

Press Release

## Amundi Hellas “Meet the Experts” Event

**More than 25 institutional clients of Amundi Hellas were informed about the Products, the Prospects and the Strategy of the Convertible Bonds from the Amundi Group’s Executives**

**Athens 25/10/2011-** Amundi held today the 4<sup>th</sup> “Meet the experts” event where Amundi Group’s specialized executives addressed the company’s clients in Greece. During the event, participants had the chance to get introduced to Amundi’s know-how and expertise in Convertible Bonds, which are an attractive alternative in the current uncertain economic environment. Amundi offers its clients the opportunity to participate in this bond market through Amundi Funds Convertible Bonds.

Amundi Funds Convertible Europe is managed by a team with a **22-year track record** in the Euro/Europe convertible bond universe. The management team had **€2.7 billion in assets under management** at end-June 2011. Pierre Luc Charron, Head of convertibles and the fund’s manager, explains: *“ One of our fund’s strong points is that it benefits not only from the expertise of the Equity teams, particularly in volatility, but also from the recommendations of the Fixed Income team for selecting issuers or anticipating the impact of a rating change.”*

Convertible bonds **are a particularly attractive asset class**, enabling investors to benefit from the upside potential of equity markets while offering a relative degree of protection in the event of a downturn through their bond component. Their structure gives holders the flexibility to exchange bonds issued by a company for a predefined number of shares in the same company over a given period. Despite pressures on financial markets, convertible bonds have therefore been standing up well in the current environment.

**Mr. Spiros Kritikopoulos**, CEO, Amundi Hellas, stated the following; “With great pleasure we organised another “Meet the Experts” event, focusing on Amundi Funds Convertible Europe advantages. The fact that this event took place for the 4<sup>th</sup> time in Greece depicts that the creation of close relations with our clients and the development of their knowledge around our products and services is one of Amundi’s most important goals”.

The **“Meet the Experts”** events, which take place in countries that Amundi Group is operating, aim to offer in a regular basis the chance to distributors and institutional clients to come in contact with Amundi’s fund managers and investment specialists and strengthen their relations.

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## **About Amundi Hellas**

*Amundi Hellas is the wholly owned subsidiary dedicated to the Greek market of Amundi Group, the combined asset management arm of two major banking groups: Crédit Agricole and Société Générale. Amundi Group ranks second in Europe (1) and among the top ten global players in asset management (1) with €691.9 billion under management (2). Located at the heart of the main investment regions in more than 30 countries, Amundi offers a comprehensive range of products covering all asset classes and major currencies.*

*Amundi Hellas has the possibility to provide retail clients with investment solutions, according to their investment profile, and, offer high quality investment services to institutional clients in order to fulfil their investment targets through diversified solutions creating long-term trust relations.*

[www.amundi.com](http://www.amundi.com)

*(1) Source: IPE «Top 400 asset managers active in the European marketplace » published in July 2011 (data as at December 2010)*

*(2) Amundi, (data as at 30 June 2011)*

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