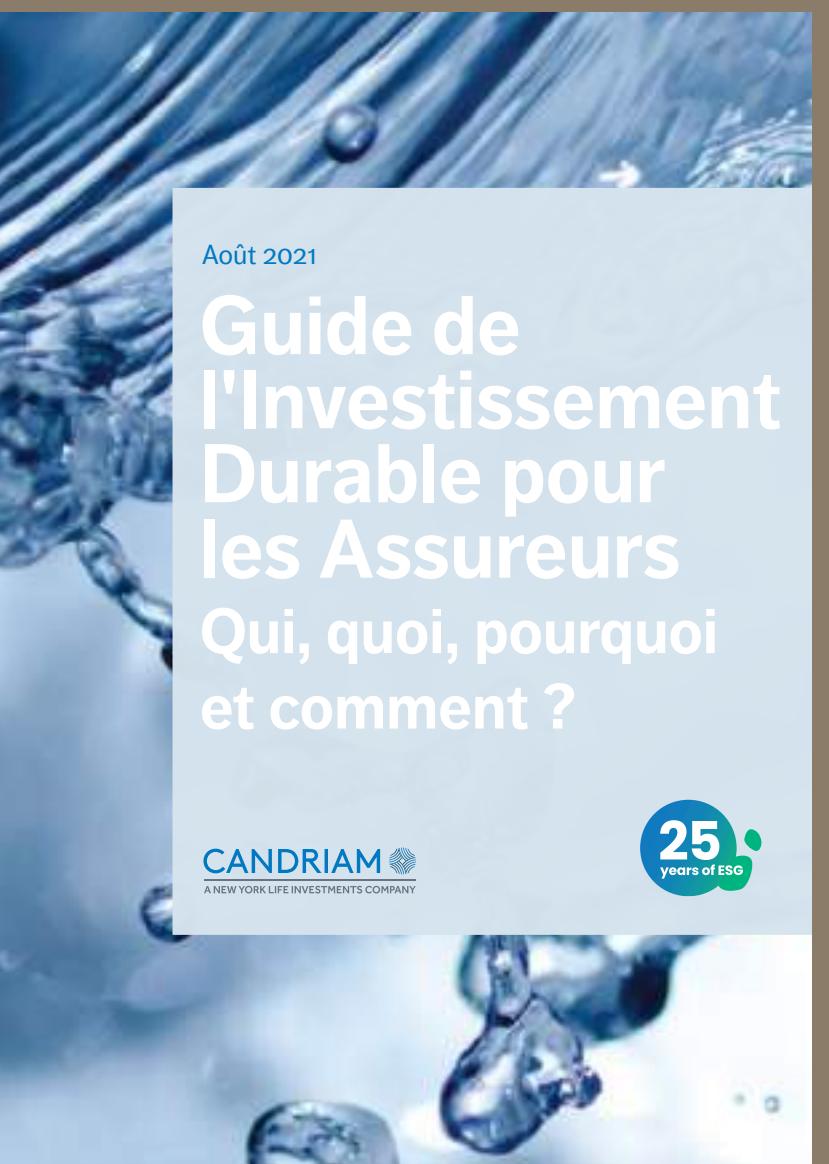
Bring your brand to light by expressing your convictions

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.



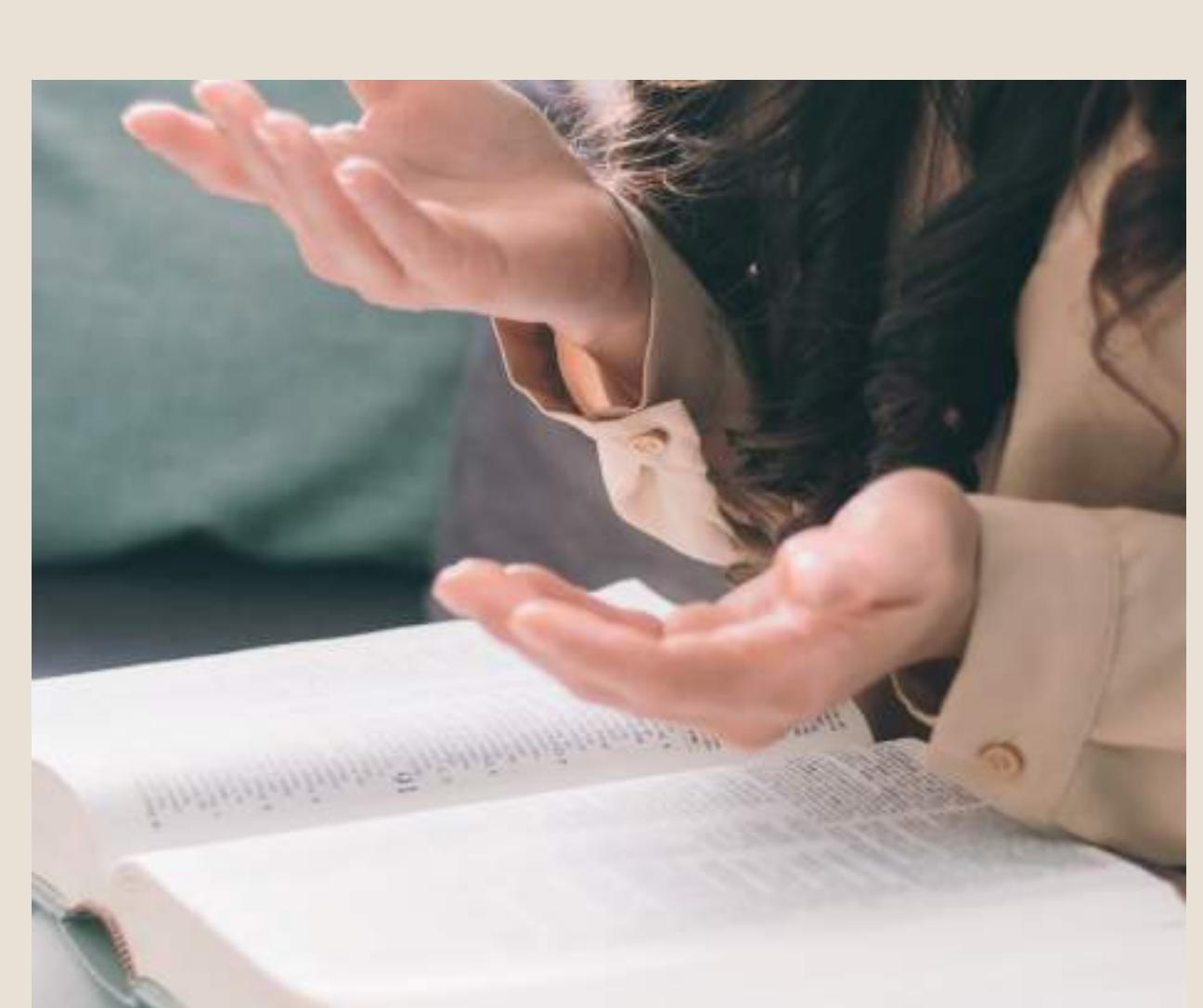
MEDIA & SOCIAL INFLUENCE CREATORS



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.

Les Echos GESTION D'ACTIFS

PRI : la finance verte à l'épreuve des actes

Les invités

Ne pas négliger l'impact social de la transition énergétique

Le Monde

Comment reconnaître une banque ou un assureur engagé dans la finance responsable ?

DAS KNOW-HOW-MAGAZIN ZUR KAPITALANLAGE INVESTMENT

PRI SETZT AUF SOZIALE GERECHTIGKEIT

BOARD AGENDA

Better data and consolidated standards needed to drive ESG investing

Absolut Impact

PRI launches tool enhancing portfolio resilience to climate change

Les Echos

► 17 avril 2018 - N°22678

GESTION D'ACTIFS Innovation : le retour des apprentis sorciers

LA CHRONIQUE

« Inès de Dinechin



tisseurs éclairés sont sommés de rompre avec leurs habitudes pour faire place aux moteurs de performance pratiqués par les hedge funds. Avant que cet engouement ne prenne plus d'ampleur, une clarification s'impose.

Des positions longues et courtes combinées

L'environnement de taux faibles pousse les acteurs de la finance à innover. L'innovation est un moteur essentiel de la recherche de rendement, mais n'a de sens que si elle conserve une vision fondée sur l'économie réelle. Depuis quelques temps, les primes de risque alternatives regroupent des portefeuilles combinant positions longues et courtes (long/short) ou des stratégies de couverture. Par exemple, la prime de risque de portage sur devises consiste à être long sur les devises à taux d'intérêt élevé et court sur les devises à taux d'intérêt faible. Citons aussi le portage sur volatilité, la modélisation comportementale ou encore le cross-section momentané.

Inès de Dinechin est présidente du directoire d'Aviva Investors France.

Ces facteurs implicites servent à régler les stratégies quantitatives,

Actions Aviva Investors

Aviva Investors France présente la stratégie d'investissement 2020

skillscommunication

SIA impact investing Awards 2022: 4 more weeks to submit a project !

We have postponed the deadline to submit impact projects to SIA Awards 2022. You have until January 14, 2022 to submit the completed questionnaire. If you wish to participate, you can let us know as soon as you have made your decision the name of the project you will present and the category of Awards chosen.

Aviva Investors

Inès de Dinechin, présidente du directoire d'Aviva Investors France fait le point sur l'importance de l'engagement #ESG au sein de la gestion d'actifs dans une tribune pour Les Echos. Lire l'article ici : <https://lnkd.in/eeeZ2KA>

See translation

« Tous les gérants de portefeuille vont devenir des activistes soucieux des critères environnementaux, sociaux et de gouvernance. »

Inès de Dinechin
Présidente du directoire d'Aviva Investors France

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.



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.



GLOBAL INVEST
FORUM



Responsible
Investment^{live}



PRIVATE EQUITY
SUMMIT SERIES



SUSTAINABLE IMPACT
IN ACTION