



Press release
Paris, 6 February 2024

Anne-Laure Gelot appointed Head of Marketing, Communications and CSR of the LBP AM Group

LBP AM announces the appointment of Anne-Laure Gelot as Head of Marketing, Communication and CSR for the LBP AM Group, effective 1 January 2024.

Anne-Laure Gelot, a member of the Executive Committee of La Financière de l'Échiquier (LFDE), in charge of marketing and communications for the past four years and a member of the CSR Committee, now sees her responsibilities extended following LBP AM's acquisition of LFDE in July 2023.

In her new position, she will be tasked with supporting the LBP AM Group's ambitious development strategy by promoting the three brands of the new entity – LBP AM, LFDE and Tocqueville Finance – in France and Europe. Anne-Laure Gelot will also contribute to strengthening the Group's commitment to social and environmental responsibility, an essential component of its positioning as a key player in sustainable finance.

Emmanuelle Mourey, Chairman of LBP AM's Management Board and LFDE's Board of Directors, said: "This appointment comes as a new chapter opens in the history of LBP AM and La Financière de l'Échiquier. With her background, her human qualities and the depth of her expertise, Anne-Laure has all the skills required to support the rollout of the Group's strategy in both France and Europe, and to orchestrate its impact."

Anne-Laure Gelot, Head of Marketing, Communication and CSR of the LBP AM Group, said: "This new, multidimensional and European position is immensely exciting. And my enthusiasm and determination are all the greater because I know I can count on a strong and experienced team to help me accomplish it."

Joining La Financière de l'Échiquier in 2016, Anne-Laure Gelot was appointed Head of Communications, Marketing and Customer Service, and joined the Executive Committee in 2019. A graduate of ESSEC and the French Society of Financial Analysts (SFAF), Anne-Laure Gelot has over 25 years' expertise in asset management. After ten years of buy-side financial analysis at Banque du Louvre and Exane, Anne-Laure turned to marketing at Axa IM in 2006, before joining Groupama Private Equity in 2008, in charge of investor relations and marketing.

A photo of Anne-Laure Gelot is available on request, please do not hesitate to contact us.

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About LBP AM (www.lbpam.com)

LBP AM is 75% owned by La Banque Postale and 25% by Aegon Asset Management. As a key player in multi-specialist conviction-based asset management and sustainable finance, LBP AM capitalises on its own capabilities and those of its subsidiaries Tocqueville Finance and La Financière de l'Echiquier (LFDE) to offer a broad range of open-ended funds, dedicated solutions and mandates to its clients – institutional investors, insurers, mutual insurers, large corporate clients and external wholesale. AM has five investment divisions: real & private assets; multi-assets & absolute return; quantitative solutions and equity management via Tocqueville Finance; and collective & private management via LFDE. As of 31 December 2023, consolidated assets managed and distributed by LBP AM and its subsidiaries came to 68 billion euros.

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