



Paris, 26 June 2014

Swiss Life Asset Managers signs a distribution agreement with Generali Vie in France and strengthens its position with the IFA sector

Generali Vie in France selects the balanced fund SLF (F) Defensive offered by Swiss Life Asset Managers to classify as a unit of account in Himalia, its life insurance multi-support contract exclusively for IFAs. This is a turning point for Swiss Life Asset Managers in terms of its fund distribution.

Jean-Pierre Grimaud, CEO for managing third-party assets at Swiss Life Asset Managers explains: "The signing of this distribution agreement with *Generali Vie in France* confirms our know-how in terms of diversified management and testifies to our focus on the IFA market. Three years ago we created a team for distribution to private banks, family offices and networks of the insurer Swiss Life in France. These efforts are starting to bear fruit and they illustrate our desire to gain a foothold in the IFA market. We will reinforce the team within this framework to support this activity".

SLF (F) Defensive was selected by Generali Vie to cater more closely to the particular needs of IFA partners, who wish, for their financial offering under life insurance contracts distributed by their intermediary, to have funds associating prudent allocation with a good risk-return ratio over the long term. "Furthermore, our fund has performed robustly and won many awards, which explains why Generali opted for it. We hope this partnership is the first stage of a successful relationship which will set other developments in motion", adds Mathieu Caillier, head of distribution at Swiss Life Asset Managers.

Performances of SLF (F) Defensive as at 31/05/14

	ISIN	1 mois	YTD	2013	2012	2011
SLF (F) Defensive P	FR0010308825	1,61%	4,59%	10,11%	8,59%	10,75%
<i>EONIA capitalisé</i>		0,02%	0,09%	0,09%	0,24%	0,88%
<i>Indice composite²</i>		1,58%	6,28%	7,96%	13,77%	-3,21%

* : 30% Euro Stoxx 50 Net Return EUR + 70% Euro MTS Global Index

Past performance does not predict future performance. The KIID for SLF (F) Defensive can obtain from the funds management company or via www.swisslife-am.com

This fund is only available to French investors.

About Swiss Life Asset Managers - www.swisslife-am.com

With over 150 years of asset management expertise and the backing of the solidity represented by the Swiss Life Group, Swiss Life Asset Managers has developed a complete offering of products and services. The offering stems from proven skills in different aspects of asset management integrating risk management to provide its clients with a regular and sustained performance. As of 31 December 2013, Swiss life Asset Managers had EUR 104.1 billion under management for Swiss Life Group and EUR 22.5 billion for external clients in France, Switzerland and Germany.

Press contacts

Hopscotch Capital Agency

Chafia BACI – 01 58 65 00 76 - cbaci@hopscotchcapital.fr

Sophie LHUILLIER - 01 58 65 20 19 - slhuillier@hopscotchcapital.fr

Swiss Life Asset Managers,

France : Marie GENTE - 01 46 17 21 08 – marie.gente@swisslife.fr

Switzerland : Media Relations: Phone +41 43 284 77 77 - media.relations@swisslife.ch

Further information

All our media releases can be found at swisslife-am.com/news