

FLASH NEWS

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Responsible Investor Award AG2R La Mondiale wins the fourth edition

For the fourth consecutive year, Natixis Asset Management and Amadeis⁽¹⁾ in partnership with the daily newspaper *Les Echos* presented the Responsible Investor Award (*Prix de l'Investisseur Responsable*) at a ceremony attended by some one hundred participants. Every year the Award recognizes the institutional investor that has, by its actions, most distinguished itself through its socially responsible investment strategy.

This year, the Responsible Investor Award was won by AG2R La Mondiale⁽²⁾, in recognition of the tremendous transparency shown in the execution of its investment strategy.



Opening the event, Pascal Voisin, Chief Executive Officer of Natixis Asset Management, reiterated the pioneering role⁽³⁾ played by Natixis Asset Management in Socially Responsible Investment (SRI) and its commitment in this area: *"Responsible investment is obtained by combining commitment with expertise: The **commitment** of investors who wish to align their actions with their values, and the **expertise** developed by teams of Natixis Asset Management in this type of investment."*

10 contenders, 3 finalists, 1 winner

10 contenders were in running for the 2011 Responsible Investor Award, a competition open to institutional investors, pension and insurance funds, insurers, public institutions, companies, foundations, (etc.). Following an initial review of the applicants, three finalists were identified: AG2R La Mondiale⁽²⁾, Humanis⁽⁴⁾ and Malakoff Médéric⁽⁵⁾. Each finalist made an oral presentation of its strategy and initiatives.

The prize was awarded this year to **AG2R La Mondiale**, a proud successor to the Fonds de Réserve pour les Retraites (FFR, a French pension fund)⁽⁶⁾ (2010 winner), AGRICA Épargne (2009 winner) and Établissement de Retraite Additionnelle de la Fonction Publique (ERAFF, the French supplemental retirement agency for public service employees) (2008 winner).



The 2011 Responsible Investor Award was won by the AG2R-La Mondiale Group
From left to right:
Andre Renaudin, CEO of AG2R-La Mondiale
et Michel Camdessus, Chairman of the 2011 Jury

(1) Amadeis is an independent asset management consulting firm that advises institutional investors on their investment strategy. Amadeis is one of the industry leaders in France, with more than 18 billion euros of assets under management. [For further information: <http://amadeis.pagesperso-orange.fr>].

(2) AG2R La Mondiale is an interprofessional social security and estate planning insurance group. The group specializes in insurance for individuals: death and disability, health, investment and retirement. [For further information: www.ag2rlamondiale.fr]

(3) With Natixis Impact Nord-Sud Development, Natixis Asset Management combines over 25 years of investment in international bonds with a commitment to solidarity with developing countries. Created in 1984, the SICAV-type investment company has been a pioneer by introducing a commitment to engage in development into a classic investment management process.

(4) Humanis is a major player in joint and mutual social protection in France, produced by the merger of the Aprion and Humanis Vauban groups in January 2011. [For further information: www.vaubanhumanis.com]

(5) Malakoff Médéric is a joint and mutual service group specializing in retirement and protection of employees and their families. [For further information: www.malakoffmederic.com]

(6) Fonds de Réserve pour les Retraites Françaises (FRR) is a public agency that was created to serve the pay-as-you-go pension system. [For further information: www.fondsdereserve.fr].

A responsible investment policy in the spotlight

The jury's selection of **AG2R La Mondiale** recognized this interprofessional social security and estate planning insurance group's commitment to and actions in the field of socially responsible investment.

In 2011, the **AG2R La Mondiale group** notably placed particular emphasis on the transparency of its Environmental, Social and Corporate Governance (ESG) strategy, which resulted in the publication of a first SRI business review in June 2011.

This group also expanded the scope of its SRI investments by creating the Solid fund, in partnership with Siparex and La Française AM, a joint investment vehicle targeting the jobs of tomorrow.

Other notable initiatives were the operational launch in March 2011 of an SRI fixed income fund mandate and the launch of an SRI fund of bond funds.

The **AG2R La Mondiale group** upgraded its proprietary "EthisScreeninG" software application for analyzing the company's extra-financial risks, enabling them to improve incorporation of the ESG filter into the selection of private equity funds.

Moreover, the renewal of the Euromed university chair in "Different finance, investment, social solidarity and responsibility" and creation of a "Living SRI" working group involving the entire Agicam (the Group's asset management company) staff in the challenges of this approach places them on the cutting edge of the leading issues in the field of socially responsible investment.

"Sustainable development and CSR incorporate both our business plans and our culture. These values have naturally, therefore, always been associated with our model," explains André Renaudin, CEO of AG2R La Mondiale.

A jury of recognized personalities, chaired by Michel Camdessus



"Socially responsible investment plays a crucial role in the economy of the twenty-first century. We are evolving toward a new form of capitalism, one that must be socially responsible to survive. It must be highly sensitive to environmental, social and corporate governance concerns and this in a consistent manner."
Michel Camdessus, chairman of the jury in 2011.

Chaired by Michel Camdessus, Honorary Governor of the Banque de France and former Managing Director of the IMF, the 2011 jury was composed of individuals sensitive to responsible investment-related issues. The jury included: Philippe Chalmin, professor at Paris-Dauphine University and founder of Cercle Cyclope; Sébastien Duquet, managing director of PlaNIS responsibility; Christian Huglo, barrister, founder of Huglo Lepage & Associés Conseil Selarl; Daniel Lebègue, chairman of IFA; Maria Nowak, president of the Association for the Right to Economic Initiative (ADIE); and Christian Sautter, president of France Active and former Minister of the Economy, Finance and Industry.



For further information about this award, please go to www.leprixinvestisseurresponsable.com
[only available in French]

About...



Natixis Asset Management is the Natixis Global Asset Management's European specialist. Based in Paris, with 291 billion euros under management and over 680 employees as of September 30, 2011 it is one of the largest European asset managers.

A pioneer in the field of socially responsible investment with over 25 years' experience, Natixis Asset Management is also, by its assets under management, one of the leading SRI and solidarity investment management firms in France and Europe. It offers among the most sophisticated products and services available in the market in this area, covering all asset classes and the main SRI strategies. Natixis Asset Management also provides management expertise in Impact Climate Change, an investment strategy that takes full account of climate change-related issues.

> www.am.natixis.com

 [Join Impact Climate Change on Facebook](#)



Amadeis is an independent investment advisory firm. It helps institutional investors to optimize the profitability of their financial investments by defining, implementing and monitoring their investment strategy. With close to 18 billion euros of assets under advisement, Amadeis is now one of the leaders in this field in France. Ever since it was founded, Amadeis has taken great interest in socially responsible investment and contributed to its development in the French market through numerous assignments on behalf of French investors and its research. The creation of an award to recognize the work undertaken by institutional investors and corporates plays a full part in this process.

> www.amadeis.com



Les Echos, France's largest daily economic and financial newspaper, relies on the unique and expert prose of 200 journalists, enriched by 12 permanent correspondents abroad and a network of some fifty regional correspondents. This guarantees that readers will be the fastest and best informed about all news concerning the economy and business, at the regional, national and international scales. *Les Echos* has a total paid circulation of 115,706 copies (source: OJD 2010). More than 609,000 people in all read the newspaper every day (source: Epiq 2010). The lesechos.fr website has 3,6 million unique visitors (source: Xiti March 2011) and 37,6 million page views per month (source: OJD March 2011).

> www.lesechos.fr

Members of the jury...

Michel Camdessus, chairman of the jury

Honorary Governor of the Banque de France and former Managing Director of the IMF



Current chairman of the steering and monitoring committee for the use of funds of the fund for social cohesion and honorary president of the "Social Weeks of France" program, Michel Camdessus is also Honorary Governor of the Banque de France and controller of compensation for financial markets professionals.

He is also a member of the Africa Progress Panel chaired by Mr. Kofi Annan, and of the United Nations Secretary General's Advisory Board on Water and Sanitation (UNSGAB).

Michel Camdessus was notably French Director of the Treasury in 1982, before becoming Governor of the Banque de France in 1984, Managing Director of the International Monetary Fund (IMF) from 1987 to 2000, and president of the Society for the Financing of the French Economy (SFEF) from 2008 to 2009.

Philippe Chalmin

Professor at Paris-Dauphine University and founder of Cercle CycloOpe



Professor of economic history at Paris Dauphine University and a member of the Prime Minister's council on economic analysis since 2006, Philippe Chalmin works on issues regarding ethics and morality applied to the business world and advises several financial institutions on SRI matters.

Founder of Cercle CycloOpe (Cycles and Orientation of Products and Exchanges), he coordinates the annual report on the status of and outlook for global commodities markets.

Philippe Chalmin was notably French foreign trade advisor (1993), member of the European and International Council for Prospective Analysis of Agriculture and Food (2003) and a consultant for the World Bank.

Sébastien Duquet

Chief Executif Officer of PlaNIS responsAbility



Since September 2009, Sébastien Duquet has been CEO of PlaNIS ResponsAbility, an investment management company specializing in microfinance and fair trade with a USD 320 million investment portfolio in close to 82 microfinance and fair trade institutions.

Sébastien Duquet previously worked in auditing for eight years, and in banking for two. In 2003, he launched and assumed responsibility for the activities of PlaNet Finance in the Middle East and North Africa (MENA) region, before becoming managing director of the company in 2006.

As such, he notably established and supervised the launch of PlaNet Guarantee (microinsurance) and FinanCités (micro venture capital).

Christian Huglo **Attorney, founder of Huglo Lepage & Associés Conseil Selarl**



General partner of Huglo Lepage & Associés Conseil Selarl since May 1995, Christian Huglo founded the firm in 1969 after serving with the European Commission of Human Rights in Strasbourg.

Member of the Bar of Paris and specialist in litigation (especially in the fields of international affairs and environmental pollution), he is an advisor to the OECD, the Ministry of the Environment and the European Union.

A specialist in environmental law and public law, he taught in the masters program at the University of Paris I and II. He is also a professor at the Institute for Economic and Legal Research Applied to the Construction and Housing Sectors (ICH) of the National Conservatory of Industrial Arts and Design (CNAM).

Daniel Lebègue **Chairman of IFA**



Daniel Lebègue is president of the IFA. He is also chairman of Transparency International France, the French section of Transparency International, a non-profit organization dedicated to the transparency and integrity of public and economic life. He is also president of the Observatory on Corporate Social Responsibility (ORSE), the Institute for Sustainable Development and International Relations (IDDRI) and Savings Without Borders (*Épargne sans frontières*).

Daniel Lebègue was successively French Director of the Treasury (1984-1987) and managing director and then vice-chairman and director of BNP (1987-1996) before assuming the duties of general manager of Caisse des Dépôts et Consignations (1998-2002).

Maria Nowak **President of the Association for the Right to Economic Initiative (ADIE)**



President and founder of the Association for the Right to Economic Initiative (ADIE), which finances and provides support to unemployed entrepreneurs, Maria Nowak spent her career in the French Development Agency and the World Bank.

She got involved in the development of microcredit in the 1980s, launching the first programs in Africa and then in Central and Eastern Europe. In 1997 she founded the Center for Microfinance in Central and Eastern Europe and newly independent countries, and in April 2003 the European Microfinance Network. In 2000 and 2002, she was special advisor to Laurent Fabius, Minister of the Economy, Finance and Industry.

Christian Sautter **President of France Active and former Minister of the Economy, Finance and Industry.**



President of Active France (non-profit social finance network for employment) since 2001, since March 2008 Christian Sautter is also deputy mayor of Paris, in charge of Employment, Economic Development and International Appeal.

Christian Sautter began his career as a professor of Japanese economics at the School for Advanced Studies in the Social Sciences (EHESS). He was also deputy secretary general to François Mitterrand, then President of France (1982-1985 and 1988-1990) and secretary of state for the Budget (1997-1999) before becoming Minister of the Economy, Finance and Industry in 1999 and 2000 and then deputy mayor of Paris, in charge of Employment, Economic Development and International Appeal (March 2001-March 2008).

www.leprixinvestisseurresponsable.com [only available in French]