



## Press release

Paris, November 13, 2020

### Rothschild & Co Asset Management Europe invests in new consumer trends

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Rothschild & Co Asset Management Europe broadens its range of thematic funds with R-co Thematic New Consumer Trends<sup>1</sup>, focused on new trends in consumption.

This new investment fund invests in European and American businesses which aim to respond to the needs of future consumers whose behaviour is developing under the effect of three great structural trends: urbanisation, demographic developments and technological innovation. The health crisis caused by Covid-19 has, moreover, had an accelerating effect on certain underlying processes linked in particular to the digital transition and the environment. Companies which successfully identify new consumption trends and adapt their offer to these irreversible changes will have a competitive advantage as a long-term source of value creation.

Rothschild & Co Asset Management Europe is using these new funds to work alongside these structural changes by adopting a long-term strategic positioning, not significantly cyclical, which aims to benefit from growth opportunities in segments linked to consumption. An additional source of diversification, R-co Thematic New Consumer Trends complements the other funds of the thematic range, composed of R-co Thematic Silver Plus (ageing of the population), R-co Thematic Real Estate (listed real estate), R-co Thematic Family Businesses and R-co Thematic Gold mining (gold mines).

*"We are convinced that the very essence of efficient asset management lies in the identification of long-term trends and in our ability to adapt to the structural changes in our society,"* states Didier Bouvignies, General Partner and Chief Investment Officer at Rothschild & Co Asset Management Europe. *"This new fund fully embraces this logic by profiting from the great disruptive movements which influence our patterns of consumption,"* concludes Thierry Rigaudière, head of the Thematic Management at Rothschild & Co Asset Management Europe.

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#### For more information:

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<sup>1</sup> R-co Thematic New Consumer Trends is a sub-fund of the Investment Company with Variable Share Capital incorporated under French law "R-Co SICAV", located at 29, avenue de Messine - 75008 Paris, listed under no. 844 443 390 in the Trade and Companies Register of Paris



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As the specialised asset management division of the Rothschild & Co group, we offer personalised asset management services to a broad client base of institutional investors, financial intermediaries and distributors. Our development is focused on a range of open-ended funds, marketed under four strong brands: Conviction, Valor, Thematic and 4Change, and leveraging our long-term expertise in active management with conviction as well as in delegated management. Based in Paris and established in 10 countries in Europe, we manage more than 21 billion euros and employ nearly 170 people. More information on: [am.eu.rothschildandco.com](http://am.eu.rothschildandco.com).