



## **PRESS RELEASE**

### **Announcing a new phase of development for DeA Capital's Alternative Asset Management platform and the rebranding of the two asset management companies**

*Milan, 9 October 2017* – **DeA Capital S.p.A.** has announced the change of name of two asset management companies it controls. IDeA Capital Funds SGR S.p.A., one of the two major independent asset managers in the private equity sector in Italy, will change its name to **DeA Capital Alternative Funds SGR S.p.A.**, while IDeA Fimit SGR S.p.A., Italy's leading real estate asset management company, will be renamed **DeA Capital Real Estate SGR S.p.A.**

**DeA Capital's** strategy is to present itself as the main operator in the **Alternative Investment** sector in Italy, both in terms of total assets under management (over EUR 11,500 million), and its product range (with over 50 investment funds in the various asset classes: Real Estate, Private Equity, Non-Performing Loans), with some 200 professional staff, revenues of around EUR 60 million and an EBITDA of approximately EUR 20 million.

The DeA Capital platform, which has been developed over the years via the creation of IDeA Capital Funds (2006) and the subsequent acquisitions of First Atlantic Real Estate SGR (2008) and FIMIT SGR (2011), seeks to position itself as the benchmark operator for Italian institutional investors in the Alternative Asset Management sector.

The rebranding marks the start of a new phase of development for the platform, which is also planned to be rolled out abroad, in line with the De Agostini Group's natural international vocation.

Moreover, DeA Capital is committed to operating in accordance with the best practice of the major international managers, by offering investment products with one, widely recognisable brand.

One of the priorities of the new platform will be to strengthen fund-raising capacity, particularly at global level, by offering investors a unique proposition with integrated investment opportunities.

The combination of product innovation, methods of execution and the new development initiatives provide a clear indication of the planning encapsulated in the various segments of the platform.

"This year, DeA Capital celebrates ten years in existence, and has become the most important Alternative Asset Management platform in Italy. We have achieved this positioning thanks to the wide range of products offered to over 450 Italian and international investors who have chosen to invest on our private equity and real estate platforms. The percentage of foreign investors has gradually increased, and this represents a vote of confidence in our company and in Italy. By putting ourselves forward as an integrated operator able to offer a broad spectrum of products in alternative asset management, we can further develop our platform in a dynamic manner, and we intend to strengthen the group's common identity by means of this rebranding", said **Paolo Ceretti, CEO of DeA Capital S.p.A.**

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**DeA Capital Real Estate SGR S.p.A.**

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**DeA Capital ([www.deacapital.it](http://www.deacapital.it))**. DeA Capital S.p.A., a De Agostini Group company, is one of Italy's largest alternative investment operators, with assets under management of approximately EUR 11.5 billion. The Company, which operates in both Private Equity Investment and Alternative Asset Management, is listed in the STAR segment of the Milan stock exchange