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**The Asset Update**

**Europe investment platform IM Square in talks with potential shareholder in China**

21 Jul 2015 by The Asset

IM Square, whose founding shareholders comprise Amundi, Eurazeo and La Maison, are in talks with a potential shareholder in China as it seeks to be more active in the Asian region.

Launched in June, IM Square is Europe's pioneering investment and development platform for the asset management industry. It aims to acquire minority stakes in the capital of entrepreneurial asset management companies in the US, Europe and Asia. IM Square, as a minority shareholder, will help these companies grow, principally outside of their domestic market.

"Following our recent launch, which brought together strong founding shareholders like Amundi, Eurazeo and La Maison, it is important that we include strong founding shareholders like Amundi, Eurazeo and La Maison, it is important that we include a strong partner in Asia to help us develop in this region. We are now in discussion with a potential shareholder in China and hope to sign on the partner in due course," says Philippe Couvrecelle, founder of IM Square.

IM Square targets entrepreneurial investment companies that are already mature, profitable, and recognized in their local market. These companies manage between US\$1 billion and US\$15 billion, invest principally in traditional and liquid asset classes, and offer a high growth potential.

To date, few dozen companies selected from an investment universe of 1,000 asset managers feature in IM Square's target pipeline. The company expects the first investment to take place as early as fourth quarter 2015.


Couvrecelle, who is founder of PTH Conseil and was former chairman of the board of Edmond de Rothschild Asset Management, and his partner, Jean Maunoury, are the architects behind the project.

In addition to providing financial backing, IM Square will assist these asset management companies - known as "affiliates" - with their international business development and the expansion of their client base. The platform will also support the affiliates as they manage their strategic and organisational changes, focusing on distribution and marketing, organisation and capital transfer.

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