



Ex-EdRAM chair's AM platform readies boutique launch

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Asset management development platform iM Square is set to launch a France-based boutique this month as part of plans to accelerate its growth.

The group – which was launched in 2015 by former Edmond de Rothschild AM chair Philippe Couvrecelle and Jean Maunory, who was head of strategy – has been expanding into new areas over the past two years.

It was launched as a means of aiding asset managers popular in their home markets, notably the US and Asia, to further enhance their presence in Europe.

One means of doing this was through the purchase of Montmartre Asset Management [in November 2016](#), which has been rebranded iM Global Partner and will serve as a European business hub for the company.

Elsewhere, it has also invested in US-based asset managers Polen Capital – where it has a 20% investment – and McEniry Capital Management, where it has a 45% stake.

In its most recent update, the Paris-based firm, which has Amundi, Eurazeo and Dassault Group as founding shareholders, said it aims to invest an additional €400 million into asset management operations by 2019.

Speaking to *Citywire Selector*, Couvrecelle said: 'We plan to acquire minority interests in five to seven additional firms managing \$1 billion to \$20 billion assets, mainly through long-only, high-alpha strategies invested in long-term assets; we would also consider managers having alternative capabilities in the long-short equity or credit area.

'Our pipeline of potential partners is composed of active managers with exceptional longstanding track records in running global, emerging markets or European strategies, as well as complementary expertise to those of our partners in credit and US equities.'

Looking ahead, Couvrecelle said the group also intends to launch a distribution platform in the US in 2018. He added that the firm is in discussions with several North American institutional investors regarding a further round of funding set to be completed by the end of Q2 2017.